



EDITOR & PUBLISHER



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American Newspapers as a Whole Are Clean, Free, Capable and Meet Responsibility Honestly

ADOLPH S. OCHS, in An Inspiring Interview

Editor & Publisher is privileged to present herewith an exceptional interview with Adolph S. Ochs, president of the New York Times and publisher of that newspaper, secured by Frederick Boyd Stevenson for the Brooklyn Eagle, to which newspaper full credit is due.

FREDERICK BOYD STEVENSON

HAD a long talk the other afternoon with Adolph S. Ochs, president of the New York Times Company and publisher of the New York Times.

Mr. Ochs described the various types of newspapers. He gave his definition of news. He gave a brief but graphic picture of the wonderful world held covered every 24 hours by the modern press.

He resented the charge, too often made, that the newspapers of today are controlled by the so-called vested interests, but he did not hesitate to say that the great newspapers are under the control of "capitalism"—a "capitalism" that is used to keep the wonderful machinery of the Mighty Daily of this day of Big News in swiftly-moving trim.

Mr. Ochs has had the experience in building up one of these great newspapers that few men have had. What he says, therefore, is important and authentic—and, best of all, it comes from his heart. * * *

Each paper has its own sphere of usefulness.

Each publisher has his own idea of what a newspaper should be.

And the great majority of publishers are sincere in carrying out that idea.

"There, for instance, is Mr. Hearst."

For just a moment there was a pause and rapidly I visioned the wide difference in the style and makeup and in the character of the features and the displays of the New York American and the New York Evening Journal and the New York Times. And yet, Mr. Hearst's papers and Mr. Ochs' paper have the vital big news of the day. The variance mainly is in the method of display and the expansion and the contraction in certain kinds of news and the pictures.

"I have talked with Mr. Hearst and he has a definite idea that he is serving the public as well as I think I am serving the public," continued Mr. Ochs.

"And doubtless he is, but his methods are different from mine. No one for a moment can say that he is not honest in his purpose. No one can say that pictured features and comics in a daily newspaper do not appeal to certain classes of readers. But the New York Times has a different clientele.

"Let me illustrate. We are spending thousands of dollars for foreign cables. We print Lloyd George's speech in full. We print Poincare's speech in full. Each occupies a page in the Times. How many read those speeches? Perhaps one in a hundred. Doubtless many men see the speeches in print, put them in their pockets and think they will read

them at home—some time—but they never do.

"But the point is here—the one in a hundred who reads those speeches tells the other 99 about them, and the man who takes them home to read—but never reads them—know they were in the Times and the Times gets the reputation of having all the foreign news in full by cable. So it is with other news. The Times is known as a complete newspaper. It is big, of course. You may say nobody can read it all. But there are some parts of it that are read by one class of readers and other parts that are read by other classes.

"You are in a subway train and see a man open his newspaper. He doesn't look at the first page. He turns to the buyers in town. That is the first thing of interest to him. That is his big news of the day. And so with the rest of them.

"Why, when the management of the Times passed into my hands in 1896 the sensational newspapers were rapidly increasing their circulation by means of inane features, muck-raking and crusades of every character, and the impression was extending that any paper not following such courses would be dull, stupid and unprofitable. It was freely proscribed that the Times could not be a success if conducted according to my policy."

When Mr. Ochs took over the Times it had an income of \$500,000 a year. Today it has an income of \$18,000,000 a year and employs 2,000 people with a weekly payroll of \$100,000. This simply proves that a sober newspaper print-

ing all the important news, impartially and fairly, without embellishing features or pictures or comics in its daily edition, can be made to pay and will be read by more than a third of a million persons every weekday, and that its Sunday edition, with proper magazine and news features and a high class of pictures, can reach a circulation of more than half a million.

He faced me a little more squarely and half-apologetically went on:

"Don't think I am trying to exploit the Times. What I am trying to do is to emphasize the difference in the newspapers of today and to prove that there is a reason for all of them—and by all of them I mean the big metropolitan dailies and the dailies in the smaller towns conducted by proper persons—and that the men who conduct and control these newspapers are sincere in their endeavors.

"Mr. McCormick, of the Chicago Tribune, was talking to me on this very subject, and he said: 'We couldn't print such a paper in Chicago as you are printing here. We have to print comic strips and run our headlines across the page to get the circulation. So every publisher has his own ideas as to the way in which a newspaper should be run.'

"Mr. Munsey has his idea. People may differ with Mr. Munsey as regards his policies, but no man has more honest or higher ideals of what he considers to be the public welfare than Mr. Munsey.

"And there are Mr. Hester and Mr. Gunnison, of the Brooklyn Daily Eagle, a newspaper for which I have the highest regard and which is beloved and

looked up to by the home-loving people of Brooklyn.

"And there is Mr. Curtis, who lately acquired the New York Evening Post. The Evening Post was bought from Mr. Villard by 30 of its employes. Imagine an editorial writer or a reporter trying to please 30 owners.

"And right in this connection let me say this: No editorial writer or no writer in any capacity can do his best work if he is hampered by dictation from those who own the newspaper. Of course, there should be an editorial policy—that we all know. And that editorial policy should be strong and firm as to the big issues of the day. Now the men who form that policy may be right or wrong from various viewpoints. A newspaper cannot please all readers. But whatever that policy is, it must be the honest belief of those who form it, and it must be adhered to firmly and honestly and fearlessly. The newspaper that is afraid of offending this person or that person, or of driving away some advertiser, is a weak newspaper and cannot succeed. But the writer must be left free to express his own honest beliefs, for if he be not free, his writing will limp and halt and show his insincerity.

"It has been said that the late Frank I. Cobb, while editor of the New York World, wrote splendid editorials from an independent standpoint, and you should remember that Mr. Cobb was given a free hand to write those editorials by the owners of the World.

"But to carry out the policies of a newspaper the men and women on that newspaper should be in entire sympathy with those policies. If they are not in sympathy with the policies, they should not be with the paper.

"First of all, a newspaper must have the respect of its employes. A newspaper that has the respect of its employes will have the respect of the public. Newspaper men and women, as a whole, are honest and fair and sincere. They are harder workers and are more devoted to their profession than those engaged in any other calling. Now and then you will find a tricky, a dishonest newspaper man, but just so soon as he is found out, he is out of it—and that ends him as a newspaper man. But it isn't often that you find such a person on a newspaper."

Mr. Ochs had been describing the different kinds of newspapers and their owners' views of the news.

Well, what is news? * * *

Mr. Ochs looked at me quizzically. "They talk a good deal about the great newspaper editors of the old days," said he—"Greeley and Dana and the rest of them. I wonder how they would get out a modern metropolitan newspaper of today with all its departments and complications and graphic presentation of the news!"

"And what is your idea of news?" I asked.

He did not hesitate a moment. "Everything that gives information.

BRILLIANT OCHS OBSERVATIONS

THERE is a reason for the publication of every newspaper, conducted by proper persons, each meeting the requirements of varying public tastes.

A newspaper cannot please all readers, but it must be honest and fearless.

First of all a newspaper must have the respect of its employes, and newspaper men and women are, as a whole, honest, fair, and sincere.

A tricky, dishonest newspaper man is soon found out—and it ends his career.

News is everything that gives information. The best advertisements are news. Pictures are news. Letters to the editors, often critical of them, are news. Our newspapers give the news of the whole world.

Accuracy is the first law. The Times sent a man to Manila to confirm a rumor. Misstatements are seldom intentionally made.

A newspaper which gives real service to the public must have big money back of it.



ADOLPH S. OCHS.

Advertisements can be news. In fact, we try to get our advertisers to present the news. Nearly everybody reads the advertisements—all are interested in knowing where they can purchase certain things. The real estate advertisements are news. The want advertisements are news. The lost and found column is news. Once I was asked what would happen to a newspaper if it only printed advertisements, and I replied that I could print a newspaper filled only with advertisements and get a larger circulation than a newspaper printed with only news and no advertisements. The letters to the editor, oftentimes criticizing the editor, are news.

"Why, even pictures are news. And for that reason the Daily News, which is mostly composed of pictures, is serving a purpose, for people who buy that paper to look at the pictures read little snatches of reading matter and are thus trained to eventually read the news.

"But the news that you get in your newspaper comes from all over the world. And that news should be accurate so far as possible. We are indebted, in a great part, to the Associated Press in giving us that news.

"The Associated Press of the United States serves 1,700 newspapers, and when you speak of the press of America you are speaking to a large extent of the Associated Press. I challenge any man in the world to show that any item of news sent out by the Associated Press has been doctored or distorted for personal interests. There may be errors, news may be dishonestly reported to the Associated Press representatives, but so far as the Associated Press organization is concerned every news story is carefully scrutinized with the sole view of giving unbiased information to the public.

"The Associated Press reports are, of course, supplemented by the great newspapers by cablegrams and special reports of their own. The news should tell the exact truth so far as possible. I know here on the Times we are very careful to be sure of the accuracy of our news. As an instance, I can cite to you the story of General Wood's son. We received that story early, but we would not publish it until it was corroborated. We sent one of our best men to the Philippines to interview young Wood, but our man upon arriving there found that Wood had gone to Japan. And so we told our representative to wait there, and he did wait there for several weeks until young Wood returned.

"We had early information concerning the oil scandals, but we would not print one word about them until the reports were confirmed at Washington. I could mention numerous other instances to you. The point I am making is that a responsible newspaper is always very careful to see that the news it publishes is true. And I am free to say that I believe this is so with the majority of the big newspapers of the country.

"Of course, errors will get into the newspapers and misstatements are made, but the misstatements are very seldom intentionally made. The only wonder is that with all the hurry with which daily newspapers are gotten out more mistakes are not made.

"But despite all the care taken by those who conduct the newspapers to keep them reliable and honest there are many persons who question that reliability and that honesty."

This brought us to the criticisms and the charges of dishonesty which have been brought against the newspapers.

It is quite frequently charged that the great newspapers of this country are under capitalistic control and are conducted solely to promote the so-called vested interests. A recent statement was made by Professor Edward A. Ross, of the University of Wisconsin, that he had directed a study of 15 newspapers, members of the Associated Press, and found 10 of the owners capitalistic.

I told Mr. Ochs of this statement. "We hear that cry from many sources," he said. "The newspapers of this country as a whole are clean. They are not influenced by the moneyed interests. If he means by capitalism that they are influenced by money—they are. There can

NEW YORK ADVERTISING MANAGERS MEET

Gloversville Named for June Gathering—30 Dailies Represented—Wood, Osborn, Bradley, Moser, Among Speakers

UTICA, N. Y., Feb. 14.—Advertising managers representing 30 newspapers of the state assembled in Utica Monday and Tuesday for the February session of the New York State Daily Advertising Managers.

Gloversville was selected as the site for the June meeting. Delegates will be guests of the Leader, Republican and Herald of that city.

A discussion on "Merchandising" led by Frank A. Wood, Rochester Times-Union, president of the organization, was conducted and the experiences of solicitors in many cities was reviewed.

Monday afternoon and evening, representatives of Utica industries and business firms spoke. Alex F. Osborn of Barton, Duestine and Osborn Company, Buffalo, talked about the changes in the advertising situation since 1909. He stated that the advertiser of today must rely on underselling or understatement, rather than on overselling.

"Unless we sell advertising of today on the right basis," he declared, "we will see a decline because there is not that virgin field of the new advertising there was 15 years ago."

Myles F. Bradley, director of publicity for Durant Motors, Inc., reviewed the life of W. C. Durant, founder of the company.

An appeal for standardized advertising was made by Thomas E. Moser of the Moser & Cotins advertising firm, Utica.

Among those attending the sessions were: J. A. Viger, Troy Record; J. O'Conner, Albany Knickerbocker Press; B. Johnson, Binghamton Sun;

be no great newspaper today unless it has plenty of capital behind it. It takes money—lots of money to run a newspaper in these times the way the newspapers are now being run.

"A newspaper that serves its readers with the latest news, employs large staffs of reporters and correspondents and editors and pays big telegraph bills and cablegram bills and keeps up-to-date machinery and occupies great and expensive downtown buildings, and has agencies in various parts of the city, must have big money back of it or it would not run very long.

"It is true that many of the newspapers make money. They make a great deal of money for their owners. But what is money? Its face value is nothing at all. The value of money is what you can do with it. Undoubtedly some men with vast amounts of money misuse it, but I honestly believe that the majority of the men of great wealth have other motives in life than to just spend millions of dollars recklessly and in extravagant living. I believe the majority of millionaires want to make the best use they can of their money to help the world.

"I especially believe this is true of the big newspaper men of this country. I have the highest personal regard for Mr. Lawson, of the Chicago Daily News, and Mr. McCormick, of the Chicago Tribune, and Mr. Herbert F. Gunnison, of the Brooklyn Daily Eagle, and Mr. Curtis, of the New York Evening Post and the Philadelphia Ledger, and Mr. Hearst and Mr. Pulitzer and Mr. Munsey. I have confidence in every one of those gentlemen and in many others connected with the press. I do not for a moment question the efforts of those men to make the newspapers they represent journals of undoubted honesty.

"Of course, it takes money to run a modern newspaper, for any one who knows anything about the newspaper business knows that a newspaper would not run very far without money.

"But as for the great and responsible newspapers of this country being controlled by sinister interests—that is not true."

F. E. Hussey, Rochester Democrat and Chronicle; L. S. Cathua, and R. E. Bennett, Binghamton Press; W. M. Ingalls, Elmira Star Gazette; W. H. Fisher, Watertown Standard; Bradley Norton, Niagara Falls Gazette; H. D. Frey, Kingston Freeman; J. R. Paul, Gloversville Herald; E. P. Gosling and F. A. Wood, Rochester Times-Union; William H. Kahn, Amsterdam Record; E. R. Cullings, Schenectady Union-Star; George Graham, Syracuse Herald; Roy Andrews, Syracuse Post-Standard; James J. Banett, Corning Leader; J. F. Melia, Buffalo News; J. F. McGrath, Buffalo Times; A. P. Irving, Glens Falls Post; W. G. Kern, Saratoga Springs; J. Richardson, Herkimer Telegram; W. P. Doyle and A. P. Kesinger, Rome Sentinel; Russell Harris, Utica Press; Harry Benner and Arthur Kelbach, Utica Observer-Dispatch.

NEW DAILY FOR SEATTLE VANDERBILT'S PLAN

A. Joseph Blethen, Jr., Just Appointed San Francisco Herald Manager, Reported Slated for Post in His Old City

LOS ANGELES, Calif., Feb. 14.—Appointment of A. Joseph Blethen, Jr., former publisher of the Seattle Times, as business manager of the Illustrated Daily Herald of San Francisco was announced today by Cornelius Vanderbilt, Jr., proprietor of that paper. It is said that Mr. Blethen may become associate publisher of a Vanderbilt newspaper in Seattle.

Appointment of F. J. Reillee, formerly assistant advertising manager of the San Francisco Examiner, as advertising manager of the Herald was also announced. George North, who has been in the business department of Vanderbilt Newspapers, Inc., will be managing editor of the Herald.

LYNCH LEADING

Former I. T. U. Chief Has 119 of 193 Unions Favoring His Return to Office

James M. Lynch, former president of the International Typographical Union, who is the "administration" candidate for that office this year, is leading Charles P. Howard, the present incumbent, 119 to 73, according to an unofficial report of nominations filed by 193 local unions at I. T. U. headquarters up to Feb. 9.

Other "administration" men who are so far favored in the poll are:

Seth R. Brown, for first vice-president; Austin Hewson, for second vice-president; J. W. Hays, for secretary-treasurer; Fred Barker, for board of auditors; Joe M. Johnson, for agent Printers' Home; Walter E. Ames, E. D. Balentine, Malcolm A. Knock, George P. Nichols, and T. T. Nock, for trustees; John C. Harding, Max S. Hayes, T. W. McCullough, and William T. Young, for delegates to A. F. of L., and L. T. Spalding, for delegate to Trades and Labor Congress of Canada.

Frank Morrison, "progressive" candidate, stands fifth in the list of five candidates for delegate to the A. F. of L.

P. O. Halts Fraud Tire Concerns

Five Chicago tire companies, extensive advertisers in farm papers, have been made the subject of a fraud order by the Post Office Department, as a result of the National Vigilance Committee's campaign. They are the Rose Tire Company, the United Financing Syndicate, the Dealers Tire Company, the Low Price Tire Company, and the Mail Order Tire Company.

D'Arcy Resigns Chairmanship

William C. D'Arcy, appointed chairman of the general meetings to be held on board the S. S. Republic, chartered to carry delegates to the A. A. C. W. London convention next July, has resigned, because personal business makes it necessary for him to go abroad in advance of the convention ship.

HEARST BRINGS GRIFFS HOME TO GLORY

Von Wiegand Hero of Newspaper Stunt Which Pardoned Would Be Kidnapper, On Assignment of Publisher

A Hearst newspaper stunt of the past was the arrival in New York and Chicago, of Lieut. Corliss Hoover



KARL VON WIEGAND

was the man who attempted to kidnap Cleveland Bergdoll, draft dodger, accompanied by Karl H. von Wiegand, Hearst newspaper representative at Berlin, who announced that he had accomplished Griffiths' release from the Mosbach prison, where he was serving his 21-months' sentence for a crime against the German government.

Wesley Hamer, in the New York American, characterized the stunt as "probably the most remarkable achievement of modern militant journalism."

It was revealed that the action was an assignment by Mr. Hearst who, early in December, sent the following cable to von Wiegand: "Make every effort to obtain a pardon for Lieutenant Griffiths and effect his release from prison in Germany and personally bring him home."

In his "inside story" of the stunt von Wiegand tells interestingly how he and his staff, including Frank E. Mason, International News Service manager in Paris, detached for the purpose, worked quietly with German officials, cutting much red tape and finally securing a pardon, largely through the "broad-minded and magnanimous attitude" of two important department chiefs of the Foreign Office.

The Hearst papers paid the cost of the trial, provided Griffiths with clothing after von Wiegand had given him his own overcoat and had, he tells, wrapped himself in a blanket, and brought him home in a state cabin de luxe.

In New York the army officer was given an official reception at the City Hall, and paraded through the streets and then rushed on to Chicago, where there were more exciting ceremonies, war veterans participating.

I. T. U. HEAD CALLED TO N. Y.

Local Union, Unable to Agree With Newspapers, Awaits Howard

President Charles P. Howard, of the International Typographical Union, was expected in New York late this week, in answer to a call from Typographical Union No. 6 for his services in adjusting its scale dispute with the newspaper publishers. As noted in EDITOR & PUBLISHER last week, the union's conference committee had discontinued negotiations with the publishers when the latter declined to grant the union's demand for an increase of \$14 a week, coupled with a reduction in hours to 36 a week.

The call to Mr. Howard was sent following a meeting of the union last Sunday, attended by 2,000 of the 2,500 newspaper printers, and was requested by the committee of seven which has been negotiating with the publishers.

Canadian Newsprint Merger Planned

Negotiations are proceeding looking towards merger of the four big St. Maurice Valley newsprint producers, according to reports from Montreal. Officials behind the project express optimism that the deal will go through. Companies involved are: Belgo-Canadian Paper Company, St. Lawrence Paper Mills, the St. Maurice Paper Company, and the Laurentide Company.

30 GROUP OWNERSHIPS CONTROL 150 U. S. DAILIES

Scripps-Howard With 26, Hearst With 22 Lead—Latter Owns 10 Per Cent of Total Daily U. S. Circulation, 20 Per Cent Sunday—Total Have Output of 9,594,553 Copies Daily

By ARTHUR T. ROBB, Jr.

ANALYSIS of records of American and Canadian newspapers as of January 1, 1924, discloses that there are more than 30 groups in the United States and 3 in Canada, each controlling two or more daily newspapers in different cities. More than 150 newspapers are so owned and managed, their circulations ranging from 2,000 or 3,000 to the million-odd of Mr. Hearst's New York Sunday American. These newspapers have a grand total circulation of 3,964,808 morning, 5,629,745 evening—9,594,553 copies daily—and 8,806,951 copies Sunday.

Everybody knows, of course, that the largest groups are those under the Scripps-Howard and the William R. Hearst managements. The Scripps-Howard Syndicate controls and operates 26 newspapers in as many cities and leads all others in number of units.

The Hearst combination leads all others in point of circulation. All circulation figures are based on publishers' statements to the Post Office or the Audit Bureau of Circulations.

E. W. Scripps established the Cleveland Press in 1878. It was and is the nucleus of the country-wide group now operated by Robert P. Scripps and Roy W. Howard under the name of the Scripps-Howard Newspapers. Associated with Mr. Scripps in the early years, up to 1905, was Col. Milton A. McRae, their names for 42 years being linked in the title of their enterprises. Ohio was the field of many of their early efforts, the Cincinnati Post being established in 1880, Akron Press in 1893, Columbus Citizen in 1899 and the Toledo News-Bee joining the group by purchase in 1905. The Covington Kentucky Post, across the Ohio from Cincinnati, appeared in 1892.

Meantime, the San Diego (Cal.) Sun had been launched in 1881, the Los Angeles Record and the Portland News in 1895, the Seattle Star in 1899, the Spokane Press in 1902 and the Tacoma Times a year later, followed in 1904 by the San Francisco News and the Sacramento Star. The Des Moines News was purchased in 1901.

Two years later, in 1906, a new period of activity began, the Evansville Press, Terre Haute Post, Denver Express, Memphis Press, Oklahoma News and Dallas Dispatch joining the ranks that year.

The Houston Press was established in 1911 and for the next ten years there were no new additions. In 1921, the Birmingham Post, Norfolk Post (suspended Feb. 2, 1924), and Washington News, the latter a tabloid, were founded. The following year saw the coming of the Knoxville News, Baltimore Post, tabloid, Fort Worth Press and El Paso News, and the purchase of the Youngstown Telegram and Indianapolis Times. Last year was marked by the purchase of the Pittsburgh Press and the Albuquerque (N. M.) State Tribune. The Pittsburgh Press operates the only Sunday newspaper under Scripps-Howard ownership.

Six of the papers enumerated are now operated by the Estate of the late James E. Scripps, son of E. W. Scripps, under the management of his widow. They are the Los Angeles Record, Dallas Dispatch, Seattle Star, Portland News, Spokane Press and Tacoma Times, with total circulation of 177,473 copies.

The Scripps-Howard group has an aggregate daily circulation of 1,270,843 copies daily and 221,429 Sunday.

William Randolph Hearst's enterprises now include 9 morning papers, 13 evening papers—published in 15 cities—and 14 Sunday editions. Their circulation total is 1,287,043 morning papers, 2,063,368 evening papers—a daily total of 3,350,411 copies, or more than 10 per cent of the country's daily production of newspapers. The Sunday circulation totals 4,084,394

copies, or almost 20 per cent of the total Sunday circulation of American papers.

Mr. Hearst's group had its start with the San Francisco Examiner, which was put into his possession by his father about 35 years ago. A few years later—in 1894—he invaded New York, purchased the old Morning Journal and renamed it the American (that came later), and in 1896 established the Evening Journal, whose success was almost instantaneous. The early years of the 20th century saw Hearst newspapers rise in Chicago,

Herald came into Mr. Hearst's camp, its Sunday edition for a time being merged with that of the Times, which had been changed from Sunday evening to Sunday morning. Last year, the Herald was given undisputed possession of Mr. Hearst's Sunday field in Washington, the Times becoming a six-day paper.

Mr. Brisbane entered the market again in 1922, this time purchasing the Detroit Times, evening. Rapid development followed, the circulation growing from about 20,000 to 186,000 in little more than

circulation is 94,903 daily, 76,804 Sunday.

The group to which President Harding's Marion Star was added last year—East Liverpool Tribune, East Liverpool Review and Salem News, owned by Louis H. Brush and Roy D. Moore. This group also owned the Marion Tribune for several months before they suspended it. Circulation is 8,780 morning, and 22,126 evening—30,906 daily.

Just across the line from Ohio, Michigan shelters one of the strongest small newspaper syndicates in the country—The Booth Publishing Company. Its newspapers—all evening—are the Flint Journal, Saginaw News-Courier, Bay City Times-Tribune, Jackson Citizen-Patriot, Kalamazoo Gazette, Ann Arbor Times-News, Grand Rapids Press, and Muskegon Chronicle. Combined circulation is 229,279 daily and 68,788 Sunday.

This company owned by Ralph, Edmund and George Booth, is not connected with the Detroit News.

Nearby, in Chicago, is found the headquarters of the Shaffer group, owning the Chicago Evening Post, Indianapolis Star, Muncie Star, Terre Haute Star, Denver Rocky Mountain News and Denver Times. Two weeks ago this organization, headed by John C. Shaffer and his son Carroll Shaffer, sold their Louisville Herald to a local group. Their circulation is 180,109 morning; 68,409 evening and 215,706 Sunday.

Also in the Middle West is the strong Lee Syndicate, of which E. P. Adler is president. Its newspapers include the Madison Wisconsin State Journal, Ottumwa (Ia.) Courier, La Crosse (Wis.) Tribune and Leader-Press, Davenport (Ia.) Times, Muscatine (Ia.) Journal and Hannibal (Mo.) Courier-Post. Of these the total circulation is 82,270 evening, and 30,582 Sunday.

To the North and West, the Clover Leaf Dailies, at the head of which Mrs. L. V. Ashbaugh last year succeeded her husband, their founder, now include the Omaha News and the St. Paul News. The Minneapolis News was sold last year and suspended. Both are evening and Sunday papers, with circulations totalling 151,420 daily and 125,269 Sunday.

Further South, Senator Arthur Capper conducts the Topeka Capital and the Kansas City (Kan.) Kansan, in addition to his group of farm papers. Their daily circulation is 35,311 morning, 22,693 evening, and 67,055 Sunday.

In California, the properties controlled by F. W. Kellogg and E. A. Dickson center around the Los Angeles Express, with which all of them are circulated at a combination subscription rate. These newspapers include the Pasadena Post, Hollywood News, Redondo Beach Breeze, Glendale Press, San Pedro News, Santa Monica Outlook and Venice Vanguard.

A comparatively recent entry into the group ownership field is the McClatchy family, which after years of owning and operating the Sacramento Bee, in 1922 established the Fresno Bee, which last month bought and consolidated with itself the Fresno Herald. Both properties are owned by Charles K. McClatchy and members of his immediate family, who last year purchased the interest of V. S. McClatchy and his sons. Circulation of these evening papers totals 55,289 daily.

Fresno's morning paper, the Republican, is owned by George A. and Chase S. Osborn, Jr., who also own and operate the Sault St. Marie News in their native state of Michigan. They thus have a morning circulation of 30,380 copies, evening circulation of 4,290, and Sunday, 31,698.

California has also the two new properties of Cornelius Vanderbilt, Jr., a 1923 entrant into newspaper publication. His Los Angeles Illustrated Daily News and San Francisco Illustrated Daily

WHO OWNS AMERICA'S NEWSPAPERS?

NEWSPAPER ownership is a subject of wide and deep public interest, if one can judge from the number of inquiries for such information which have come to EDITOR & PUBLISHER within the past few months. Like all other reasonable questions, they have been answered promptly by the proper department, and the process of digging into the records to secure the answers has resulted in the accumulation of considerable data.

Part of this information—that pertaining to the ownership of daily newspapers in two or more cities—is presented in the accompanying article. Here are presented, all in one piece, some basic data regarding newspapers that will be of interest to all who have any part in the making of newspapers. This is the first of a series of articles on various phases of newspaper ownership and operation which will appear from time to time in the near future. Be sure to get them all by reading

EDITOR & PUBLISHER

EVERY WEEK

where the American and the Examiner in 1900 crashed into the evening, and morning and Sunday fields respectively; in Boston, the Evening American in 1904; in Los Angeles, the Examiner, in 1903 morning and Sunday and in Atlanta, the Georgian in 1906 and Hearst's Sunday American, in 1913. Then for 10 years, Mr. Hearst concentrated on strengthening his existing properties. It was many times reported, but never authoritatively, that in this period he acquired control of the Los Angeles Herald and the San Francisco Call-Post, whose ownership he announced in 1922.

During the World War period, a new era of Hearst's expansion arrived. Arthur Brisbane, editor of the Evening Journal, purchased the Washington Times evening and Sunday from Frank Munsey in 1916. Shortly afterward, Mr. Brisbane acquired the Milwaukee Evening Wisconsin and the Milwaukee News which were combined as the Wisconsin News and augmented by the establishment of the Sunday Milwaukee Telegram. These properties were turned over to Mr. Hearst by Mr. Brisbane.

During the war, Mr. Hearst purchased the ancient Boston Advertiser, morning and Sunday, building up a large Sunday circulation within a short time, but not developing the morning paper for several years. In 1921, he purchased the Boston Record, changed the daily Advertiser to tabloid form, conducted the Record as an evening tabloid and put out a morning edition of the Evening American. Thus he had four dailies in Boston for several months, the end of his experiment being the suspension of the tabloid Evening Record and the return of the American to the evening field solely. The Morning Advertiser has remained a tabloid paper, though the Sunday edition, with four times its circulation, remains at the standard size.

Meanwhile, however, Mr. Hearst in 1918 purchased the dying Chicago Herald and combined it with the Examiner as the Herald & Examiner, morning and Sunday.

Four years later, the Washington

a year. A Sunday edition was established, with similar success. Mr. Hearst now owns the paper.

The same year Mr. Hearst bought the Seattle Post-Intelligencer, morning and Sunday, and shortly afterward announced his ownership of the Oakland Post-Enquirer, San Francisco Call-Post and Los Angeles Herald, all evening papers. Also in 1922, he varied his practice of acquisition by purchase by establishing the Rochester (N. Y.) Journal and the Syracuse (N. Y.) Telegram, evening and Sunday, the Sunday editions bearing the title of American.

Last year new recruits to his banner included the Fort Worth (Tex.) Record, morning and Sunday, the Baltimore News, evening and Sunday evening (the latter edition suspending in October), and the Baltimore American, morning and Sunday. In August the old Rochester Post-Express was purchased and combined with the Journal as the Journal and Post-Express.

It is a noteworthy feature of Mr. Hearst's group that he has never sold or suspended a newspaper established by himself, also that, with one or two exceptions, ownership of the properties is vested solely in himself.

That disposes of the giants of the clan. Turning to those of smaller compass, it might be noted that Ohio is a good place to hunt. In the Buckeye State are to be found, in addition to the Scripps-Howard interests noted above, the following:

Senator J. F. Burke's Bucyrus Telegraph-Forum and Elyria Chronicle-Telegram, the former having been added after consolidation of two Bucyrus dailies and one weekly last year. Daily circulation is 15,345.

Ex-Congressman C. L. Knight's Akron Beacon-Journal and Springfield Sun. The latter was purchased in 1922. Combined circulation is 53,226 daily and 12,660 Sunday.

Ex-Governor James M. Cox's Dayton News, Springfield News and Canton News, to which should be added the Miami (Fla.) News-Metropolis. The last two papers were added in 1923. Cir-

Herald, both morning picture tabloids, are still in the maiden class where circulation statements are concerned, the Los Angeles paper having started in September and the San Francisco venture in December. A Sunday edition has been launched in Los Angeles.

As noted above, the Hearst and Scripps-Howard and James E. Scripps Estate organizations are also factors in California journalism.

Turning east again, Texas supplies the Fentress-Marsh group, the Austin American and Waco News-Tribune, both morning and Sunday papers. They are controlled by E. S. Fentress and Charles E. Marsh and have a combined circulation of 27,173 daily and 29,513 Sunday.

Continuing east, Louisiana offers Col. Robert Ewing's New Orleans States, evening and Sunday, and Shreveport Times, morning and Sunday. The circulations total 31,732 morning, 50,794 evening, and 123,482 Sunday.

Beyond the Mississippi, Alabama shows some interesting recent developments.

Victor H. Hanson, who became controlling owner of the Birmingham News, evening and Sunday, five years ago and shortly thereafter bought and suspended the competing Ledger, in 1923 purchased the Montgomery Advertiser, morning and Sunday. Holding small interests with Mr. Hanson in the Birmingham paper are John Stewart Bryan, editor and proprietor of the Richmond News-Leader; Owen Moon, publisher and proprietor of the Trenton (N. J.) Times; and C. F. Kelly, head of the Kelly-Smith Company and representing these newspapers among others in the national advertising field.

Shortly after Mr. Hanson's Montgomery purchase, Frederick I. Thompson, U. S. Shipping Board commissioner and owner of the Mobile Register and Mobile News-Item, purchased the Birmingham Age-Herald, morning and Sunday, and the Montgomery Journal, evening and Sunday, suspending the latter's Sunday edition shortly after his purchase.

Alabama circulation under Mr. Hanson's control now totals 18,661 morning, 72,593 evening, and 102,732 Sunday. Mr. Thompson's newspapers circulate 52,918 morning; 29,329 evening and 81,441 Sunday.

John H. Perry, president of the American Press Association and of the Publishers' Autocaster Company, now owns the Jacksonville (Fla.) Journal and the Pensacola (Fla.) Journal, in addition to the Reading (Fla.) Times. He recently dissolved partnership with Richard Lloyd Jones, with whom he had been associated for more than a year, the latter assuming control of the Tulsa (Okla.) Tribune, which had been a part of the Perry-Lloyd Jones group. Last month, Mr. Perry purchased the Sunday edition of the Pensacola News, leaving the Sunday field to his Journal. These papers have a circulation of 13,554 evening, 12,501 morning, and 6,039 Sunday.

All's quiet up the Atlantic Coast to Virginia, one intermediate instance of chain ownership having been eliminated last week by Curtis B. Johnson's retirement from the Knoxville (Tenn.) Sentinel to give attention to his Charlotte (N. C.) News.

Virginia's contribution is the group controlled by S. L. Slover, the Richmond Morning Times-Dispatch, Norfolk Evening Ledger-Dispatch and Petersburg Progress and Index-Appeal. The Richmond Evening Dispatch was suspended shortly after his purchase of the properties last Summer. This group circulates 22,418 morning, 47,810 evening and 49,891 Sunday.

Another Virginian-Tennessee chain was broken last week when E. Munsey Slack, owner of the Bristol (Tenn.-Va.) Herald-Courier, sold his Johnson City (Tenn.) Staff to the Johnson City Chronicle.

Moving over the mountains to West Virginia, H. C. Ogden appears with a group of dailies centered on the Wheeling Intelligencer and Wheeling News, the former morning, the latter evening and Sunday. Other papers under his ownership are the Hinton News and Martinsburg Journal in West Virginia

TOP OF THE HEAP



WHEN Victor Murdock got back to Wichita all the good Toms and Harrys, Jims and Johns were at the station to meet the new editor-in-chief of the Eagle, retiring from the Federal Trade Commission with many honors, and this is what Murdock told the hometown boys: (1) The United States is at the top of the heap. (2) The next ten years are to be her greatest years, materially. (3) She is first in fuels, both production and reserves; first in foods, cereal and meat; first in fabrics, cotton and wool; first in structurals, steel, lum-

ber and cement. (4) She has over one-half of the world's basic money—gold.

(5) And, you bet, the preeminent and predominant industrial and commercial section of the United States is the Mississippi Valley and Wichita is the star on her breast—no limit to what the town will do in the next decade. Above, left to right, the folks are: Mayor Frank Dunn; F. Nagelvoort, president Chamber of Commerce; Sidney D. Long, business manager Eagle; Mr. Murdock; Sylvester Long, president Rotary Club; W. M. G. House, L. G. Whittier and Judge T. W. Sargent.

bow during 1923. F. A. Merriam, owner and publisher of the Mount Vernon Argus, evening, purchased and consolidated the New Rochelle Star and the Standard as the Standard-Star, an evening paper. Their combined circulation is 13,005.

Chain ownership in New York City itself presents arrangements somewhat different from those outside. The New York World, morning, evening and Sunday, is owned by Ralph Joseph and Herbert, sons of Joseph Pulitzer, who own the St. Louis Post-Dispatch, evening and Sunday, founded by their father before he came to New York in 1883. The papers are operated as independent financial and editorial entities and their combined circulations are given only for the sake of uniformity—354,114 morning, 450,107 evening, and 986,767 Sunday.

Somewhat similar is the case of Adolph S. Ochs, owner of the New York Times, who, with his family, own the Chattanooga (Tenn.) Times, from which Mr. Ochs came to New York. The papers are mutually independent in finance and operation, the Chattanooga being under direction of H. C. Adler, Mr. Ochs' nephew. Their combined circulations are 357,556 morning and 559,687 Sunday.

Fairly recent in New York is the Daily News, a tabloid morning and Sunday picture paper owned by Col. R. R. McCormick and Capt. J. M. Patterson, co-editors and publishers of the Chicago Tribune. It was established in June, 1919. Combined circulations total 1,201,206 morning and 1,444,848 Sunday.

Still more recent as a member of a group is the New York Evening Post, lately purchased by Cyrus H. K. Curtis, owner of the Philadelphia Public Ledger, morning, evening, and Sunday. Mr. Curtis changed the 123-year-old Evening Post's make-up to a style wholly novel in New York and raised its price to five cents. His newspapers circulate 96,207 morning; 222,333 evening and 247,297 Sunday.

Frank Munsey's interests are now concentrated on his New York Herald, The Sun and the Globe and the New York Telegram and Evening Mail, three properties into the building of which six newspapers have gone. His sale of his Baltimore American and News early in 1923 removed Mr. Munsey from the class with which this article is concerned.

R. R. Govin, lately elected, president of the New York Journal of Commerce owns Sunday papers—called the Telegram—in Wilkes-Barre and Scranton, Pa. In addition he owns in Havana, Cuba, El Mundo, a morning and Sunday Spanish paper; Havana Post, English morning paper; La Prensa, evening tabloid in Spanish; and Havana Telegram, English evening paper.

The Wall Street Journal, New York, and the Boston News Bureau are associated through the common ownership of interests by C. W. Barron.

The only remaining New York newspaper member of a chain is the Commercial, an old business daily headed by Russell R. Whitman, whose interests are also engaged in the Bridgeport (Conn.) Post and Telegram and the Waterbury (Conn.) American and Republican. The Connecticut groups operating morning, evening and Sunday combinations. The combined circulation of this group is 39,344 morning, 40,545 evening and 35,338 Sunday.

In Connecticut also are the South Norwalk Sentinel, evening; and the Stratford Sentinel, morning, established in 1923. They are owned by a corporation of local men and managed by Leigh Denenberg. Their morning circulation is 3,062; evening, 3,521.

Massachusetts has Frederick W. Wright, owner of the Boston Evening Telegram and the Lynn Telegram News, with a combined circulation of 161,883 evening and 16,972 Sunday; also John H. Fahey, until recently publisher of the New York Evening Post, owning the Worcester Post and the Manchester (N. H.) Mirror, whose circulations total 31,917, evening.

Back in the corner of the U. S. A. Maine enters Guy P. Gannett, owner of Comfort Magazine and of the Portland Press-Herald and the Waterville Sentinel, the newspaper circulations totaling 38,256, morning.

In Canada, the leading syndicate is that of the Southams, whose holdings include the Vancouver (B. C.) Province, evening; Calgary (Alta.) Herald, evening; Edmonton (Alta.) Journal, evening; Winnipeg (Man.) Tribune, evening; Hamilton (Ont.) Spectator; and Ottawa Citizen, morning and evening. Their combined circulation totals 192,770 evening and 7,130 morning.

W. F. Herman has been a newspaper power in Western Canada during the past ten years. His papers include the Windsor (Ont.) Border Cities Star and the Hamilton (Ont.) Herald.

More recent in advent as group proprietors are W. J. Taylor and his associate L. H. Dingman, controlling the Chatham (Ont.) News, Woodstock-Burgess Sentinel-Review, Stratford Beacon-Herald and St. Thomas (Ont.) Times-Journal with combined circulations of 26,109 evening.

COAST COMMITTEES NAMED

Will Conduct Washington Newspaper Institute, March 13, 14, 15

Three committees have been appointed and speakers chosen for the twelfth annual Washington Newspaper Institute to be held at the University of Washington, Seattle, March 13, 14 and 15. The institute will be known this year as "The Washington Year Meeting."

Earl Cowles, head of the Pacific Division, Associated Press; Edgar B. Phipps, editor, Portland (Ore.) Oregonian; C. B. Blethen, publisher, Seattle (Wash.) Times, will speak.

Committees appointed follow: Daily newspapers—Monte F. Brown, Seattle (Wash.) Journal of Commerce; Richard W. Buchanan, editor-in-chief, Seattle Times; David H. Dickson, news editor, Ellensburg (Wash.) Record, chairman. Advertisers—Lloyd Spencer, advertising manager, Seattle Star; A. J. Izzard, Izzard Advertising Agency, Seattle; Richard Milne, Condon-Milne Advertising Agency, Seattle.

Weekly newspapers—E. L. Wheeler, publisher, Waitsburg (Wash.) Times; Herbert J. Campbell, editor, Vancouver (Wash.) Columbian; Harrison W. Mason, editor, Seattle (Wash.) Rainier Valley Times.

NEWS GUSHER STRUCK IN WASHINGTON AS OIL PROBERS DRILL DEEP

Interpretative Stories Forced Out of Picture By Dazzling Straight News Developments—Correspondents' File Heavier Than Since Midst of War

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., Feb. 14.—For sustained interest and "breaks" that come almost daily without the "forcing" that usually accompanies the handling of a big news story, the oil-lease investigation, now holding the center of the news stage, is perhaps without parallel in Washington's journalistic history.

Few members of the corps, even the old-timers—and there are many gray hairs in the Press Galleries of Congress—recall a single story that carried itself along so competently each day to a fresh sensation.

Since the time, more than a month ago, the hearings of the Senate Public Lands Committee linked the personal financial transactions of Albert Bacon Fall, formerly Secretary of Interior, with the leasing of the Teapot Dome Reserve to the Sinclair oil interests, the Washington corps has dealt with news of the most approved "spot" variety.

The procedure has been to get the news and to get it in—which meant straight, old-fashioned reporting and little or no fine writing. Gathering and marshalling the facts in a workman-like manner has been the rule—with the "interpretative" type of story, so popular from Washington in recent years, relegated to the background where it justly belongs in times when obvious news is in the making.

There is always plenty of news in Washington, relatively speaking, and reporters are always busy getting and writing it, but much of it has to be explained, as the readers of newspapers (so modern editors believe) are not content with a mere recital of facts.

They demand the hidden meaning and motives behind the actions of Congress, the adoption of a foreign or financial policy. That theory has given rise to the "interpretative" dispatch, the story that tells what it is all about and why. Its development is usually a leisurely performance, that is, leisurely, when compared to getting and presenting the facts, and it calls for a knowledge of men and things that comes only from long experience and study of situations.

It flowers just after the news, although it is of the news.

And that is the reason there has been little of what, strictly speaking, is "interpretative" news writing out of Washington on the oil-lease scandal.

The sheer developments of the story have been so big, so compelling and so kaleidoscopic that there has been no time for rumination. Sensation has followed sensation so rapidly that the "interpretative" dispatch, written as the result of a certain development, has been lost in the excitement of the next, or the next development has altered the aspect of the story to such a degree that the interpretation has proved faulty, as it is apt to be in cases like this, where even those supposed to be on the inside, haven't the faintest idea what is coming, or which way the animal they have by the tail is going to jump.

Apparently it will be some time before the interpretative writers find themselves again. Many of them are busy as birds-dogs working on straight news under the demands of the newspapers for complete accounts of every phase of the story.

Here and there a "think" piece is written and gets into the papers, but as a rule there isn't time for it, for the reader apparently can't get his fill of the mere surface things that are actually going on—the jumbled and often absurd testimony before the committees, perfervid speeches and statements of Senators or the calmer activities at the White House.

Probably the heaviest file of news has gone out of Washington on the investigation that has been sent since the war, and there probably was no single

story in Washington, during the war period, that ranks with Teapot Dome in the number of words that have gone over the wires, or through the mails.

It certainly has not been a normal post-war winter for the newspaper men of Washington, as any member of the corps, particularly those with press association or big special bureaus will testify.

The tax story, which a month or two ago gave promise of being the big thing of this session, has been swamped, and even so dramatic a news development as the death of Woodrow Wilson did not reduce the number or length of stories on the oil-lease sensations, even though they were elbowed out of the lead columns for the two days Washington devoted to the burial of the former President.

Personal interest of the newspaper men in the development naturally has been quickened by the part newspaper publishers and editors have played in some of the testimony.

For two days the story hinged on the testimony of Frederick G. Bonfils of the Denver Post and the part he and his paper played in a deal by which Harry Sinclair is alleged to have given \$250,000 in part payment for some Teapot Dome claims, held by Bonfils and Leo Stack, a Colorado promoter.

Efforts to develop the line that Mr. Bonfils received sums from Sinclair to silence the Post's attack on the Fall leases to the Sinclair interests brought up questions of newspaper ethics and the same questions were broached as the result of the testimony of C. C. Magee with reference to the sale of Albuquerque (N. M.) Journal, once owned by Albert B. Fall and his associates, sold to Mr. Magee, and transferred in turn to Sidney M. Weil and then to interests which the investigating committee sought to show were of Standard Oil persuasion.

For the newspaper men, the real sensation of the investigation came as the result of the insinuations of Frank A. Vanderlip that the Marion Star was sold by the late President Harding to Louis H. Brush and Roy Moore for a price twice its actual worth, the inference being that some thing more than the mere acquirement of a profitable Ohio newspaper property was back of the transaction.

Further intimation of newspaper "silencing" was given before the committee on Thursday, when John C. Shaffer, publisher of western newspapers, took the stand and acknowledged that he received \$92,000, and will eventually get \$125,000, from Sinclair, but maintained that it was for his co-operation in connection with the Sinclair plan to lease the Wyoming reserve from the Government. He demurred to the inference contained in questions of members of the committee that his "co-operation" meant the influence of his papers.

All Washington was excited by news of the subpoenaing of Edward B. McLean, publisher of the Washington Post, and Cincinnati Inquirer, and intimate friend of Mr. Harding.

Denver's Teapot Sensation

DENVER, Feb. 11.—The Bonfils testimony in the Teapot Dome scandal was a huge local sensation. The Denver Post used care to publish a straight Associated Press account, with headlines showing that Bonfils was a voluntary witness testifying for the public interest and emphasizing the point that the money Bonfils and Tammen received was in part settlement of the John Leo Stack contract and had nothing to do with the

editorial policy of the Post. The Rocky Mountain News and Denver Times continued to publish many columns of news developments and fierce editorial attacks upon alleged methods of the Post proprietors. Frederick G. Bonfils has just been admitted to membership of the Denver Rotary Club, but a certain element in the club is contesting the admission.

PROPAGANDA CURB ASKED

Congress Bill Would Register Aliens Bent On Lecturing in U. S.

In an effort to control and identify foreign propaganda in the United States, Representative George H. Tinkham of Massachusetts on Monday introduced a bill in Congress providing for the registration of all aliens entering the country with the intention of lecturing, writing articles, gathering material for articles, interviewing public officials or influencing the course of public opinion.

The Tinkham measure would require that the alien upon his entrance to file "a detailed sworn statement" with the State Department, which would be published in the appendix of the annual report of the Secretary of State.

"Every non-citizen," said Mr. Tinkham in discussing his bill, "who does not manifest an intention to become a citizen or to remain indefinitely in the United States, will have a printed form presented to him, and will be required to indicate whether or not he intends to engage in any form of public address or writing."

"We have clearly come to such a pass in the United States that no one, no matter how he regrets the apparent vexation incidental to another new paper to be filled out by foreign temporary visitors, can hesitate to require a declaration of the intentions of such visitors in the matter of putting forth their views to our people. Vast sums of money have been spent to affect, color, shape and even suffocate the normal and spontaneous expression of public opinion in this country on profound political issues, economic policies, institutional principles and social problems."

A. P. Superintendents Confer

Superintendents of the Associated Press in the different parts of the country are meeting in New York, Feb. 15 and 16, in conference with the general officers of the A. P. Matters pertaining to the betterment of the service will be discussed. Among those present will be Paul Cowles, superintendent Western Division, San Francisco; U. L. McCall, superintendent, Southern Division, Atlanta, Ga.; Edgar T. Cutter, superintendent, Central Division, Chicago; L. C. Probert, superintendent, Washington bureau; Edward McKernon, superintendent, Eastern Division, New York; L. F. Curtis, superintendent of markets and elections, New York; Charles T. Thompson, superintendent, foreign service, New York; Milton Garges, chief of traffic department, New York; J. R. Youatt, treasurer; Jackson S. Elliott, assistant general manager; Kent Cooper, assistant general manager; and Arthur S. Thompson, secretary to Frederick Roy Martin, general manager.

Cohen Conviction Set Aside

Case of Jacob B. Cohen, editor, Memphis Labor Review, fined \$1,000 and given a sentence of 6 months, for an editorial published in 1922, was reversed by United States Circuit Court of Appeals, Cincinnati, Feb. 13. Fine and sentence were reversed by United States District Judge J. W. Ross, Memphis, Tenn. The editorial, referring to Judge Ross in critical terms, was printed at the time an injunction was in effect preventing interference with the operation of railroads during the shopmen's strike. Strike-breakers were also attacked editorially.

Council Authorize "Tribune Square"

"Tribune Square" was the name officially placed by the Chicago city council last week upon the block on which the Chicago Tribune Tower is being built.

\$380,000 ACTUAL PRICE PAID FOR MARION STAR

Harding Received \$263,000 as His Share, Present Owners Reveal in Reply to Vanderlip's Speech—Charge "Slander"

The speech Frank A. Vanderlip, financier, made at little Rotary Club meeting near his home on the Hudson, concerning the sale by the late President Harding of the Marion (O.) Star, proved a classic in "half-cooked" oratory, and made the wires hum with indignant protests by Mr. Harding's friends and finally brought Mr. Vanderlip admission that he had spoken without facts, but from hearsay.

The speech was characterized by Louis H. Brush, who with Roy D. Moore purchased the Star just before Mr. Harding left Washington for Alaska, as "the worst and most damaging kind of slander."

The Vanderlip verbal "dash to press," alleged that the Marion Star had been sold for \$550,000, "when it was known to everyone that it was not worth half that sum," and that, "two young men of no financial standing purchased it." He asked where the money came from and went. By inference the speech hooked up with the Teapot Dome scandal.

Mr. Brush's first move was to inform Chairman Lenroot, of the investigating committee, that the charge was false and request that Vanderlip be summoned, which was done promptly.

An intimate statement concerning the purchase transaction of the Star, given out by Brush and Moore and telegraphed to EDITOR & PUBLISHER, shows that the actual price paid was \$380,000, of which Mr. Harding was to receive \$263,000 for his interest. Two days before he left Washington for Alaska he was paid \$50,000 in cash and the details of the transaction were to be completed upon his return. The difference between \$380,000 and \$263,000 was stock held by Star employees. The purchasers were to pay Mr. Harding \$163,000 in cash, including the \$50,000 paid to him in Washington, and to turn over to him preferred stock in the re-organized Harding Publishing Company amounting to \$100,000.

"In addition," said Mr. Brush, "the President was to sign a contract of employment with the Star as associate editor at a salary of \$13,300 per year. This arrangement constituted a compromise on the price, and as a result of our prospects of making considerable profit from the syndication of his writings at a comparatively small salary, the payment of the salary was guaranteed for ten years.

"The earnings of The Star, over a period of several years, averaged a return of 10 per cent on the full purchase price. These facts are given to show that Mr. Vanderlip does not know any more about the value of The Marion Star than he does about the men whose financial standing he has assailed, or the price paid for The Star."

Early in 1923 President Harding informed James W. Brown of EDITOR & PUBLISHER, during a White House call, that the Star had earned \$60,000 during 1922.

As further evidence that the Marion Star was worth what Brush and Moore paid, Ernest L. Owen, manager of the Poughkeepsie (N. Y.) Evening Star, disclosed Feb. 15 he had offered President Harding \$350,000 for his newspaper in the fall of 1922, and was prepared to pay as much as \$375,000, believing the paper a bargain under \$400,000. The deal fell through, when Marion banks declined to lend Owen needed capital. Owen maintained his offer was based on careful analysis of the Star's assets, viz., circulation more than 11,000, good plant, reputation, and virtually no competition.

Five Chinese newspapers are published in the United States, three in San Francisco, two in New York City.

CUT IN POSTAL RATES URGED BY WILEY

**N. Y. Times Man Backs Kelly Bill
Reducing Second Class Postage—
Present Law Costing Large
Dailies \$400,000 Yearly**

Passage of the Kelly bill, providing for a reduction of second class postage rates was urged this week by Louis Wiley, business manager, New York Times, in a letter addressed to Representative Fiorello H. LaGuardia, member of the Committee on Post Offices and Post Roads in the House of Representatives.

Circulation postage expense of the Times has more than tripled since 1917-18, Wiley stated in the letter.

"All newspapers of wide circulation are suffering from the high tax imposed for war revenue and paid long after peace had been concluded and similar taxation removed from other industries," he wrote. "Request is not made that the pre-war basis be restored, only that the last two increases in postage be rescinded."

Mr. Wiley's letter follows, in part:

"On Dec. 6, 1923, Congressman M. Clyde Kelly reintroduced his bill of last year providing for a reduction of second-class postage rates. The new number of the bill is 'H. R. 763.'

"The Kelly bill is the only measure that promises relief. The high postal rates have compelled many publishers to cease seeking subscriptions beyond their immediate section, since delivering to distant points is too expensive.

"The tendency of the present high rate of postage for newspapers is to create zones of thought which will operate as a stimulant to the promotion of sectionalism, greatly to be discouraged at all times. Artificial areas are created and publications issued therein have very little circulation outside.

"The Zone law has imposed penalties which have become burdensome, costing the larger newspapers nearly \$400,000 a year each over the postage expense under the old second-class rate and with the addition of the last two increases making a financial burden.

"Since the Zone Postal law went into effect, the New York newspapers have endeavored to meet the additional financial expense by transferring thousands of pounds of newspaper mail from the railway mail service to the railroad and express companies. Between \$200,000 and \$300,000 formerly paid to the Post Office Department for the transportation of newspapers is now paid by the Times to the transportation companies, by reason of the more advantageous rates granted by the latter.

"Newspaper mail is unlike ordinary mail in several important respects. The bulk of newspaper circulation is never taken through the Post Office at either shipping point or destination; it is delivered at the railway station by the publisher and upon arrival is taken away by the newsdealer. We submit that the postal rates should be as low as the express charges for the same service.

"The Kelly bill would not affect the zone system nor the free-in-county privilege enjoyed by small weeklies and dailies. The Federal Government would still be in receipt of approximately 175 per cent more than the pre-war rates. The reduction would amount to only about \$8,000,000 as against Post Office receipts of about \$500,000,000. Lower rates would undoubtedly bring back into the mails enough tonnage to offset this loss. The change would not relieve the publishers of one cent of the taxes to which all industries are subject in common."

New Utah Agency Established

Intermountain Advertising Company has established agency offices in the American Theatre Building, Salt Lake City, Utah. Weir Casady is president, and Ralph Kreutzberger, secretary-treasurer.

ANOTHER DETROIT NEWSPAPER PALACE PLANNED BY THE FREE PRESS



DETROIT FREE PRESS announces it will immediately start to erect a new home, magnificent and huge in architecture, and equipped with the most modern newspaper plant possible to obtain.

EDITOR & PUBLISHER herewith presents the sketch of the architects, which describes the exterior and suggests a marvel among the newspaper establishments of the country.

The building, as the Free Press says, is designed to keep pace with the march of progress of Detroit and Michigan. It will be of stone, steel and concrete, located in the square fronting on Lafayette boulevard, and occupying the entire block between Wayne and Cass avenues, centre of the down-town shopping district.

Just 12 years ago the Free Press occupied its present plant, then considered one of the best newspaper plants in the country, but the vision of that time has been completely swept away by the mammoth growth of the morning and Sunday newspaper, now having 163,981 circulation for the daily and 212,108 for the Sunday, figures nearly trebling those of 1911.

Covering a ground area of 27,560 square feet, the main building will be six stories high, above which will rise in the centre a tower of seven additional stories. The facing will be of Indiana stone. There will be a full basement and sub-basement, practically two additional stories.

While the principal use to which the building will be put is that of a home for the Free Press, provision is made for an office building in connection and for stores and shops. Stores will skirt the three sides of the structure except for a section occupied as the Free Press counting room, and for the entire rear section of the first floor, with an elevation of a story and a half, which will be used for the mailing room.

A distinctive feature of the latter will be a 20-foot covered driveway extending the entire length of the building, with convenient loading platforms.

With the presses in the basement, and the sub-basement used for paper reels, storage, and mechanical appurtenances, the Free Press also will occupy the entire second and third floors, the former for business offices and allied departments and the third floor for the editorial rooms and composing room.

When the new building is ready, it will be equipped with a complete new mechanical equipment. It is planned to discard the present equipment. Presses and other machinery already have been ordered. Unit-type presses, making for maximum speed, have been selected.

One feature of the present Free Press building the newspaper is loath to give up is its model counting room, which is considered one of the finest in the world. In the new building efforts are being made to carry out the same idea.

As indicating the need of the new structure the Free Press points out that it required 350 tons of newsprint to publish a single Sunday edition recently. In 1911 the average consumption of print paper was 378 tons a month.

The Free Press is now in its 93d year.

SOUTHERN DAILIES SOLD

Hearon and Holland Purchase Spartanburg (S. C.) Herald-Journal

Spartanburg (S. C.) Morning Herald and Spartanburg Evening Journal have been purchased from A. E. Gonzales and the Columbia (S. C.) State Company by Charles O. Hearon, editor, and W. W. Holland, business manager, the Herald.

Both of the new owners have been connected with the Herald since 1905, when it was purchased by Gonzales, and upon purchase of the Journal by the same interests in 1913 assumed direction of the latter.

Increase for Minneapolis Printers

A new wage contract, affecting approximately 250 handmen, with back pay from Feb. 9, 1924, to June, 1923, has been signed by Minneapolis newspapers and printers' unions. It provides for a \$2.50 weekly increase effective June 1, 1923, and an additional increase of \$2 per week May 1, 1926. The piece scale remains the same as under the former contract. The new scale is \$45 day and \$48 night. Rates of \$47 day and \$50 night will be effective May 1, 1926. Piece scale rates are: agate, per thousand, 12 cents days, and 13 cents nights; minion, per thousand ems, 17 cents days, and 18 cents nights.

MORE THINKING, FEWER WORDS NEEDED IN ADS

**Copy Should Reflect Institution
Owner, Carroll of Indianapolis
News Tells Booth Company
Advertising Men**

What advertising needs is more thinking, less copy writing, in the opinion of Frank T. Carroll, advertising manager, Indianapolis News, who spoke recently before advertising managers, Booth Publishing Company newspapers, scored flamboyant advertising, and declared newspaper advertising salesmen must today be able to help retailers merchandise their goods.

"Advertising, which is purely price appeal, or merely a bargain appeal from day to day, does not appeal to those who prefer to deal regularly with one or two stores exclusively," Carroll declared.

"Every announcement of every store should reflect the institution of such and the owner, even in the matter catering to the poorer section of the city should endeavor to convey in copy the ideals of service which permeate the store. Copy must differ just as individuals and stores differ, but the conscientious copy writer must endeavor to get the merchant on the cash register value of better storekeeping and better advertising.

"Newspaper space is the backbone of retail store advertising. An authority estimates that 40 cents of each dollar spent for all forms of advertising goes to the newspapers. The importance of newspaper copy, therefore, cannot be overestimated, and the newspaper should be prepared to give retail merchants every assistance in the preparation of advertising.

"We have found it desirable to encourage better copy writing on the part of local merchants. We have educated in our own office, as service copy writers, men whom we have placed in local store connections. We have encouraged the establishment of local service agencies handling the copy writing of local stores on service fee basis. The more people you can have in your field selling better copy to your merchants, the quicker your volume will grow.

"A great asset of the advertising manager in the development of retail store advertising, is an accurate knowledge of the annual volume of business of each store and the percentage of gross volume set aside for advertising. Turnover is the basis of retail profit, and advertising is the mother of turnover. If you have never considered the grasp you would have on the local situation, which you would have through accurate knowledge of the sales volume and advertising percentage of your local stores, don't lose any time in getting up a card index and securing this information. You will have to be diplomatic, persevering and persistent, but when you get this information you can estimate just what your paper should accomplish in the local field.

"You can educate the ignorant and inspire the unambitious merchant and make of him a worthy customer, but you can't afford to lend the support of your columns to the crook. Keep him out and kill his copy, and eventually his place will be taken by a reputable merchant who can use advertising successfully."

Dayton News Opens New Plant

Formal opening and inspection of the new Dayton (O.) Daily News plant was held Feb. 2, when it was estimated 5000 persons passed in an almost continuous line through the various departments. Former Gov. James M. Cox, owner, was at the head of the reception line throughout the day. Despite the press of visitors, News employes got out 5 regular editions on time, the usual Sunday edition, and made preparations for "extras" on the death of Woodrow Wilson.

The 2,036 dailies of the U. S. had a total net paid daily circulation of 31,453,683 copies in 1923.

WAR AGAINST DECEPTIVE ADVERTISING COST \$600,000 LAST YEAR

Daily Newspapers Among Heaviest Backers of National Vigilance Committee in Nation-Wide Effort to Protect Public's Pocketbook

CLEAN advertising, honest trade methods, truthful statements, business betterment!



KENNETH BARNARD

This wholesome idea of ethical advertising control through newspapers has swept the country since its origin 12 years ago, according to Kenneth Barnard, chairman, National Vigilance Committee, and B. L. Shinn, of the Vigilance staff, who declared to EDITOR & PUBLISHER

this week that 1,700 daily newspapers are now actively working with the committee in its "Truth in Advertising" campaign. "Contributions to the movement from publishers total from \$150,000 to \$200,000 annually," Barnard said. "Newspapers are among the heaviest investors, spending huge sums to keep their columns free from misleading statements and fraudulent copy."

"I don't believe there is a single newspaper of any size in this country, which is not giving us some co-operation," he said. "We spent \$600,000 last year to advance this great cause."

But giving their money is not the most important way in which newspaper publishers are working today to make advertisers truthfully describe their merchandise in advertising copy, the representatives of the Vigilance Committee pointed out.

"By giving publicity to activities of fraudulent advertisers, newspapers have especially aided the 'truth-in-advertising' movement," Shinn declared.

"Newspapers printed as news the manner in which Dr. Cook and other oil promoters defrauded the public. They went further than the mere narration of news, the big names involved, of course, making the matter an important news story. They held the entire matter up as a warning to readers not to be hoodwinked in the future."

"Then newspaper publishers are showing us continuous co-operation by submitting copy to us which, they feel, is fraudulent or misleading, and asking the opinion of the committee," Shinn continued.

"Newspapers, as a whole, were one of the foremost factors in aiding the Vigilance Committee to induce manufacturers and dealers in furs to describe garments made thereof by their true name—for example, calling Hudson seal, according to its nature, dyed muskrat."

Other ways by which newspapers are working for business betterment were cited by the vigilance representatives as follows:

Refusing bogus representation of bankrupt and fire sales.

Curbing of the exaggerated comparative price claims in cloths and house-furnishings.

Compelling "money back if not satisfied" advertisers to live up to their guarantee. Many newspapers maintain complaint departments to adjust claims where money has not been refunded.

Insisting that "seconds" and imperfect merchandise be advertised as such. Five years ago "seconds" were never advertised as "seconds."

"The day of deceptive and fake advertising is rapidly passing," Barnard declared. "Newspapers, through censorship of their own advertising columns, have been of tremendous aid in the evolution of advertising. Destructive users of newspaper space, by insistence of the publishers, are giving way to

constructive advertisers. "Reader confidence in advertising has been greatly strengthened by the present attitude of the American press."

"All along the line, we note an increasing desire on the part of daily newspapers to co-operate in the promotion of truth in advertising."

From a great variety of sources, complaints of dishonest advertising come into the hands of the committee. These complaints are carefully investigated and the advertisers advised to modify their copy. Facts are uncovered to replace gross misstatements.

Then, if advertisers persist in un-

portant departments of the business office is the censorship department, the duty of which is to safeguard the advertising columns from misrepresentation, fraud and otherwise objectionable matter.

"The responsibility of a newspaper for the presentation to its readers of advertisements which tell the truth without exaggeration is as great as the obligation which governs the publication of news."

"Newspapers which exercise the greatest care in the scrutiny and censorship of advertising have found that the purchasing power of their columns increases in ratio to the censorship exercised. Readers of a newspaper which recognizes its responsibility for the presentation of advertising, without misrepresentation and extravagant claims, place a confidence in the newspaper they read which is extended to the advertiser and reflected in profitable business both to the newspaper and the advertiser."

The rules of the New York Times, regarding the acceptability of advertising

U. S. DAILIES PRESENTING UNITED FRONT IN WAR ON FRAUDULENT ADS

MORE than 1700 newspapers in the United States are fighting for truth in advertising.

Publishers are spending a huge sum yearly to keep their advertising columns clean from misleading statements and dishonest copy.

Newspapers, through censorship of their advertising columns, have been of tremendous aid in the progressive evolution of advertising.

Last year \$600,000 was spent in efforts to promote truth in advertising in the United States. Publishers of newspapers were heavy contributors to this fund.

Many of the larger newspapers have drawn up rigid censorship rules of their own, creating reader confidence. The tendency in leading newspaper offices is toward the elimination of the dishonest trader.

The day of deceptive and fake advertising is rapidly passing.

truthfulness, the facts, are sent, in the form of a bulletin, to every newspaper of the United States in towns of 3,000 population and more. The National Vigilance Committee does not attempt to stand over these newspapers with a club and compel them to close their advertising columns to the deceptive advertiser, who pays good, albeit dishonestly earned, money for space.

"It isn't necessary" as Barnard put it, "for newspaper publishers are daily proving themselves our greatest allies."

"What we are now aiming to do," he continued, "is to educate advertisers to understand the value of truthful, constructive copy. Naturally, the co-operation of newspapers in this is absolutely vital. Publishers realize this, and are responding today as never before. We are working together in an endeavor to get all advertisers to describe truthfully, what they have to sell."

"In expending \$600,000 last year the committee found there was hardly any field or industry which did not gladly contribute to the fund. Newspapers, of course, were among our heaviest backers. "Wherever there is a Better Business Bureau, the newspaper publishers will be found to be the greatest backers."

Barnard pointed out as two outstanding examples of newspaper co-operation the attitude which has been taken by the newspapers of Boston and San Francisco.

Quite apart from the activities of the National Vigilance Committees and the 40 Better Business Bureaus, situated in the leading cities of the country, many of the larger newspapers have drawn up rigid censorship rules of their own, creating reader confidence. Barnard pointed out. As "fair examples" he cited the New York Times and the New Orleans Times-Picayune.

"The tendency in leading newspaper offices is toward the elimination of the dishonest trader."

"On the Times, one of the most im-

portant departments of the business office is the censorship department, the duty of which is to safeguard the advertising columns from misrepresentation, fraud and otherwise objectionable matter.

1. Fraudulent or doubtful advertisements.

2. Offers of something of value for nothing; advertisements that make false, unwarranted or exaggerated claims.

3. Advertisements that are ambiguous in wording and which may mislead.

4. Attacks of a personal character; advertisements that make uncalled for reflections on competitors or competitive goods.

5. Advertisements holding out the prospect of large guaranteed dividends or excessive profits.

6. Bucket shops and offerings of financial prospects.

7. Advertisements that are indecent, vulgar, suggestive, repulsive or offensive, either in theme or treatment.

8. Matrimonial offers; fortune telling; massage.

9. Objectionable medical advertising and offers of free medical treatment; advertising that makes remedial, relief, or curative claims, either directly or by inference, not justified by the facts or common experience.

10. Advertising of products containing habit forming or dangerous drugs.

11. Want advertisements which request money for sample or articles.

12. Any other advertising that may cause money loss to the reader, or injury in health or morals, or loss of confidence in reputable advertising and honorable business, or which is regarded by the Times as unworthy.

In New York most of the newspapers are co-operating with the Better Business Bureau, H. J. Kenner, chairman, declared. This is especially true, he said, in regard to financial advertising.

"The New York Times, the Herald, the World, the Brooklyn Eagle, the Daily News, and the American all have voluntarily excluded advertising, which the bureau had exposed as fraudulent," Kenner declared.

BANKS SPENDING 40 MILLIONS FOR ADS

Annual Total Will Double in 10 Years, Prentiss Tells N. Y. Agency Men — Says Advertising Increases Credit

Bankers are beginning to realize more and more that newspaper advertising is a live, tangible asset, and in another 10 years will undoubtedly have doubled their present \$40,000,000 expenditure in this direction, John W. Prentiss, president, Investment Bankers' Association of America, told members of the New York Council of the American Association of Advertising Agencies at a luncheon in New York, Feb. 14.

"Advertising increases a firm's credit from a banker's standpoint, and he is much more willing to buy securities and deal with a firm known through its advertising than one which is not," he said.

Mr. Prentiss quoted figures showing the amount of money spent in financial advertising last year in the New York newspapers, as follows:

Times, \$1,897,000; Herald, \$517,000; Tribune, \$495,000; American, \$416,000; World, \$292,000; Sun & Globe, \$414,000; Evening Post, \$318,000; Evening Mail, \$114,000; Evening Journal, \$156,000, and Evening World, \$62,000.

"In financial advertising particularly, there is the great necessity for the strictest kind of honesty, and millions have been lost through misleading financial advertising," the banker declared. "I cannot commend too highly the excellent work of the A. A. C. W. and the Better Business Bureaus in the different cities of the country. We have committees who co-operate with the Better Business Bureaus to every extent possible. No financial advertising is accepted by either Chicago or Pittsburgh newspapers, until it has been passed upon by a committee composed of advertising men and investment bankers. At the next meeting of the Board of Governors of the Investment Bankers' Association of America, I shall recommend that a committee be appointed to confer with a committee from the A. A. C. W."

Mr. Prentiss gave a brief history of the Investment Bankers' Association of America, stating that it was organized 13 years ago, and is composed of 600 private banking firms, with offices in nearly 1,000 cities throughout the country.

Woodworth Controls N.Y. News Bureau

Melvin J. Woodworth, chairman, New York News Bureau Association executive committee, announced Feb. 8, he had acquired all stock of the association with the exception of a small minority interest, having purchased the holdings of Morgan J. O'Brien, William H. Hurst, George W. Hurst, and Edward Rascovar. This purchase carries with it control of the Central News Ltd., London, held by the bureau for several years.

Endorse \$100,000 Ad Campaign

A national advertising campaign, involving a fund of \$100,000, was endorsed by the Missouri Valley Tent and Awning Manufacturers' Association, meeting at Kansas City, Mo., recently. The drive is being conducted by the entire industry and is to run 3 years. Emerson E. Pease, Providence, R. I., is president of the National Tent and Awning Association.

A. P. to Move This Month

Associated Press will move its New York headquarters from 51 Chambers street to 383 Madison avenue, the last of this month, and will occupy the entire 6th floor of that building. The new offices will be open for business March 3.

Salt Lake Daily Adds Section

A weekly agricultural section has been added by the Salt Lake City (Utah) Tribune.

NEWSPAPER SPACE ENLISTED TO MAKE TEA "AMERICA'S COCKTAIL"

India Growers' \$200,000 Campaign Launched in 19 Eastern Dailies—Retailer "Tie-Up" Urged—To Attack Mid-West Next Year

By HAMMOND EDWARD FRANKLIN

WHILE Teapot Dome occupies the spotlight at Washington, the "teapot dome" in the average home is just about to attract more attention than in the past from thousands of housewives.

The Growers of India Tea within a few days have launched a co-operative campaign, which uses the newspapers exclusively, and which, as time goes on, is certain to stimulate greater interest in the drinking of tea in America. Compared with coffee, the sale of tea is undeveloped in this part of the world.

Instead of attempting to cover the United States as a whole with small national magazine space, the growers have elected to concentrate for the present on New England, New York and Pennsylvania, large population-areas, and make a really impressive newspaper showing.

These papers will be used: At Philadelphia: Enquirer, Bulletin, Record, North American.

At New York: Times, Journal, American, Herald, Sun-Globe, Telegram and Evening Mail, Journal of Commerce, New York Commercial, Morning and Evening World, Tribune.

In Brooklyn: Standard Union, Eagle. In Boston: Herald-Traveler, Post, Globe.

The newspapers are co-operating in merchandising the idea to the trade. In addition, a large broadside, printed in black and blue, entitled, "How we are helping YOU to sell more India Tea," has gone out to the trade, having been mailed to every grocer in America.

After explaining that the campaign would start Feb. 1 (which it did), the broadside outlined, in part:

"Our advertising will persuade your customers to try India Tea—and once they have tried it—they will become regular customers at your store. . . .

"The districts which this great campaign will cover include New York, Boston and Philadelphia. They contain millions of potential tea drinkers who only require to be convinced of the merits of India Tea in order to become regular drinkers. Our advertisements will convince them! Will you help persuade them to give India Tea a trial?"

"Try India Tea yourself and you will realize how surely the demand for it will grow once your customers have been persuaded to try it. We will help you to do the persuading. Repeat orders will follow naturally.

"Don't wait until the demand starts. Get your stock of India Tea Blends NOW—and be ready to supply your customers. Remember, one trial makes a regular customer. Tell them to drink India Tea."

The per capita consumption of tea in Great Britain is 9 pounds in a year. The per capita consumption in the United States is but a part of one pound. This shows the need of educational advertising.

Sir Charles Higham, the English advertising agent, in a recent trip to the United States, spoke before the Tea Association of New York, wholesale grocers, retailers, chain store men, advertising clubs and other organizations, to whom he drove home the story of the campaign under way.

All along the line, the Britisher was aided by various newspapers and by William H. Rankin, president of the William H. Rankin Company, New York and Chicago, American associate, which is placing the schedule.

In an address before the Six Point League, Higham stated that this co-operative tea campaign is but the forerunner of many more newspaper campaigns of other British interests, and he predicted that firms with which he himself is in touch should be spending \$5,000,000 within 5 years. He termed the American

press the greatest educational force in the world, a view corroborated by Mr. Rankin, who pointed out that a full page in newspapers can be put into millions of homes at a cost of a half-cent per home.

The campaign of the India tea growers will be extended to the Middle West next year, it is stated.

The tea planters of India years ago re-

How to make TEA
PERFECT - STIMULATING - DELICIOUS

Use an Earthenware Teapot - It makes better tea

1. Put one teaspoonful for each cup of tea.
2. Boil one quart of water for 10 minutes. Then pour the water into the teapot.
3. Put a little milk or cream in each cup. Then pour the tea over it.
4. Add sugar to taste.
5. Do not use sugar.

INDIA TEA

Over 1,000,000 lbs. of Tea consumed every day in Great Britain.

ASK FOR BLENDS containing INDIA TEA.

Issued by the Growers of India Tea

quested the government to assess a tax upon the growers on every hundred weight of tea that left the country. Last March the act was renewed for 5 years more, the amount to be about 10c on every hundred weight of tea leaving India.

"The act which allows the collection of this fund specifically states that the money is to be used only for popularizing tea drinking," Sir Charles Higham stated. "Each month the India government notifies the planter who shipped tea of the amount of his shipment, and asks him to send a check for the amount of the tax. This money is turned over at definite periods to a group of planters known as the India Tea Cess Committee. Expenditures are made under direction of the India Tea Growers' Association.

"Last fall this association sent to the United States a commissioner to investigate the best method of popularizing tea. He reported that advertising was the best way of convincing the American public of the merits of any good article. I was invited to tell the Indian Tea Growers' Association of London what kind of advertising they ought to do in the United States and I immediately said newspaper advertising was not the most economical means of reaching the greatest number of people in the shortest time, but undoubtedly the most profitable.

"From east of Suez, we get the first government in the world to collect a tax on the product which it produces in order to sell more of the product in the world market.

"We shall not directly or indirectly talk of any other tea that may be for sale, nor shall we discourage the drinking of coffee or any other commodity. We believe the American people would do well to take four o'clock tea both in the office and factory for this very important reason: it is found out in Great Britain that prior to the workman taking his four o'clock tea, he is only 60 to 80 per cent efficient, whereas by having the tea it bucks him up to render 100 per cent efficiency and makes him a happier workman.

"One of the reasons there is not more tea drunk in the United States is that many places do not make it properly. Tea is really the least harmful and most stimulating non-intoxicating drink in the world. I am certain it is going to be America's cocktail."

So far, \$200,000 has been appropriated for use in America. It is expected that over a 5-year period the total expenditure will be well above \$1,000,000.

While the advertisements seek to popularize India Tea without reference to any special brand, it was hoped that some of the tea package people would recognize the value of getting out a special package of India Tea which would reap the benefit to some extent of the general advertising. Already Austin-Nichols & Co., largest wholesale grocers, are putting out as fast as they can get labels and packages a Sunbeam India Tea in packages of 1½ and 4 ounces. This probably will be covered by a special advertising campaign within a short time.

The co-operative campaign of the growers is being sold to the factors in the trade by full pages in the Tea and Coffee Trade Journal and the Spice Mill.

The newspaper advertising, written by Sir Charles Higham, appears once a week during the year in the list of papers previously given. The space varies from 195 to 540 lines.

"Serve TEA tomorrow!" coaxes one advertisement.

Full directions for "home brewing"—of the right sort—are being printed as part of the India Tea Growers' newspaper campaign to popularize tea as an American drink.

"No other beverage gives the same mental and physical stimulation as tea. It is absolutely pure—no adulteration. It is harmless in its effect. It refreshes and invigorates.

"Your guests will appreciate your thoughtfulness if you serve tea. But be sure it is INDIA TEA or a blend containing India Tea. You can get it at any good store.

"About one-half the world's supply of Tea comes from India and on the India Tea Bush grows the finest Orange Pekoe in the world.

"Issued by the growers of India Tea." The value of tea as an afternoon drink, tea as a man's drink and how to make tea are the subject of other pieces of copy.

One advertisement, showing a teapot below the headline, gives in detail directions for making tea.

COLORADO TO ADVERTISE

121 Newspapers Backing Co-operative State-Wide Campaign

One hundred and twenty-one newspapers of Colorado will serve as the media for a new state-wide advertising campaign initiated recently by the Colorado Editorial Association, the purpose of which is to promote co-operation among all the sections of the state toward the upbuilding of the state as a whole.

The campaign consists of small-space co-operative copy, run twice a week in newspapers of the state, half the space to be devoted to good-will copy, the other half to the names of subscribers to the campaign.

Fifty Denver merchants, representing the strongest local concerns, have already signed up. The campaign is being handled by George T. Haubrich, secretary, Colorado Editorial Association.

California County Using Dailies

Stanislaus County (Cal.) Development Board has proved the efficiency of newspaper advertising with a \$30,000 campaign, appearing in dailies in Los Angeles and other cities in the southern part of the state. E. L. Sherman, editor, Modesto News, is chairman of the campaign committee. The copy aims to place the merits of moderately-priced irrigated land before easterners wishing to locate in the section.

Kansas Has New Sunday Paper

Commencing Feb. 2, the Iola (Kan.) Register began publication of a Sunday morning newspaper, discontinuing the Saturday evening issue. No extra charge is being made for advertising in the Sunday edition.

NEW AD CONTEST PLAN AIDS SMALL STORES

Puzzle Idea, Launched Through Co-operative Space, Proved Successful in Jersey City—Originated by New York Ad Man

All cities have their "down-town shopping districts." Merchants of this section are consistent newspaper advertisers and grow plump in purse and paunch.

The "lean and hungry look" of Cassius is, as everyone knows, confined to the owner of the small shop up-town. He does not advertise. Representatives of the local newspaper's advertising department call in vain. Who has heard the reply: "It's the right idea, but I can't afford it."

Yet the small up-town shopkeeper usually has something very worth while to sell and therefore to advertise. Many times out of ten he knows it, too, and will tell you all about it, in a most confiding manner.

"I don't have to pay the high rent which both my down-town colleagues" he will tell you. "Naturally, therefore, I can sell my goods much cheaper than they can.

"We are a small organization. I, the owner, wait on customers myself. We have a more personal service to offer than the over-grown giants of downtown.

"If I could only get people to come into my store, I could easily prove my point.

"Advertise? I cannot. It would cost too much to buy the convincing copy necessary."

Max J. Klein, New York advertising man, has copyrighted a campaign, which, at small cost to a group of up-towners, gives them a full page in the local newspaper, and what is more important, brings people into the stores, offering owners their long sought opportunity to "prove the point."

Klein tried out the stunt in Jersey City recently with success. He is planning to carry it to all cities in the United States.

The Klein idea hinges on a contest with a prize award. In one up-town shopping district, Klein secured the business cards of 20 store owners. These cards were cut up, forming a puzzle which was reproduced in the full page newspaper copy.

Rules of the contest provided that the "cut up" be arranged so that the names of the merchants could be read. The contestant was to go to the merchants whose names they had succeeded in solving, get his business card, and make a list of the various items appearing in the store window.

Prizes were awarded from the stage of a local theater. The management of the theater paid for the full page advertising copy. More than 3,000 contestants took part, in efforts to win prizes totaling \$100.

A few weeks later the "stunt" was varied and used in another section of the city. Photographs were taken showing a section of the window displays of 20 merchants on a certain up-town avenue. Those entering the competition were required to cut from the newspaper advertisement the 20 sections and paste each section on the business card of the merchant.

Both contests brought large crowds to the stores up-town, and Klein reports "everybody happy."

Judge Dismisses Libel Suit

Libel suit brought by J. Edgar Ross against M. D. Witter, publisher, Brawley (Cal.) News, has been dismissed by Judge Franklin J. Cole, Imperial County Superior Court. The suit grew out of articles printed in the News regarding an altercation Ross had with the Fourth Liberty Loan Committee of Brawley in 1918, when he was tarred and feathered. Damages of \$60,000 were sought.

There are 547 Sunday newspapers in the United States.

NEWSPAPERS' NEGLECT OF PROOFROOM MENACES FUTURE EFFICIENCY

"Human Encyclopedias" Who Graduated from Composing Room a Few Years Ago Go and Leave Unfilled Places—
Enforced Bad Practices Foster Inaccuracy

By HARRY R. DAWLEY

EDITORIAL NOTE—Mr. Dawley, a member of the New York Times proofreading staff, has had experience in all departments of newspaper work. He is secretary of the newly-formed New York Society of Proofreaders.

RECENTLY a critical reader whose eye had been assailed by a succession of errors in his favorite newspaper wrote to the editor and asked, "What has become of all the proofreaders?" For some reason—quite likely because he did not know—the editor made no attempt to enlighten his correspondent. Yet this is a question that soon must be answered, and by the newspaper publishers themselves, if the typographical excellence of their publications is to be maintained; for it is undeniable that the proficient newspaper proofreader is rapidly becoming extinct and soon will be only a tradition if his grievances are not recognized and corrective measures applied.

If at some future time newspaper publishers shall have reason to suspect that their proofrooms are failing to function with the expected efficiency, and they shall wish to trace the cause, the trail will lead inevitably to their own threshold; they will discover that they have neglected one of the most essential adjuncts of the publishing business; that they have withdrawn the incentive which in former years induced printing craftsmen of the highest intelligence to seek to equip themselves for this work, and that in so doing they have throttled their only source of supply.

This condition is regarded as an incontrovertible fact and is so deeply embedded in the minds of the newspaper proofreaders of New York City that they have formed an organization, known as the New York Society of Proofreaders, for the purpose of bringing it to the attention of the publishers and inviting their co-operation in correcting it. It is believed that if the employers can be prevailed upon to devote sufficient thought to this detail of their business it can be demonstrated clearly that the potentialities of a properly functioning proofroom, as affecting both accuracy and economy, are far greater than they seem to realize.

The mental equipment of the competent newspaper proofreader embraces the entire field of human endeavor. His knowledge must be far-reaching and accurate, and it must be instantly available. Too frequent recourse to reference books takes time, and things must of necessity move rapidly in a daily newspaper office. Politics, art, literature, history, finance, sports, music, the drama, names and dates are the fields in which the proofreader labors. Names of persons in the public eye, from those that appear in the Social Register to those that decorate the blotter of the police court; a precise knowledge of the English language, a keen sense of discrimination in the use of words, ability to spell and divide words correctly—all these things, and more, constitute the mental reservoir upon which he draws and without which he would be unable to perform his exacting work. He must be abreast of current events and have at his immediate command an abundance of information that can be acquired only through close observation and constant contact with the records of the world's daily happenings.

There is no occupation that comes nearer to being a profession, without actually being one, than that of the proofreader. In exactitude of performance few, if any, trades equal his. A man may pass through all the stages of learning afforded by our educational institutions, from entrance into the primary school to graduation from the university, and still be absolutely lacking in the requirements

of the proofroom. An alert and active mind and a peculiar adaptability for the work will serve where higher education alone will fail. This has been demonstrated many times, notably in the case of one of the largest printing establishments in New York City, where college men were substituted for printer proofreaders and the experiment resulted in failure. The writer recalls another instance, on the Herald in the time of Bennett, where an Oxford University man, a master of several languages and of undoubtedly superior intellectual attainment, was given a trial at proofreading, and was dismissed after applying his talents for less than two hours.

There are mechanical and other details of the art of reading proof which, generally, only the printer proofreader seems able to grasp. While it is true that occasionally a non-printer proofreader who has attained a satisfactory degree of competency may be found, the instances are so rare that they stand out conspicuously as exceptions; and in every one of these instances, inquiry reveals, success has been due to the most unusual adaptability supplemented by years of training as a copyholder under the guidance of a proficient printer proofreader.

Good proofreaders are not so plentiful now as they were in the days antedating

and for a number of years following the advent of the typesetting machine. The best of those remaining are the product of the favorable conditions that prevailed in the years of Bennett, Dana, Pulitzer and Reid, who regarded their proofreaders so highly that they voluntarily paid them well above the prevailing union wage scale. In those days the ambition of the aspiring printer was promotion to the proofroom because of the inducement of augmented financial return for his effort; but today the printer has no such aspiration; he is content to remain at his case or his keyboard; indeed, he has no choice in the matter, for there is nothing within the narrow limits of his trade horizon to which he may aspire. Offer him a trial in the proofroom to determine his adaptability, and he will smile knowingly and decline with thanks. For why should he voluntarily impose upon himself the exacting, nerve and eye-destroying responsibilities of a proof desk when he can command the same emolument by remaining contentedly where he is?

When it is realized that the newspaper proofreader is the final arbiter standing between the finished product of the publisher and the public which he serves, it seems quite incomprehensible that of all the departments that enter into the process of making a great newspaper the proofroom is given the least attention and the proofreader is the least understood. There is no other part of the mechanical process of newspaper making that calls for so great concentration and the expenditure of so much nervous energy as that of proofreading. Bad manuscript must be deciphered, errors of fact corrected, writers helped over bad spots that have escaped the vigilance of the copy editor; typographical errors must be "caught," punctuation made intelligible, capitalization and spellings

made uniform, word divisions made correctly. The field for error is limitless, and the proofreader is held strictly accountable.

It should be remembered, too, that all this work must be done very rapidly. Time is the governing element in a daily newspaper proofroom, speed and accuracy being absolutely essential. The proofroom is no place for the phlegmatic or slow-minded individual, and any relaxation of the tension under which the reader works is an invitation to error.

The conscientious proofreader takes as much pride in the quality of his product as does any other specialist who produces an article to be placed before the public for approval, and experience has taught him that the quality of his product can be maintained only under the most favorable working conditions. That, concisely, is the reason why the proofreader is opposed to the practice known as "horsing" and seeks to effect its abolishment. "Horsing," it may be explained, means that the reader shall read the proof and follow the copy without the aid of a copyholder. The practice is resorted to in the "rush" hours, on the theory that it facilitates rapidity, but that it does so is fairly questionable; there is no doubt, however, that it is further invitation to inaccuracy. Entirely aside from the extra physical and mental effort required to perform this character of intellectual gymnastics (although that is no inconsiderable factor), the proofreader knows that the inferior quality of the work turned out under these conditions is a direct reflection upon himself as a master of his calling and that in turn it results detrimentally to the publication permitting or requiring the practice. It works to the detriment of the publisher not wholly because of the errors which escape detection by even the most vigilant reader, but, what should be of still greater moment to the employer, because it tends to destroy the morale of his force and results ultimately in less work and more costly errors.

A feature of the practice of "horsing" that is regarded as unfair by those readers who are required to do the greater part of it is that almost invariably it is assigned to men whose output is greatest and whose accuracy is best established; whose knowledge of what is going on in the world is most comprehensive, and who therefore most safely may be trusted unassisted to detect misstatements of fact, misspelled proper names and incorrect dates, localities and figures. Among proofreaders, as in other callings, there are degrees of proficiency; with the difference, however, that in other pursuits those who excel in proficiency are rewarded, while in newspaper proofrooms they are penalized by being required to handle the most exacting work without any recognition therefor whatever; and the less skillful, who have not yet attained their full capacity for rapid and correct work, receive the same compensation as the old, experienced and almost infallible proofreader, the product of other days, who still is the backbone of every newspaper proofroom in New York city.

It is quite incomprehensible to the old proofreader why the employers have permitted to arise a condition which threatens to embarrass them seriously if corrective measures are not applied; and the only logical way to apply these measures seems to be to restore conditions that will encourage intelligent young men who are practical printers, to equip themselves to become candidates for the recruitment of the proofreading forces. If this process of rehabilitating the proofrooms were to be inaugurated at once, the results would begin to be apparent none too soon to meet the situation that is rapidly developing.

Newspaper Man Broadcasting

William T. Ellis, who writes a Sunday School lesson for more than 75 newspapers, is now broadcasting a supplemental lesson every Saturday night from Station WFI, Strawbridge & Clothier, Philadelphia, 395 meters. Dr. Ellis goes "on the air" at nine o'clock every Saturday night.

THE REPORTERS

They are ordinary men like you and me;
You'd find it hard to spot them in a mob;
But when anything occurs on land or sea
They're pretty sure to be right on the job.
They're ready for a wedding or a war,
A murder, an election, or a cruise.
They feed on trouble, then come back for more,
The snappy lads who gather in the news.

Oh, in England they call 'em the pressmen,
The boys with the pencils and pads,
Those pushing, ubiquitous, sometimes iniquitous
Fresh, irrepressible lads.
We call them, on this side, reporters,
But what is a name more or less,
To those dashing, spectacular, wise and oracular,
Clever young men of the press.

If the British should unearth a Russian plot,
Or the Turks should start a rumpus with the Greeks,
You will find a bright reporter on the spot
Who has known about the thing for weeks and weeks.
If a chorus girl should shoot a millionaire,
Or a foreign Prince should wed a movie queen,
You can bet your life that some reporter's there
Collecting facts and pictures of the scene.

Where angels fear to tread they rush right in.
They do not dread the devil nor his wife.
You snub 'em and they greet you with a grin,
Then they ask you for the story of your life.
They can scent a crime or scandal miles away;
They can hear through walls of iron if they choose;
But we couldn't do without 'em for a day—
The snappy lads who gather in the news.

So here's to the gallant reporters,
The boys with the pencils and pads,
The calm, undisturbable, cool, imperturbable
Nervy, inquisitive lads.
Eact time that we pick up a paper
Their valorous deeds we should bless,
The bold, reprehensible, brave, indispensable
Sensible lads of the press.

FLACCUS in The Conning Tower, New York World.

CLASSIFIED ADVERTISING

The New Public Service

VI—THIS IS 1924—WHAT'S THE DATE OF YOUR CLASSIFIED SALES TACTICS?

By BASIL L. SMITH

TWENTY-FIVE years ago an automobile was a curiosity, an amusement and a subject for jokes. But today the automobile is so generally used it is almost a symbol of our civilization.

Forty years ago the telephone was an amazing sort of plaything, interesting, unique, but with no practical possibilities that many people could see. And today the telephone is one of the great public services in the lives of everyone.

These instances may seem to indicate that people generally are unusually shortsighted and slow to appreciate a new service that is put into their hands. But if this seems to be the conclusion, it is well to remember that when the automobile and the telephone first appeared on the modern horizon, neither of them was adapted to genuine service, either mechanically or economically. The automobile was a slow, noisy, dangerous vehicle. The telephone was a single line connecting two sets of instruments. The useful, economic and service factors of these two great inventions were gradually developed and, as this took place, people everywhere came to use them more and more, until today we find them at the very center of our everyday lives.

And these considerations lead us to other matters that are much nearer home—from our point of view. They suggest two things: the difficulties, and at the same time, the possibilities of the development of the modern idea in classified advertising service.

We know the difference between the "Classified Section" of a newspaper and the "Want Ad Page" of yesterday. But the great majority of the people do not. Standardized classified service is so recent a development that most readers and advertisers are not familiar with its possibilities. The old "want ad" type of promotion is still in use on many papers, "A-B-C" and "1-2-3," "Perfect catalogue" and "full description" are phrases of a new language in the classified field. The progressive newspaper is pioneering in bringing a new conception of classified advertising into the life of its city.

Suppose an automobile salesman called on his prospects in a car that was made in 1900. Suppose he explained what good points it had, claimed it could make a speed of 15 miles an hour and took his prospective customers out for a demonstration. Think he'd make a sale?

Well then, how about the classified salesman who tries to sell his prospects classified advertising without explaining the great difference between it and the old conception of "want ads"? Why are the chances of success in selling an out-dated form of advertising any better than those in selling an out-dated automobile? The only difference lies in the fact that the majority of advertising prospects are not educated to the point of demanding all the modern improvements in classified advertising as they are in the automobile field. But the fact remains that people are just about as slow to invest in their old-fashioned idea of classified as they were to buy automobiles before the improvements of the past twenty years had been made.

"Want ads" are in a class with the old "gasoline buggies." They are undeveloped, uneconomic, unsatisfactory and largely unfitted for any sort of real service. But they represent the type of advertising that most prospects think the newspaper is trying to sell them. Is it any wonder that it's almost impossible to sell most people classified ads until their new service factors and modern improvements have been thoroughly explained? We know that classified advertising can be put on a result-getting basis of public service to the whole community. We know that it can be standardized and is in the process of being popularized with a rapidly increasing audience of readers. We know that it can be economical and

practical. But the great proportion of prospects don't know these things. They must be told—and told repeatedly—if classified advertising is to be sold to the great number of people who can regularly use it with profit.

The solicitor who confines his selling talks to dwelling on the circulation of his newspaper and the advantages of daily representation in the classified columns is not trying to sell modern classified advertising. His competitors can offer prac-

one in their communities—then and then only will they become the powerful mediums of public service which they can be.

Daily Newspapers Win Praise

Daily newspapers were described as the most powerful and effective advertising media existing by Karl Bloomingdale, head of the Bloomingdale-Weiler Advertising Agency and former president, Poor Richard Club, speaking before members of the Wholesale Dry Goods and Notions Group, Philadelphia Chamber of Commerce, last week. Bloomingdale advised associated members not to be misguided by statements of large circulation in selecting advertising media, but to give greater attention to the quality of circulation and purchasing power of a newspaper's readers. He also contended that small advertisements used regularly are more effective than a large splurge.

THE BUSINESS OF MAKING FRIENDS FOR A CLASSIFIED MEDIUM

GOOD friends are good advertisements for any man or any service.

The real popularizing of a classified medium comes only when satisfied readers and advertisers tell their friends about its good points.

Winning more readers and advertisers—and then holding them—is the task that confronts the newspaper which seeks classified leadership.

Mr. Smith tells how it can be done in his article for next week—"Make Every Advertiser In Your Medium An Advertiser of Your Medium."

tically the same thing in their "want ad" sections. But when he begins to talk every day reader-interest in the perfect catalogue form of medium that his newspaper has provided—he jumps fifteen years ahead of his competition and offers his prospects a real value in classified advertising that only his medium can give. Then he is selling his classified advertising at its real worth—and then he will get the business.

The perfectly catalogued medium, with its distinct public service factors, is the strongest theme in the classified advertising world today. Add to that the consistent publicity that the up-to-date newspaper is using to acquaint more and more of its readers with the opportunity-service of its classified section—and we have two selling points that, once they are fully driven home, will break down the most stubborn sort of resistance.

The prospect must be shown the classified pages of the paper. He must understand what is meant by a perfect catalogue of offers. He should see for himself how easy it would be for readers to find the ads he would use. And then he should be shown the daily publicity which the newspaper is carrying to call attention to the offers in its classified section. He should be familiar with the campaign of publicity which appears in the paper from time to time to promote specific groups of classifications. He should know all about any other promotional material that is appearing in the newspaper. And then he will begin to see for himself exactly what the modern development of classified advertising means.

To make these points clear to the prospect should be like showing a 1923 model car to a man who hadn't seen an automobile for fifteen years. He will be made to feel to what an unusual extent the newspaper is co-operating with its classified advertisers toward winning public attention and gaining satisfactory results out of all proportion to the amount of money invested. When this is accomplished he has had the medium presented to him in its truest and most favorable light.

Too many newspapers are selling classified advertising that represents less than they could offer their prospects. They are still selling their customers much the same kind of classified that has been offered for many years past. But when they begin to sell the full modern conception of classified advertising to every-

FOURTEEN INDICTED FOR MAIL FRAUDS

New York Ring Alleged to Have Sold 2,000 Small-Town Newspapers Through Unpaid Advertisers—Eight Arrested

More than 2,000 newspapers, weeklies and small town dailies are alleged to have lost amounts ranging from \$5,000 to \$25,000 for advertising by the operations of 14 men indicted by the Federal Grand Jury, New York, last week on charges of using the mails in a mail-order scheme. Hundreds of people in all parts of the country were swindled out of sums totaling \$100,000, it was charged. Eight of the 14 men have been arrested.

The men operating from places where offices were rented for short periods, under the names of reputable firms and advertised extensively, it is charged, in the indictments. They offered surplus goods for sale. Money was to be sent or the goods sent C. O. D., but no attention was paid to C. O. D. orders and the cash sent by mail is said to have brought no return to the senders.

The accused men are Harry Goldstein, alias Gordon, named in four indictments and said to be the leader; Samuel Frank and J. P. Miller, named in two indictments; Samuel Chilowitz, A. H. Kritcher, Harry Gilson, alias H. D. Gilson; Herman Weinstein, Leo Berlin, Elias Berlow, Jake Brenner, Herman Kritcher, Abe Efrin, alias Baum, Samuel A. Wald and Haskell A. Josephson, each named in one indictment.

Some of the firm names used by the defendants, Inspector Shea said, were Pilgrim Woolen Company of 140 Broadway, the National Bay State Sales Company of 296 Broadway, People's Sales Company of 621 Broadway, New York Army Supply Company of 25 West Broadway, United States Stores of 140 Broadway and the United States Distributing and Sales Company of 20 East Twenty-second street.

They are said to have advertised extensively the sales of vast quantities of woollens, army shoes, underwear, raincoats and other merchandise, at low prices. In one instance they advertised 2,500,000 pieces of woolen underwear at 75 cents a garment and an enormous quantity of army shoes at \$2.95 a pair.

The operations are said to have started in November, 1922, and hundreds of complaints have been received by the post office authorities from out-of-town merchants who sent money or postal orders with their orders.

U. S. PROBING PHOTO-ENGRAVERS

Trade Commission Will Review Allege Unfairness in New York

Federal Trade Commission will hear testimony in New York, Feb. 18, in connection with an "amended complaint" of alleged unfair practices in the photo-engraving industry.

The "amended complaint" alleges certain irregularities in the relations between the employing photo-engravers and the photo-engraving unions, and also brings out the methods used by them in determining charges by the alleged adoption of a standard scale of prices.

Under the provisions of the Meyer-Martin Act, passed by the New York State Legislature in 1922, price-fixing agreements between employers and employees were declared illegal, in consequence of which certain revisions were made in the By-Laws of the New York employing photo-engravers.

Montclair, N. J., Gets New Daily

Montclair (N. J.) Weekly Herald has been changed to a daily. Blanchard D. Treble, recently, publisher, Staten Island (N. Y.) Advance is publisher, and Donald M. Stack, managing editor.

Eighteen out-of-town newspapers maintain correspondents in New York City.

PREACHERS' SONS DINE

M. E. Stone Presides at Unique Press Meeting in New York

Seventeen present or former newspaper men, sons of Methodist preachers, attended a dinner of the "Preachers' Sons of the Press (Methodist)" Feb. 9, at the New York Newspaper Club. Melville E. Stone, dean of the organization, presided. A letter from President Coolidge, extending his felicitations, was read.

Those present at the dinner included Benjamin P. Adams, financial editor, Literary Digest; William P. Beazell, assistant managing editor, the World; Frank C. Brady, of the Near East Relief; Charles Phillip Cooper, professor of journalism, Pulitzer School of Journalism, Columbia University; William J. Guard, publicity manager, Metropolitan Opera Company; George T. Hughes, former city editor, New York Globe and now with the Evening World; Thomas W. Lamont, banker and former owner, New York Evening Post; James Melvin Lee, director of the department of journalism, New York University; Halford E. Lucecock, assistant manager, the Centenary Movement; Theophilus England Niles, former managing editor of the Mail; Loren Palmer, managing editor, Collier's Weekly; Charles W. Price, secretary-treasurer, International League of Press Clubs; Charles W. Wood, the World; Ivy L. Lee; William S. Woods, editor, Literary Digest.

Plain Dealer Issues Ad Booklet

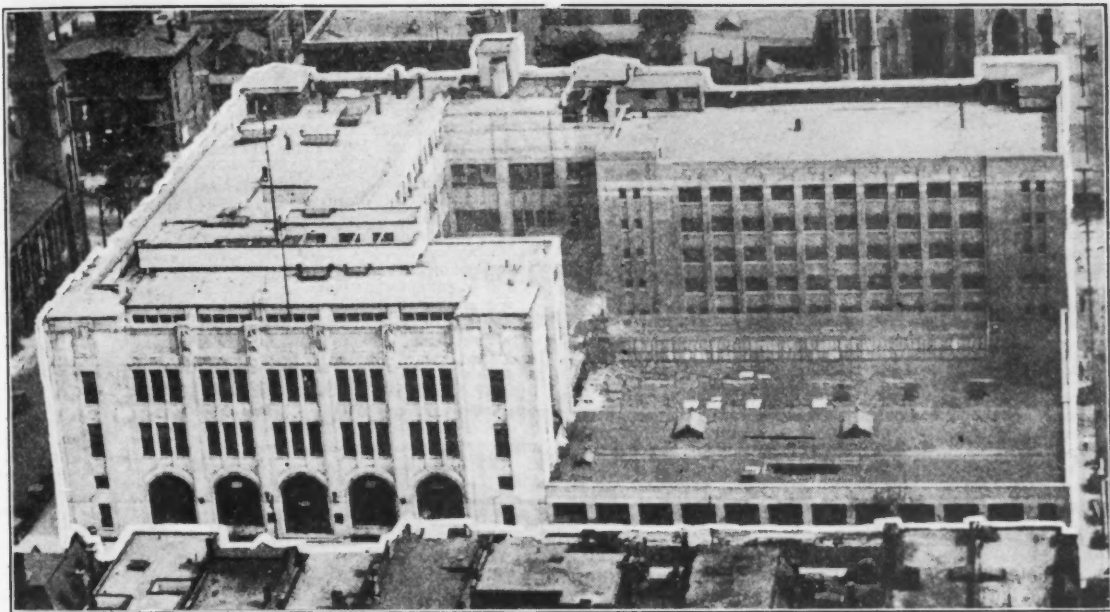
"Better Results From Your Want Ads" is the title of a booklet issued by the classified department of the Cleveland Plain Dealer. It contains information and suggestions for productiveness in increasing lineage. The booklet tells how to save space, words and cost to the advertiser.

Seventy-One Sign Up for London

Seventy-one members of the Advertising Club of New York have definitely informed the On-to-London Committee that they are going to the London Convention of the Associated Advertising Clubs of the World, opening July 13.

Seventy-five newspapers in the United States carry weekly rotogravure sections.

The World's Largest Exclusive Newspaper Plant



Airplane View of The Detroit News Plant Where Over 29,000,000 Agate Lines of Advertising Were Published in 1923

Reprinted from "The Detroider," official organ Detroit Board of Commerce

"IN 1917 when the present building of The Detroit News was completed, it was conceded by newspaper men everywhere to be the most efficient and finest plant, exclusively devoted to newspaper publishing, in America.

"Since then the growth of Detroit and the consequently increasing growth of The Detroit News has compelled the addition of a paper storage warehouse of 112,197 square feet; a fourth floor housing the art, engraving, radio, classified advertising and hospital departments of the News, a new garage for the fleet of 90 trucks, increased mailing room space, and an addition for the rotogravure printing plant.

The Detroit News now occupies a full square bounded by Lafayette and Second Boulevards, and Fort Street and Third Avenue. It has practically doubled its area since 1917 and is still, despite the completion of many other great newspaper plants elsewhere in the country, the greatest plant exclusively devoted to newspaper production in area, and acknowledged by experts to be the finest."

The Detroit News has recently enlarged its press capacity to the point where it can adequately take care of any demand for space made by advertisers.

The Detroit News

Over 275,000 Circulation Sunday and 275,000 Week Days

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



EDWARD S. BECK
Exclusive Editor & Publisher Photo

THE day of romance in the newspaper world is far from dead. With the passing of the Benjamin Franklins, Horace Greeleys, Charles Danas, and other famous editors whose rise from the ranks has always been an inspiration to those in journalistic pursuits, every now and then one is inclined to think that those days—to use a trite phrase—"are gone forever."

And then, just as one shakes his head and murmurs, "too bad, indeed," there comes along another example that sends him back into the harness with renewed energy and inspiration with his eyes fixed firmly on that shining goal "success" which still another has reached in this newspaper world.

When Edward S. Beck began setting type at the age of 7 in his father's newspaper office, his thoughts probably were more on trying to find "e's" in the "e" box than on becoming editor of a great paper. That was in 1875. Now, as Mr. Beck sits at his desk in the office of the Chicago Tribune, where he is managing editor, he probably wonders every now and then what that 7 year old child would have thought if he could have seen himself almost half-a-century later as the main cog in what is one of America's leading newspapers. Maybe that training is what has advanced him to his present position, for anyone who has ever tried to "stick" type knows what a monotonous, dragging job it is even for a grown man, let alone a child. But perseverance, and consideration of others, are among the chief characteristics of Mr. Beck, inculcated perhaps, in those early days.

Mr. Beck was born in Kansas, Dec. 12, 1868. During the summers of 1891 and 1892 he was a reporter on the Chicago Daily News. At that time he was a student at the University of Michigan. In addition to his work he did a little reporting for the now defunct Chicago Times. After his graduation, in 1893, he went to work for the Chicago Tribune as a reporter.

A year's reportorial work saw him advanced to the copy desk, but he left the position to accept the city desk on the old Chicago Mail, since consolidated with the Chicago Daily Journal. In March, 1896, however, he returned to the Tribune as assistant city-editor, being promoted to the city editorship two years later. He held this position for 10 years, in 1908 becoming night editor. Two years at this task saw him moved up again to the office of managing editor, which he has held continuously since, during the most prosperous years in the history of the venerable Chicago Tribune.

Mr. Beck, of course, like many of those whom he interviewed in his day, won't talk about himself. But there are plenty of his associates on the Chicago Tribune

who will talk about him, and they, in a measure, can tell the "why" of his rise.

There's Robert M. Lee, city editor of the Tribune, better known to every Chicago newspaperman as "Bob."

"Industry is the quality that has contributed more to Mr. Beck's rise than any other," he says. "He's always enthusiastic, always showing tireless energy. He puts in long hours at the office, but he's always fresh when he arrives for work early in the afternoon. And he remains at his desk until the 'home edition' is put to bed."

Other of Mr. Beck's associates say his brain is a perfect card index of Chicago people. He knows all the intricacies of their connections and can recall accurately initials and correct spelling, those little, but all-important details. He has in his mind a complete map of Chicago, they say, and they add that he knows every street and alley from the "Gold Coast" to "back o' the yards."

He is the mainspring of the Tribune. Each day he reads in copy or proof every story in the Tribune, digests it and directs the "play" and the arrangement. He usually sits at a desk in the city room, rather than in the managing editor's office. In this way he soon gets to know every member of the Tribune staff, and can watch the smallest details, Tribune men say. They have the greatest confidence in his fairness and encounter few of those conventional outbursts every managing editor is supposed to have.

Young reporters on the Tribune occasionally are surprised when he speaks to them about some recent piece of work, when in their opinion, they thought the managing editor hardly knew they were on the payroll.

Another faculty which has contributed greatly to Mr. Beck's success is his unflinching calmness when a big story "breaks." Old-timers recall how he kept his head throughout the handling of the Iroquois Theatre fire in 1903, in which more than 500 persons perished. He was then city editor, and those who were reporters at that time remember how he went from desk to desk, bringing the men back to earth. The same was true during the Eastland disaster when more than 800 persons were drowned in the Chicago River.

Mr. Beck has an unflinching sense of news values, his associates on the Tribune say. If time permits, he consults with his co-workers on points of interest and then makes a decision. Mr. Beck is careful to see that the same style is adhered to in every issue and that news is played up in the simple style for which the Tribune is noted.

In recent years Mr. Beck has had one overwhelming hobby—golf. He and Mrs.

Beck have a beautiful suburban home, where he has ample opportunity to swing a club on week-ends during the summer, and from what his associates say, he is almost as good a golfer as he is a managing editor. At any rate, he shows surprising vitality in that game, probably inheriting this trait from his father, who is still conducting a newspaper in Holton, Kan., at the age of 84.

Mr. Beck is not the type of managing editor who does spasmodic things. He is rather the perfectly poised director with the utmost confidence in his ability to handle a situation. While his leadership is not spectacular, he is like the general who directs the battle, and affairs move so swiftly that one is scarcely conscious of the powerful leadership which he exhibits.

And that, in the final analysis, is the real test.

HITS "INFERIORITY COMPLEX"

Dr. Goodspeed Claims It Dominates Much U. S. Journalism

The inferiority complex is just now controlling much of America's journalism, Dr. E. J. Goodspeed, secretary to the president, University of Chicago, declared Feb. 14, in an address before Medill School of Journalism students, Chicago.

As "striking instance," he pointed to the "horror of the editorial writers that any mere American should undertake the task of translating the New Testament." Dr. Goodspeed's recent translation of the New Testament received considerable attention in columns of the press.

"We are constantly reminded that our statesmen are mere children compared with Europeans," Dr. Goodspeed said, "and our scholars pygmies compared with theirs."

"Most New York and Chicago newspapers agree that in a literary way nothing can be hoped of this country. Being just Americans, we cannot write. If we do write anything, it must be vulgar stuff. I can imagine no greater treason to American ideals than this ceaseless insistence upon their essential vulgarity."

Hoyt Takes City Job

Philip D. Hoyt, for 12 years a member of the New York Times staff, was appointed secretary to the department of finance, City of New York, by Comptroller Craig, Feb. 13, at a salary of \$7,500 a year. He succeeds Charles F. Kerrigan, for years a member of the Brooklyn Eagle staff, who has been promoted to first deputy comptroller. Hoyt served overseas with the 78th Division, and was decorated by Gen. Pershing.

Virginia-Tennessee Daily Expands

On completion of a new building, now being erected, the Bristol (Va.-Tenn.) Herald Courier will begin publication of an afternoon newspaper with Associated Press membership to be known as the Bristol News. Charles J. Harkrader and E. Munsey Slack, publishers, announced this week. The new building, located on Moore street, will be finished about June 1, and will provide ample room for publication of the two newspapers.

Age Limit Bars Hearst Commission

William Randolph Hearst is too old to be appointed colonel in the intelligence branch, Officers Reserve Corps, and his application was therefore denied Feb. 13, by the Secretary of War. Secretary Weeks wrote Mr. Hearst expressing regret that the appointment could not be made because the law prohibits appointment of any person beyond the age limit. Mr. Hearst will be 61 in April.

Chicago Correspondent Hurt in Mexico

Frederick Wright, Chicago Tribune correspondent with Obregon in Mexico, is in a hospital at Esperanza with three broken ribs, internal injuries and severe body bruises. The injuries, suffered when the federal troops smashed into Esperanza and routed the rebels on Jan. 29, are more serious than at first indicated, according to the Tribune.

PENNSYLVANIA DAILIES RE-ELECT STEWART

Spatz Again President of Weekly Group at Harrisburg Joint Meeting, Sullivan, Bickel, Stackpole Speak

(By Telegraph to Editor & Publisher)

HARRISBURG, Pa., Feb. 13.—Pennsylvania editors, members of the Pennsylvania Associated Dailies and the Pennsylvania Weekly Newspaper Association, met in Harrisburg, Feb. 11 and 12, for their annual convention.



JOHN L. STEWART

Addresses on the place of the modern newspaper in the life of today were delivered by Louis Wiley, business manager, New York Times; Karl Bickel, president, United Press Association; Mark Sullivan, of Washington, and E. J. Stackpole, Harrisburg Telegraph.

John L. Stewart of the Washington Observer and Reporter was re-elected president of the Associated Dailies. Charles B. Spatz of Boyertown was re-elected president, Weekly Newspaper Association.

An organization of Associated Press newspapers was formed with Henry Walser, Hazelton Standard-Democrat, as chairman, and John H. Reiting, Philadelphia, secretary.

Louis Wiley, in his address declared radio cannot do any harm to newspapers. He felt the "voice of the air" to be one of the leading trails towards the establishment of a universal language.

Karl Bickel, sketching international conditions briefly, spoke interestingly of his Russian experiences.

Mr. Stackpole also declined to admit that the newspaper profession had degenerated in any respect through the years.

T. R. Williams, of the Pittsburgh Press, expressed optimism in the return of the country to a healthy, normal time following the gloomy post-war period. Joe Mitchell Chaple gave a short address.

By-laws of the organization were changed in order that semi-annual meetings might be held alternately in Eastern and Western Pennsylvania, with the annual session in Harrisburg as before.

John L. Stewart, of the Washington Observer and Reporter, was re-elected president of the Pennsylvania associated dailies. Other officers re-elected were: first vice-president, William L. McLean, Jr., Philadelphia Bulletin; second vice-president, Harry L. Johnston, Altoona Mirror; treasurer, W. L. Binder, Pottstown News; secretary, Wilmer Crow, Harrisburg.

Recommendation that offices of the Commonwealth of Pennsylvania be filled with native Pennsylvanians was made in a resolution passed by the State Editorial Association.

Other resolutions passed included one upholding the national officials in the present scandal investigations; that the State newspapers scrutinize candidates of their committees during coming legislative campaigns; that the association support the necessity for economical collection of taxes; that equalized taxation be brought about in the various communities, and that the Association is opposed to reduction of working hours.

Charles B. Spatz, of Boyertown, was re-elected president of the Pennsylvania Weekly Newspaper Association.

Other officers elected included: Charles M. Meredith, Quakertown, vice-president, and Howard Reynolds, Quarryville, secretary-treasurer.

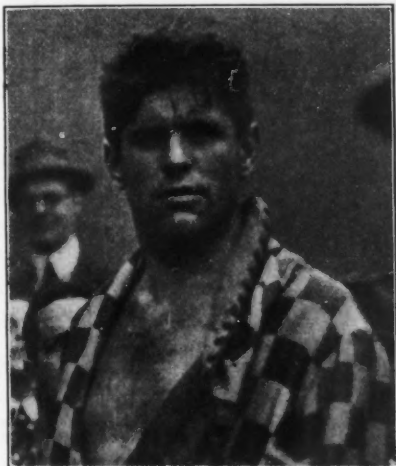
C. N. Andrews, of Easton, was named as chairman of the executive committee and Walter L. Sanborn, of Lansdale, field secretary.

Announcing:

My American Experiences

By Luis Ángel Firpo

As Told to Alfred Mayer



Firpo was a vagabond at 27, apparently a hopeless failure. He walked across the Andes to fight for a purse of \$65, and the championship of South America. He was given the cold shoulder by American promoters. He fought his way up through an army of second raters and finally gained a hearing.

Firpo returned to South America one year later with \$400,000, mostly in uncashed checks because he did not trust the biggest bank in Buenos Aires. Though defeated by Dempsey, he had knocked the World's Champion out of the ring. Firpo was his own trainer, his own manager. He will return to the United States about the last of March, and his share of the fights offered by bona fide promoters so far will reach a million dollars.

Alfred Mayer, correspondent of a South American newspaper, traveled with Firpo throughout his American tour. He has told a first-hand, intimate story of Firpo in twenty-five installments for release beginning March 10. Telegraph now for an option.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building
Washington, D. C.

Three Months Ago Dr. Frank Crane's American Newspapers and were the Outstanding

New York Journal
Philadelphia Ledger
Providence Bulletin
San Francisco Call
Birmingham News
Houston Chronicle
Louisville Post
Hamilton Spectator
San Antonio Express
New Haven Register
Middletown News
St. Louis Times
Cedar Rapids Gazette
Quincy Herald
Pittsfield Eagle
Spokane Press
Flint Journal
Muskegon Chronicle
Williamsport Sun
Meriden Record
Fort Wayne Journal
Gazette
Long Beach Press
Paterson News
Fort Worth Record
Rochester Journal

DR. CRANE'S

Daily Editorial is not an experimental feature, it has been growing stronger in power, appeal and popularity every year for the last twelve years.

When we closed our contract with Dr. Crane last December for world rights in his newspaper work we received telegrams and cables from all over the world. As many as four editors in a single city requested first option on the service.

The Crane editorials make the high class continuous home circulation that is reflected in the monthly figures of the advertising columns.

Chicago American
Buffalo News
Dallas Times
Detroit Times
Chattanooga News
Augusta Chronicle
Roanoke Times
World
Knoxville Sentinel
Danville News
Worcester Post
New Brunswick
Toledo Times
Kokomo Tribune
Oklahoma City
Oklahoman
Danville Commercial
News
Portland News
Grand Rapids
Saginaw News
Bridgeport Post
Madison State
Journal
Youngstown
Vindicator
Santa Barbara
Huntington
Advertiser
Seattle Post
Intelligencer

Some of the Foreign Papers Featuring Dr. Crane's Editorials, in English or Translated

ENGLAND

Manchester News
Blackpool Gazette
New Castle Sunday
Sun
Pearson's Weekly
Newport South
Wales Argus

Manila Bulletin
Havana La Prensa
Tokyo Advertiser
Mexico City
Excelsior

SCANDINAVIAN

Bergens Tidende
Nidaros (Trondhjem)
Faedrelandsvennen
(Dristianssands)
Ostlandsposten
Grimstadt Tidende
Stavanger Aftenblad
Vestfold (Sandefjord)
Assens Avis
Fremskridt
Inlandsposten
(Kongsvinger),
Krager Blad
Hadeland (Brandbo)
Drammens Tidende
(Drammen)
Tonsberg Blad
Hortens Avis
Verdens Gang (Kristiansund)
Søndmorsposten
Haalogaland (Harstad)
Lofot-Posten
Kongsberg Tidende
Vardo Avis

CIRCULATION. "DOMINANCE" THEORY IS SCORED AS HARMING PROFESSION

Fight for Subscribers Leads to Competition Crushing Tactics, Schaefer, President Morning Newspaper Publishers Believes—Advises "Circulation Spree"

By A. SCHAEFER

President, Morning Newspaper Publisher's Association; Advertising Manager, Ft. Wayne (Ind.) Journal-Gazette

MY subject is one of which publishers speak only in whispers, and discuss behind closed doors with intimate friends.

After a close study of the newspapers of America, I have come to the conclusion that there is one outstanding business in this country that is its own worst enemy. I refer to the newspaper business. It is an admitted fact by professional and business men that it would prove a dire calamity if in cities of 50,000 or more population, there should be published only one newspaper. It would be as disastrous to the welfare of that community as to have one political party in the chair constantly, or one department store doing all the business of that community. Competition is the life of American business. To remove competition would bring distress to the people of any community, and would very likely make tyrants and despots of those who control the business.

Those newspapers which are fortunate enough to have a favored field and whose circulation and advertising have advanced with the growing city by its own momentum, and in some cases by the expenditure of considerable money, are in many instances constantly endeavoring to crush the competitor. I can name off-hand 20 newspapers in American which publish advertisements which read about as follows: "Jonesville is covered completely by the *Mirror*. You need no other medium. Let the *Jonesville Mirror* assume the complete burden of your advertising campaign."

Have you ever seen an argument of this kind used by any mercantile, wholesale, or retail business of America? You have never read an advertisement of the Wanamaker store, stating they did more business in December than Gimbel Bros., or Macy's. You have never read an advertisement of Marshall Field proclaiming to the world they did more business than the Boston store. You have never seen an advertisement of any big department store of America carry a message like this, "Why trade at Smith's? We do 10 times the business they do, and have 3 times the stock. Do all your trading here." This is exactly the statement handed out to the American public by many newspapers of this country.

If this policy set forth by these

"dominating" newspapers is carried out, it would remove from the category of the newspaper world several hundred publishers who are now performing a great service to their country and to their community.

The newspapers are the great teachers of the masses. They should set the example for business integrity. They should be entirely unselfish in their policy and their practices. Instead many of the newspapers of America are exerting every power and influence at their command to crush the competitor.

But there is another side to the contention of the newspaper that it is the "Ace" in a "one-newspaper-town." A one-paper town or a one-man business, or a one-horse chaise is not a thing to be proud of because it cannot be efficient.

What has helped to create this attitude on the part of publishers? Are these newspapers alone to blame? From personal experience, I feel that this situation has been brought about by certain influential distributors of advertising. Every newspaper man connected with the second or third newspaper in his community has at some time or other heard the following, or read a letter which sounded something like this: "We regret to advise we cannot place this campaign in your newspaper. The other paper has a larger total and city circulation. We want bulk circulation and city coverage, and have only enough money to spend in one newspaper in your city."

The paper receiving that business knows this familiar refrain also. The standing of the other paper which usually loses the business regardless of its honest effort, its prestige, its personal following, cannot use any of these splendid virtues to help put over an impressive argument to secure the business, no matter how the circulation of the opposition was secured, no matter what price was paid for it. The only thing that counts is bulk circulation, because that is the thing the advertiser wants.

In other words, circulation is equivalent to gold. On the theory of purchasing advertising, the man worth \$50,000,000 is a better citizen than the man who has a \$25,000,000 rating. The citizen with a million shekels is a better citizen than the man who has only a hundred thousand, or the man who has amassed a small fortune of \$10,000 is far superior to the lowly, honest laboring man who has managed to scrape together a paltry \$1,000. There was a time when a man's character, his service to the community, and the life he led were his most valuable assets.

Simultaneously during the same period a newspaper which had strength of character and whose editorial policy was clean was considered a more valuable

medium for advertisers than the one that had numbers in circulation.

It has been pointed out that bankers are wonderful business men. They never poke fun at each other, nor does any banker belittle the other; and if there is a run on one of the banks in the city, you will find the other banks carrying bags of gold to that institution to save it from destruction. Let other businesses take notice.

The question naturally arises, "What are you going to do about it?" If you cannot stop this practice from a moral standpoint, what is the remedy?

There is but one answer, it must run its course. Publishers know what the remedy is, but many of them are fearful to express themselves.

If righteousness, fair dealing, the high regard of the people in the community, and an interesting audience of readers count for something, this problem will right itself.

When the change does come, the paper of character, the publisher who has followed the Golden Rule, will at last come into his own.

In the meantime there is no relief save one, if the national and local advertiser persists in buying advertising on the basis of circulation only, then my advice to all newspapers would be reduce your circulation price from 20 cents a week to 10 cents, and if you can stand it cut it to 5 cents a week.

Let the country witness a *circulation spree*, and in a short time the business interests, national and local advertisers in general will through sheer disgust see that a prohibition Circulation Law is enacted that will curb the circulation orgy and restore the newspaper game to a sound and safe policy, so that the outstanding clean, honest, deserving newspaper will secure the business to which it is justly entitled.

Fifty-one foreign newspapers and press associations, from London to China, maintain correspondents in the United States.

WRITERS PARODY POLITICS

Inner Circle Members Present Satire at Annual Dinner

Oil greased the boards, when members of the Inner Circle association of political writers, New York, took the stage at their ninth annual dinner, Feb. 9, Hotel Astor, and a skit about Teague Dome, entitled "Easy Money," featured the program. More than 800 persons attending howled and clapped for cores.

One newspaper man, as Hiram Johnson, drew an extra round of applause when he declared he was still with the G.O.P. (Grand Oil Performers).

Artists who conducted the skits in song and dance were drawn from the scribes who cover New York City Hall, the State and National capitals.

Financial Ad Men Meet

Financial Advertisers' Association held its midwinter conference at the American Institute of Banking, New York, Feb. 14 and 15. Luncheon was held at the Advertising Club of New York Friday. Officers of the association are: Gaylord S. Morse, State Bank of Chicago, president; Carroll Ragan, United States Mortgage and Trust Company, New York, first vice-president; H. G. Hodapp, Wells Dickey Company, Minneapolis, second vice-president; R. E. Hoize, Planters National Bank of Richmond, third vice-president; Carl A. Gode, Illinois Merchants Trust Company, Chicago, treasurer; Lloyd L. Coon, Chicago, secretary; F. W. Gehle was chairman, entertainment committee, in charge of the New York meeting.

Gagnon Feted in Quebec

Henri Gagnon, managing director, Le Soleil, Quebec, was feted by Premier Taschereau and 150 of his friends Feb. 11, on his being named Commander of the Order of St. Gregoire the Great. Men from all ranks of political, business and professional life were present.

The biggest Auto event in the Rocky Mountain States

DENVER AUTO SHOW

March 11, 12, 13, 14

To reach the automobile men and car owners in the Rocky Mountain region, be sure to place your ads in *The Rocky Mountain News* and *The Denver Times* during the second week in March. The Automotive Section of the Sunday News, March 9, will contain special Auto Show features and advertising.

THE ROCKY MOUNTAIN NEWS

(Denver's only morning paper—every morning of the year)

THE DENVER TIMES

(Evenings, except Sunday—a clean, worthwhile newspaper)

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

Representatives:

VERREE & CONKLIN, Inc.
300 Madison Avenue, New York City
Steger Building, Chicago, Ill.
Free Press Building, Detroit, Mich.

R. J. BIDWELL CO.

742 Market Street, San Francisco, Cal.
Times Building, Los Angeles, Cal.



CLARENCE

By CRAWFORD YOUNG

The Nowiny Polskie, Milwaukee Wis., is the new paper this week

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

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



WASHINGTON—the world capital
—and its greatest newspaper—

The Evening Star.

WITH SUNDAY MORNING EDITION

To overlook the possibilities of Washington, D. C., as a market is to neglect one of the most productive communities in the entire country.

Complete and thorough contact with it can be made through The Star ALONE.

There are nearly half a million people in Washington. Of The Star's more than 100,000 circulation, 94% of it —Evening and Sunday—is confined to this territory; and MORE than 50% of it IS HOME DELIVERED.

The problem of advertising in Washington is a simple one—THE STAR BEING THE ONLY MEDIUM NECESSARY.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

New York Office
 Dan A. Carroll
 110 East 42nd Street

Chicago Office
 J. E. Lutz
 Tower Building

CHICAGO TRIBUNE'S PUBLIC SERVICE BUREAU HAS AIDED 243,196

Daily's New Enterprise Maintains Personal Contact With Readers—Has Travel, School, Income Tax, and Soldiers' Departments

By CHARLES P. CLEARY

THE Public Service Bureau of the Chicago Tribune was established as a means of appreciation for the great and ever-growing interest in Tribune news, Tribune features, Tribune activity and Tribune achievement. This Bureau is located on the main floor at 11 South Dearborn street, in the heart of Chicago's loop district. In this Bureau the Chicago Tribune has maintained a point of personal contact between itself and its readers. The interest of the latter has been demonstrated by the fact that the Bureau has rendered its service to 243,196 persons during the past 7 months.

For human interest, the chief field of the Bureau's service is in the editorial activities of the Tribune. Of these the foremost during the year was the "Friend of the Soldier" Department, rendered especially important by the payment of the Illinois Adjusted Compensation Act. Other personal services rendered consisted of filing Income Tax schedules, gathering sporting and society news, conducting the Christmas Goodfellow campaign, and distributing reprints of such Tribune features as Antoinette Donnelly, Doris Blake and Doctor Evans. The advertiser in the columns of the Tribune finds his interest in the travel, resort, automobile trail and school departments.

The Bureau with its present personnel can with ease serve some 1,200 visitors a day, and devote a reasonable amount of time to each visitor. By quick, precise and careful handling, however, this number can be, and has been, increased to 1,800 visitors a day. But this only happens when events of particular importance to the public bring a deluge of visitors to the Bureau. There have been five of these particular events, viz.: the income tax service; the Tribune's amateur boxing tournament; the sale of the Chicago zoning audience; Saturday afternoon football games; the Goodfellow campaign. These are, of course, chiefly editorial activities.

In the Automobile Touring Department the greatest accuracy is maintained. Precise information as to the exact condition of the main highways in all parts of the United States is kept on file. In order to keep this information up to date, liaison is maintained with automobile clubs, Chambers of Commerce, newspapers and state road boards.

During the past 7 months the department has been able successfully to blaze the trails for 9,804 automobile tourists who used 26,396 Tribune automobile maps. Tourists for the thousand-mile loop through quaint New England, the 1,200 mile dash to Niagara Falls, the 5,000 mile tour over the western plains to the Pacific Coast via the Yellowstone or new Santa Fe Trail, the direct or Washington routes to Florida—all receive the same precise and accurate information about

their route as the 10, 50 and 100 mile week-end and business tourists outside of Chicago.

In the travel and resort departments are lists of railroads, hotels, resorts, famous watering places, and scenic wonders of the world. During the 7 months of this service the Travel Department has given information to 29,509 people. This service is general or definite as the customer may require. However, when it renders this service the Bureau carefully and diplomatically avoids branding a railroad or hotel as superior to the rest. The reason for this care is of course obvious; but the Bureau does not shirk in its service.

The School Department has assisted 3,558 prospective students to select institutions of higher learning. Two-thirds of these applicants desired that the Tribune order catalogs sent to their homes. In order to avoid anything that savors of favoritism, the names of these prospective students are always sent to an average of 4 schools. This means that 9,458 schools have during the past 7 months received the names of prospective students through direct contact with the Tribune.

The human interest side of the Public Service Bureau is seen to best advantage through the editorial service. By reason of the Illinois Adjusted Compensation Act the "Friend of the Soldier" department aided a total of 48,000 callers in 7 months.

The football season brought a Saturday afternoon crowd of score seekers which gave the Bureau the appearance of the Stock Exchange on a busy morning. Through its contacts the Bureau was able to supply the news columns of the Tribune with 9,234 news items and 2,899 pictures. All these news items and pictures did not, of course, appear. Many of them, however, were of interest and importance.

The chief item of interest in the Bureau is "questions." The Bureau takes particular pride in answering any reasonable question, and during the past 7 months answered 33,870. The range was almost inconceivably varied. It was impossible to answer many questions off-hand, and there were times when hours of research were necessary to give the correct answer. But time has been given without stint and the Bureau is satisfied with its reward in maintaining its slogan "we never turn down a reasonable question."

The value of this service to the readers of the Chicago Tribune cannot be estimated in dollars and cents; but it is by the same virtue that the Tribune cannot measure the value of the Public Service Bureau to itself. There is no question but that the Tribune has made many friends through the Bureau. It is impossible to place upon these men and

women a cash value, though it is, of course, in a cash value that a business concern measures its achievement. The success of the Bureau is at the present time measured by the demand the public places upon its service. The demand fluctuates at different periods, but the constancy of the general demand for its service assures the Bureau of a well balanced volume of business which will enable it to continue its success in maintaining the prestige of the Tribune.

McCULLOH TO SPEAK

Vice-President, New York Telephone Co., Addresses Sphinx, Feb. 19

J. S. McCulloh, vice-president, New York Telephone Company, will be principal speaker at the Sphinx Club dinner, New York, Feb. 19, according to the program announced this week by G. T. Mullally, president.

Other prominent guests will be: H. C. Carpenter, general manager, New York Telephone Company; E. H. H. Simmons, vice-president, New York Stock Exchange; Robert Cook, president, Fifth Avenue Association; George L. Slawson, president, Broadway Association; and Louis Wiley, business manager, New York Times.

Washington Writers Visit Gotham

Twelve Washington correspondents came to New York this week on the Presidential special, which brought President Coolidge for his Lincoln's birthday address. They were: E. R. Bartley, Associated Press; C. A. Beals, United Press; G. R. Holmes, International News Service; W. P. Flythe, Universal Service; C. R. Michael, New York Times; Carter Field, New York Tribune; R. L. Norton, Boston Post; J. F. Essary, Baltimore Sun; T. G. Joslin, Boston Transcript; Robert Barry, Philadelphia Public Ledger; George Ackerson, Minneapolis Tribune; and Miss Constance Drexel, Current News Features.

FORESHADOWED EVENTS

- Feb. 18—Federal Trade Commission Hearing on Photograph Engravers' alleged unfair practices, New York.
- Feb. 19—Inland Daily Press Assn. annual meeting, Chicago, Morrison Hotel.
- Feb. 19—Philadelphia Sporting Writers Assn. annual banquet, Philadelphia.
- Feb. 19—Sphinx Club Dinner, Waldorf-Astoria, New York.
- Feb. 20—New York School Reporters' Assn., dinner, Hotel Commodore, New York.
- Feb. 21—Nebraska Press Assn. annual meeting, Grand Island, Neb.
- Feb. 21—Advertising Club of New York, annual dinner and dance, Biltmore, New York.
- Feb. 22—Kansas Democratic Press Assn., dinner, Topeka, Kan.
- Feb. 23—Women's Press Club of New York, luncheon, Hotel Astor.
- Feb. 25—New York Employing Printers', dinner, Hotel Astor, New York.

Duplex Opens New Chicago Office

Duplex Printing Press Company is opened larger and more centrally located offices in Chicago on the 10th floor of the Chicago Temple Building, Washington and Clark streets.

Canada has 20 newsprint mills with combined output of 4,204 tons per day.

To Advertising Men attending the London Convention

A trip to Europe on a Cunarder is like a restful, yet invigorating few days sojourn at a luxurious modern hotel. For four generations Cunard Liners have typified the highest development in ship building and the business of ship managing.

Whether you intend to travel to England alone—going at the time which is most convenient for you—or journey with your family, or with friends—you will find on Cunard Ships the unsurpassable—in comfort, luxury, cuisine—in efficient, experienced and unobtrusive service.

The World's Fastest Passenger Service De Luxe

From New York to Southampton via Cherbourg
AQUITANIA MAURETANIA BERENGARIA

From New York—(Boston) to Liverpool via Cobh (Queenstown) by new oil-burning FRANCONIA, SAMARIA, LACONIA, SCYTHIA.
From New York direct to Glasgow via Londonderry by new oil-burning CALIFORNIA, TUSCANIA, CAMERONIA.

Also exceptionally well-equipped Cabin Steamers TYRRHENIA, CARONIA, CARMANIA at lower rates.

CUNARD
and ANCHOR
STEAM SHIP LINES

25 Broadway New York
or
Branches and Agencies



FIRST IN OHIO

**LEADS
ALL OHIO
NEWSPAPERS
IN PAID
ADVERTISING**

21,242,341 LINES

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

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

Announcing

The Birmingham News

New Eight-Page

GRAVURE SECTION

March 16th

THE Birmingham News is celebrating its thirty-sixth birthday by presenting to its Birmingham and Alabama readers an eight-page gravure section beginning with March 16th.

The addition of a gravure section to The Sunday News has been in contemplation for several years, and as soon as the time was ripe, The News was ready to take the step to give its readers the final touch to make The News literally

The South's Greatest Newspaper

This gravure section will give national advertisers an opportunity for a higher expression of art in their copy, a finer technique in illustration, and the chance to reach the only gravure audience in the state of Alabama. Advertising rate, 40 cents per line flat; copy must be in two weeks prior to publication date.

**NET PAID CIRCULATION
GREATER THAN**

76,000 Daily

84,000 Sunday

The Birmingham News

The South's Greatest Newspaper

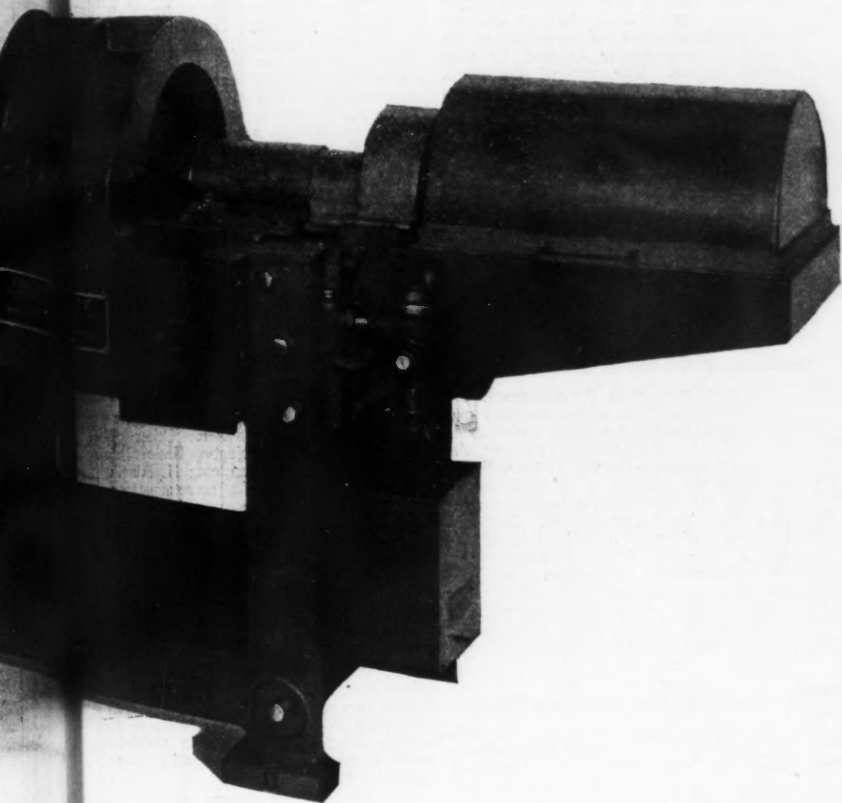
NATIONAL REPRESENTATIVES

Kelly-Smith Co.
New York

J. C. Harris, Jr.
Atlanta

Kelly-Smith Co.
Chicago

PLATE MACHINE



It is only 9 feet 5 inches long by 2 feet 7 inches wide. In this diminutive space it performs *all* the functions of plate-making.

It is shipped already set up, is fully motorized, and may be installed by your own man, and set instantly to work.

may be purchased under one of the following ten plans:

D	\$1,000	in cash upon receipt of machine, and balance in	9	monthly payments of \$500 each
E	1,000	" " " " " " " " " " " "	12	" " " " 375 "
F	1,000	" " " " " " " " " " " "	15	" " " " 300 "
G	1,000	" " " " " " " " " " " "	18	" " " " 250 "
H	1,000	" " " " " " " " " " " "	20	" " " " 225 "

% per annum upon deferred payments.

ected until be OO or O, until the machine reaches you.

R MACHINERY CORPORATION
 Avenue New York City

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XVI.—OAKLAND—Growing, and Growing and Growing

By HARRY R. DRUMMOND

BACK in 1900 Oakland, Cal., boasted of 67,000 people. Ten years later, in 1910, the ante was raised to 150,174; in 1920 it was boosted to 226,361, and in 1924—that is, January, 1924, local estimators unflinchingly admit that Hizzoner John L. Davis is the mayor of the metropolitan city of Oakland with 280,000 people, and the best mayor that Oakland has had in a decade.

Prior to 1906 Oakland was—well, it was Oakland, the terminus of the railroads that stopped at the Golden Gate. Then they had a "fire" in San Francisco, and a great many people came to Oakland and, finding it altogether delightful, many of them stayed there. Others followed, and gradually the "railroad town" assumed city airs and ways.

It is proverbial that, when things start to grow in California they grow, and Oakland, having a start, kept right on growing until, as this is being written, Oakland has the habit of growing and is growing, growing and still growing.

Oakland has, perhaps, the most miserable street car system of any real city in the United States. Not only miserable, but absolutely harmful to Oakland as a city apart. To mitigate against this, however, Oaklanders own and operate some 60,000 automobiles of sundry, diverse, numerous and various makes, from "the kind that takes you there and gets you back" to the Rolls-Royce of the Plute.

The population is 77.9 per cent native born. There are but 2.5 per cent negroes and 3.1 per cent Asiatics, Chinese and Japs with a few Hawaiians.

The street cars, of which there are 502, are so routed that most of them take passengers to the ferries leading to San Francisco, but the street car companies are not any too favorably regarded by Oaklanders, and the good people are fast learning the idea of buying their goods in their own home market, rather than pay the 18 cent ferry fare to San Francisco.

Oaklanders, especially those who are not overly familiar with New York, object to being compared with Brooklyn, but that is the comparison that any New Yorker would make. And, in making such a comparison the New Yorker would take into consideration the fact that Brooklyn is a city and market apart and of real importance.

The ferry from Oakland to San Francisco is about the same as the ferry from the Battery to Staten Island, which means quite a ride.

Oakland, graduating from a "beauty spot," is a manufacturing city of parts. It is a home city, too, there being some 65,000 homes of various kinds within the city limits, and "there is a new one born every minute." Forty-five per cent of them are tenant owned.

Oaklanders take home life seriously. They move hither and yon, perhaps, more than do "home folks" of other communities, but that is explained by saying that in building a new home your Oaklander makes it so darned pretty that, as soon as he is settled some envious fellow without a home of his own comes along and makes an offer which shows a handsome profit, and the Oaklander sells and moves.

Oakland has gone after eastern manufacturers and has succeeded in securing some of the largest in the country, who now have branch factories in active operation. Witness—such people as Chevrolet, Durant and Star automobiles; General Electric Company, Western Electric Company, Westinghouse Electric Company, Shredded Wheat Company, Sherwin Williams Paint Company, Kewanee Manufacturing Company, Victor Talking Machine Company, H. J. Heinz Company, Procter & Gamble Company and many other big concerns.

With the close of 1923 there was \$185,500,000 invested in manufacture and the output for 1923 was \$235,000,000.

There was an industrial payroll of \$18,050,000 to meet during 1923, and it was met. This sum was divided, unequally, between 58,000 employees, and there were 54 new manufacturing plants put into operation during the year.

And at that Oakland is a pretty city—pretty even for California, where there are so many pretty cities and cityettes.

Running up from the bay into the hills, 1,500 feet high, Oakland is picturesque, and the home builders are given to artistry. Homes are not mere sheltering places, but are built to vie, one with another, in beautifying the landscape.

There is plenty of room in Oakland. Some man with a piece of ground "in the outlying districts" builds a "country place," and, within a few days Oakland is building out to that "country place," and it becomes a part of the city proper.

Of course, being in California, the bungalow order of architecture predominates, and colors, in many instances, are more or less striking, but they are all pretty.

Berkeley, with 70,000; Alameda, with 32,000; Piedmont, with 5,500; San Leandro with 8,000, and Emeryville, with 5,500 people, adjoin Oakland, just as Jamaica, Flatbush and Long Island City adjoin Brooklyn.

Topographically Oakland's streets were laid out by some engineer who had a most charming disregard for the points of the compass, and such a thing as "the street called straight" means absolutely nothing to your Oaklander. Streets are sometimes like those of lower New York. They run on the bias, in circles and every which way, forming many corners, triangles and what not, but they are confoundingly attractive, affording opportunity for many architectural novelties.

Oakland in a retail way is improving. This is because, with the great increase of population and wealth, Oakland merchants were overwhelmed, swamped, and had to step high, wide and handsome in order to keep pace with the demand.

At that the larger ones did not visualize the future as they should have, and the result has been the starting of many, many smaller places, some of which have reached a stage of pretentiousness that is no less astonishing than is the growth of the manufacturing business in Oakland.

Being a home city Oakland is a good market for merchandise used in homes. There are two furniture stores in Oakland that do in excess of \$2,000,000 each, and they are not without competition. Staples, and staples of the better qualities are good sellers in Oakland. Furniture, rugs, linens, household goods of all kinds—that is, the kinds that are used in regular homes.

The principal retail shopping district of Oakland runs along Washington street from 5th to 14th, 9 blocks; Broadway, 10th to 19th, 9 blocks; 6th, 7th and 8th from Clay to Franklin, 3 blocks each, and 9th, 10th, 11th, 12th, 13th, 14th, 15th and 16th from Clay to Webster, 5 blocks each, making some 67 blocks. From 19th to 33rd streets, along Broadway is automobile row, and there are, of course, the usual run of neighborhood stores, scattered throughout the city.

All in all, there are nearly 2,000 retail merchants of various kinds, and the number is constantly increasing. Obviously, many of them are small, but they all seem to be prosperous.

It is remarkable the way downtown Oakland is building up. New buildings everywhere, and they are following the general line of architectural attractiveness that goes to make a city beautiful.

Taft & Penoyer's Department Store is

the "Altman's" of the city. Capwell's will probably compare with McCreery, Kahn's with Wanamaker's, and Whithorn & Swan's with Macy's, as to standing in the community. The Upright is about like Rothenberg's. Collectively, these stores do some \$15,000,000 a year, which is evidence of their being alive. Last year they showed a 25 per cent increase over the previous year.

There are 609 miles of paved streets in Oakland, and, all in all, it is a city, not only of promise, but of actuality—a market already there, a market that is growing and a market that is working strenuously to keep all the home business at home. It is a market worthy of intensive cultivation, a market promising much. A market wherein the merchants are anxious for local co-operation, and where they work with manufacturers.

It might be remarked in passing that Montgomery Ward & Co. have just completed a tremendously large plant in Oakland, and have opened one floor for retail trade. This plant is located outside of the retail trading district, but in a neighborhood populated by factory workers and people who can make good use of the class of merchandise handled by mail order houses. The rest of the plant, which is 5 stories high, is to be used as a base shipping point for the mail orders coming from the western territory.

It would hardly be proper, in writing of any Pacific Coast city, to ignore the matter of climate, and Oakland boasts of a brand of climate that is a source of constant joy to Oaklanders and envy of the rest of the world. On Jan. 8, riding along the streets in an open car, with a light overcoat, unbuttoned, the writer shivered as he thought of the people being frozen to death in the streets of Chicago. Climate? Well, rather!

Dailies Offer \$1,700 Oratorical Prize

In connection with the movement for the training of high school students and the general public in a better understanding of the United States constitution, the St. Paul Dispatch-Pioneer Press will pay \$1,700 to the winners in the finals to determine the contestants who will represent the Northwest in the National Oratorical Contest to be held in Washington, in which \$5,000, contributed by 70 metropolitan newspapers, will be awarded in cash prizes. The prizes to be paid by the St. Paul papers named are: First, \$1,000; second, \$300; third, \$200; fourth, \$100; fifth, \$50; sixth and seventh, \$25 each.

French Dailies to Increase Price

Because of increasing production cost, the Association of French Daily Newspapers has voted to increase the price of newspapers one sou. Date when the new price becomes effective, has been left to the executive committee.

Two hundred and ninety-one correspondents representing dailies and press associations are engaged in covering Congress.

WEST BACKS TOURIST ADS

Dollar-and-Cents Value Discussed at 11th District Meet

The West's increasing faith in community advertising and general tourist appeals and the growing dollar-and-cents importance of this form of advertising were recognized by the Second Annual Convention of District 11, A. A. C. W., in session Feb. 11 and 12 at the Broadmoor hotel, Colorado Springs, Col.

A departmental on community advertising under the direction of H. N. Burhans, executive secretary, Denver Tourist bureau, and vice-president of the community advertising division of the A. A. C. W., opened the convention. Six speakers, each an executive in the work of tourist attraction, spoke.

Mayor Ira Harris of Colorado Springs; the Honorable O. H. Shoup, former governor of Colorado; Tracey Reeves, director of sales, Thomas Cusack Company, Denver branch; George Holmes, editor, Denver Times; the Honorable C. C. Hamlin, publisher, Colorado Springs Gazette and Telegraph; and Judge L. H. Cunniff, resident manager, H. J. McCann Advertising Agency, Denver were speakers at the afternoon session.

Tuesday morning was devoted to a strong retail departmental conducted by Joseph Emerson Smith, publicity director, A. T. Lewis & Son of Denver.

Lou E. Holland, president, and Carl Hunt, general manager of the general association, addressed the convention at Monday evening's banquet. The convention was closed by a luncheon Tuesday with E. A. Powell, president of the Colorado Springs Advertising Club presiding.

Mann Heads Wisconsin Ad Men

H. F. Mann, Racine (Wis.) Journal-News, was elected president, Wisconsin Advertising Men's Association, at the annual meeting, Milwaukee. Other officers are: E. J. Robinson, Green Bay Press Gazette, vice-president; H. Alarik Wausau Record-Herald, secretary-treasurer. Members of the executive council are Thomas Murphy, Janesville Gazette; E. J. Usher, Madison State Journal, and B. S. Greig, LaCrosse Tribune and Leader-Press.

Iowa Utility Using Weeklies

Iowa Light, Heat & Power Company, which furnishes electrical energy for a large number of Northwestern Iowa towns, has started a series of advertisements which will run in 15 issues of 43 weekly newspapers, explaining problems encountered in furnishing public utility service.

Daily Aiding Perplexed Taxpayers

Chicago Tribune's public service bureau has added an income tax information department to aid the public in filling out schedules until the "deadline" on March 15.

Never Mind About Mind-Reading!

Maybe you're actively interested in your newspaper's Classified Advertising Section. And maybe you're not. It doesn't take a mind-reader to find out.

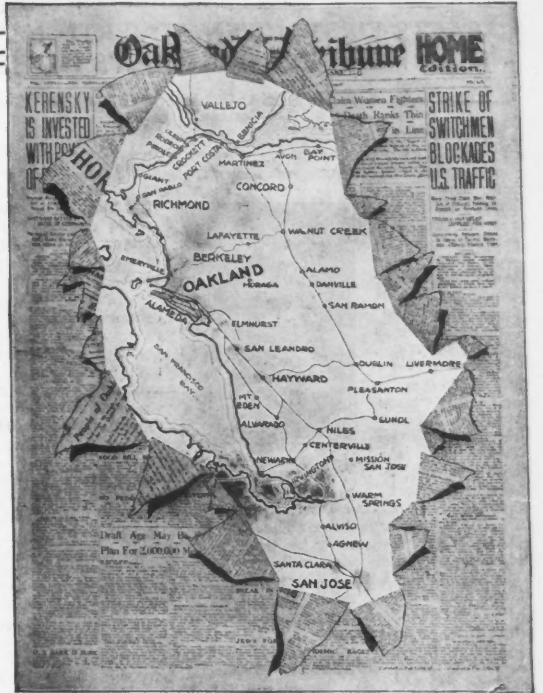
There's no "maybe" about the fact that both the prestige and the revenue-producing power of your newspaper show your attitude in this important matter—more clearly than any statement from you could.

You know—every intelligent advertiser knows—whether your classified section is a comparative liability or a genuine asset. It's one of the two—and you can't afford to have it the wrong one.

Our business is the full developing of Classified assets. Is that any of your business?

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

What would you like to know about Oakland, California?



THE TRIBUNE TOWER
The 20-Story Addition to
The TRIBUNE Building

A FEW FACTS YOU SHOULD KNOW!

Oakland, California, is the hub and trading center of a group of communities on the Eastern or Continental shores of San Francisco Bay—easily accessible from all directions—with expansion possibilities unlimited—a growing, prosperous territory with a population of 450,000 people.

Oakland and contiguous territory shows an annual payroll of approximately \$130,000,000.00, and the building record for 1923 amounted to approximately \$27,500,000.00. Bank clearings in this same territory for 1923 were approximately \$800,000,000.00.

PARTIAL LIST OF RETAIL OUTLETS IN OAKLAND AND CONTIGUOUS TERRITORIES

Grocers	1,200	Druggists	175
Garages	250	Department Stores.....	9
Automobile (Pass., Truck)..	81	Automobile Accessories	83
Electrical Dealers	77	Hardware Dealers.....	75
Clothiers (Men's)	45	Dry Goods	30

In Oakland, California, is published the OAKLAND TRIBUNE, one of the greatest Newspapers in the West, with an average daily and Sunday net paid circulation during the month of December, 1923, of 62,537 copies. The OAKLAND TRIBUNE carried in 1923 a total of 16,507,470 agate lines of paid advertising.

Oakland Tribune

OAKLAND, CALIFORNIA

(Charter Member of the Audit Bureau of Circulations)

REPRESENTATIVES

WILLIAMS, LAWRENCE & CRESMER CO.

225 FIFTH AVENUE, NEW YORK CITY
360 NORTH MICHIGAN AVENUE, CHICAGO

FRED L. HALL CO., Inc.

404 SHARON BUILDING, SAN FRANCISCO
308 SAN FERNANDO BUILDING, LOS ANGELES

"FACTS FIRST—THEN ADVERTISING" IS AGENCY RESEARCH MAN'S CREED

By ROSALIE ARMISTEAD HIGGINS

THEODORE E. DAMM, of the Joseph Richards Company, is one of younger advertising men in New York who has made rapid and successful strides in his profession. It was only four years ago, to be exact, in March, 1920, that "Ted" Damm, as he is termed by many, came to New York to enter upon his chosen vocation, the advertising business. Today he is the head of the research department of the Joseph Richards Company, a department he organized. The day Mr. Damm was interviewed, he was deeply engrossed in planning a campaign for a new client, but with his earnest enthusiasm, and his ever-ready willingness to help the others, he consented to give something of his views.



THEODORE E. DAMM

"What, in your opinion, is the most important phase of modern advertising agency service?" Mr. Damm was asked. "Well, now, that is a rather difficult question for me to answer. In the first place, every man is inclined to believe that his work is more important than the other fellow's.

"However, I do have definite opinions on this matter of research, or as we call it here in our agency, 'Facts First—Then Advertising,' and I'll give you my thoughts just as they come to me.

"Advertising agency service realizes its full power only when it comprehends an entire business. By that, I mean that an agency must have all the facts pertaining to a client's business before it can render the right kind of service. No agency can depend solely upon its general experience in advertising copy, design and efficient use of media to create and maintain a permanently valuable plan of procedure."

"But surely you consider this experience of great importance, do you not, Mr. Damm?"

"Oh, absolutely! The background of experience in any line of business is always a most valuable asset. However, in my opinion, an agency with a lot of experience, and without the modern equipment for properly analyzing its client's business, is laboring under a great handicap and cannot, in the literal sense of the word, render an honest 100 per cent service.

"The point I am driving at is this. In order to establish beyond question the scope and detail of permanently valuable plans, an agency should have both the ability and the method to make a scientific analysis of a client's business. Such an agency should be equipped to secure all the necessary data having a bearing on the character and scope of the client's product or service, the extent and conditions of his market, his channels of distribution, strength of competition and other equally important phases of his business.

"Information of this nature should come from three chief sources:

- 1—From within the client's own organization.
- 2—From standard statistical sources.
- 3—From jobbers, retailers, manufacturers buying for resale, and from all classes of users or consumers.

"Incidentally, the facts thus secured should be absolutely unbiased and every precaution should be taken to see that they are made so. This is an extremely important point. Questions should be asked to bring out actual facts. A scientific analysis of a client's business realizes its full power only when it is conducted by intelligent people with no bias and nothing to prove.

"For example: no manufacturer or distributor can rely on getting all the real facts by attempting to use his salesmen for this purpose. It is only natural that salesmen should be biased. You would not want them to be otherwise. After all, their primary interest is to create a favorable impression for the product or service they are selling.

"For the same reason a manufacturer cannot conduct an investigation by mail, using his own letterhead, and expect to get the information he secures in this manner without bias creeping in. The natural tendency on the part of the person answering questions of this nature is to please the person asking them.

"Our first step in the development of a research problem is to go to our client through the medium of what we term our 'client's questionnaire' for specific information which he should be in a position to give us.

"For example: we ask him questions concerning the past history of his organization; the temper and attitude of his executives and of the staff and line organization; the trade and user attitude toward his products and his company; his relations with the trade, with the users of his product or service, and with his competitors; his sales plans and methods; the engineering, designing and manufacturing ability and facilities of his organization; and his resources and ability to extend both selling and manufacturing facilities in order to properly serve an extension of his market. Naturally, we also ask him to tell us all about his advertising plans over a period of time—usually about five years.

"Now then, we have found from experience that a manufacturer, no matter how modern and efficient his organization may be, cannot answer all of our questions, even to his own satisfaction. Concerning matters of production, a live manufacturer can usually furnish all the necessary information. Also, he is usually right up to the minute on the subject of distribution. However, when confronted with specific questions bearing on the subject of marketing or merchandising, he very often finds himself unable to give satisfactory answers.

"Therefore, the questions which our client is unable to satisfactorily answer form the basis for further investigation. Our second step is to secure from standard statistical sources, such as govern-

ment bureaus, research departments of associations and publications, public libraries, etc., all available data having a bearing on the problem in question.

"When a client has furnished us all of the facts at his disposal, and we have exhausted the standard statistical sources, it is usually found necessary to supplement the data already secured with additional information to be gathered from the field.

"This brings us to the third step, which is the preparation of a questionnaire designed to secure the definite information needed. Much care must be taken in the preparation of such a questionnaire. The correctness of the answers often depends on how the questions are asked. No question should ever be worded so as to suggest the nature of the answer. Questions which require a 'Yes' or 'No' answer, or a statement in terms of an amount or percentage, are always the most desirable.

"When a properly designed questionnaire has been prepared, the next step is to obtain interviews with jobbers, retailers and consumers who have to do with the sales, distribution and use of the client's product or service. This may be done in one of two ways—either by sending a corps of trained investigators into the field to obtain interviews, or by conducting an investigation by mail.

"When the aforementioned three sources of information are exhausted, it will be found that an accurate analysis of the client's problem is a fairly simple matter. At least, an agency may then base its conclusions on 'facts' instead of 'theories.' Of course, even facts must be properly interpreted, both individually and in true relationship to each other. Here again, one must be careful not to let an element of bias creep into the drawing of conclusions and recommendations. The temptation is great. However, it is well to bear in mind that an advertising agency's success is predicated upon the success of its individual clients.

"The common error is to secure only a 'part' of the information necessary to make an accurate analysis of a client's business. Many an advertising appropriation has been, at least, partly dissipated because the final plans were based on insufficient data."

Mr. Damm since coming to New York has taken an active part in advertising circles. Last year he served as Commander of the New York Advertising Men's Post of the American Legion, and as soon as his term expired, he found another important job awaiting him, that of chairman of the Committee on Research of the New York Council of the American Association of Advertising Agencies.

BUCKEYE PRESS ELECTS

Griswold of McComb Herald Re-elected President for 1924

C. W. Griswold of the McComb Herald was re-elected president of the Buckeye Press Association at the final session of the association's 28th annual convention held Feb. 7-8, at Columbus, O.

Other officers re-elected were: E. Benjamin Yale, Yale Newspaper Syndicate, Waynesfield, O., executive secretary; Miss Eloise Thrall, Carey Times, rearing secretary; W. R. Conaway, Carleton Independent, treasurer.

District vice-presidents elected included: W. T. Ireland, Fort Recovery Journal; James W. Dunlap, Lodi Review; L. L. Leach, Democrat-Inquirer; H. Ramsdell, Sycamore Ledger; and Greenville Barrere, Hillsboro News-Herald.

More than 20 speakers were listed at the two-day program of the association. Successful invasion of metropolitan centers by the weekly newspaper act as interpreter of community news as covered by the more centralized daily was predicted by Daniel W. Williams, formerly editor and publisher, Jackson (O.) Standard-Journal.

The practice of some small town editors to dress up their news in metropolitan fashion because they are afraid of being called provincial, was discussed by Prof. Lester C. Getzloe of the Department of Journalism, Ohio State University. Local news with an intimate touch is needed, he declared.

REPUBLICAN EDITORS ELECT

Indiana Group Names Elliott Newcastle Courier President

George A. Elliott, editor, Newcastle (Ind.) Courier, was elected president of the Indiana Republican Editorial Association at the annual mid-winter meeting Feb. 7 and 8. Other officers chosen were: Herbert C. Willis, Waterloo, vice-president; J. Frank McDermond, Jr., Anderson Ledger-Tribune, treasurer; and Will Feudner, Rushville Republican, secretary.

A silver cup was awarded the Fayette Wayne News Sentinel for publishing the best front page during 1923. Fifty newspapers entered the contest. The Rushville Republican, the Crawfordsville Journal, and the Batesville Tribune, a weekly, received honorable mention. Judges of the contest were: J. W. Piercy, head of the journalism department, Indiana University; Curtis A. Hodges, managing editor, Indianapolis News; George C. Hill, managing editor, Indianapolis Journal; and George H. Healey, secretary, printing board.

The New York Times.

SUNDAY, FEBRUARY 10, 1924.

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AS A BOY

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601,200

THIS issue of The New York Times marks a circulation record. The advance orders for today's Times are 601,200.

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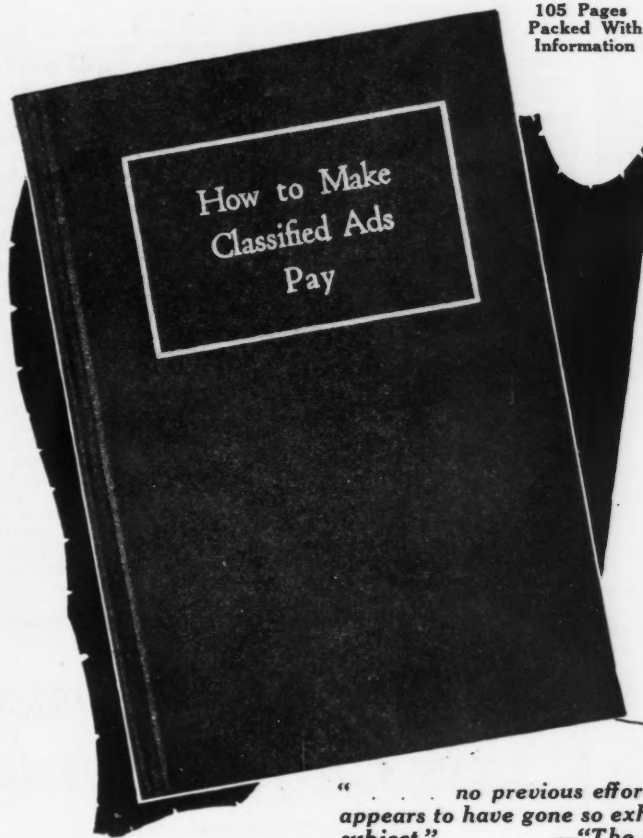
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APPLAUDS WOMEN

ALABAMA BOYS

A Book on Classified Advertising



105 Pages Packed With Information

FOREWORD

ADVERTISERS have long recognized the need for dependable information about classified advertising.

It is generally accepted that the increasing importance of classified advertising is largely due to the splendid results obtained from this form of advertising. It is also true that while the majority of Classified Ads bring satisfactory results, a small percentage fail to achieve the ends desired.

It is the mission of this book to help reduce this small percentage by setting forth the fundamentals of classified advertising, providing copy outlines and actual examples of effective advertisements.

Chapters four and five, giving outlines and sample advertisements for the more important classifications, furnish perhaps the most complete guide on Classified Ad copy writing ever published.

Much of the information presented, while never before having appeared in print, has been successfully proven over and over again by America's most successful Classified Ad newspapers.

Advertisers who want better and quicker results and greater cash returns from their advertising expenditures, will find this book full of timely information.

Careful reading and study of its pages will prove of inestimable value in giving a wider knowledge of classified advertising problems, as well as helping to solve annoying advertising problems.

It is a matter of pride with The Examiner that while many newspapers have distributed folders, pamphlets and small booklets on classified advertising, it remained for America's fastest growing Classified Ad newspaper to publish in book form the first complete exposition of the subject.

*"... no previous effort in this direction appears to have gone so exhaustively into the subject."
—"The Fourth Estate."*

"How to Make Classified Ads Pay"

Is published by The Los Angeles Examiner. The position of The Los Angeles Examiner, as one of the most successful Classified Ad newspapers in America, is well known; its past four-year record of Classified Ad growth is without parallel in the history of newspaperdom. The Examiner stands out prominently as the second largest Classified Ad newspaper in America.

WRITTEN in easily understood English, this book seeks to present the **FUNDAMENTALS** of Classified Advertising with complete instructions on how to solve advertisers' copy problems.

The book fills a gap that has long existed in the newspaper and advertising fields. Pamphlets have been printed by various newspapers, but **"HOW TO MAKE CLASSIFIED ADS PAY"** is the **FIRST BOOK** that goes into detail in clearing away the "mysteries" that have kept many in ignorance of the real power and value of Classified Advertising.

Everybody

interested in Classified Advertising will profit by reading this book.

—105 pages, hand sewn and attractively bound in Blue Fabricoid with gold stamping.

—several thousand copies are already in use by advertisers, newspapers, libraries and schools.

Price Per Copy, \$2.00

In quantities of six or more, \$1.50



Broadway at Eleventh, Los Angeles, Calif.

Los Angeles Examiner,
Los Angeles, Calif.
Attention Classified Advertising
Manager.

Enclosed finddollars
for copies of "HOW TO MAKE
CLASSIFIED ADS PAY."

Name
Address
City

TRAINING INTELLIGENT READERS IS WORK OF "BIGGEST NEWS CONTEST"

New York World's High School Feature Proves Worth in Eight Weeks' Trial—Builds Circulation—Adaptable to Any Daily

By PAUL F. SIFTON

HARD-BOILED editors who always know news better than their readers please detour. This is a story about a contest that not only offers young readers a chance to give their own estimates of the importance of news but encourages them in forming independent valuations of it; in fact, offers them \$250 a month for doing so.

When the New York Morning World, on Feb. 3, doubled the weekly prize money in its "Biggest News of the Week" competition and put up a News Trophy for the high school or junior high school winning the largest number of points during a term, it made permanent a feature that, in the judgment of the editors, had made a remarkable success in an 8 weeks' trial period. During the trial, four weekly prizes, \$10, \$7.50, \$5 and \$2.50 were offered. The list of entries totaled 1,548, increasing from 112 the first week to 382 the eighth week, with a weekly average of 193. These

figures probably will be doubled in the next month or two.

A single question is asked, "What was the biggest news of the past week and why?" The student is allowed 250 words to pick his item and prove his choice correct. The "news-week" extends from Mondays to Sundays, inclusive, and articles must be mailed by the following Tuesday noon. Names of the prize-winners, their articles, rules for participation and comment on the entries are published the following Sunday in the High School and College News section.

Beginning Feb. 3, the prizes were increased to \$20, \$10, \$7.50, \$5, three fifth prizes of \$2.50 each and 10 honorable mentions. Each month a special bonus prize of \$50 will be awarded the winner of a weekly first prize writing the best article. The system of scoring for the interscholastic trophy is given in the rules printed in an adjoining column.

This gives the mechanics of the com-

petition, which was adapted from a contest conducted in 1922 by the Des Moines Register. It is planned to make it a hardy perennial. The World News Trophy will become the property of the first school winning it three times.

Why is this feature considered valuable. For the business office, it may be said that the competition is a circulation builder. Even in New York where innumerable distractions assault the student's attention, the competition has increased circulation among them. In smaller cities it should have a much stronger pull.

But there is a larger view for the business office. It creates, in this instance, the World-habit in hundreds of families by making the World the preferred paper among students. They buy it on Sundays and buy it through the week to prepare themselves for the next week's competition. The World "shows goods" in hundreds of homes, where it had been a stranger.

Editorializing on the contest, the Boston Herald says "the results suggest that these youngsters have a keener sense of news values than we have given them credit for. The subjects in which the young readers are interested show plainly their realization of the difference between the frothy and the solid dishes. Just when we are despairing of the future of the rising generation it rises to show us that it has a mind of its own."

The Nation in its issue of Feb. 13, said:

"High School students in New York City voted the death of Lenin the "biggest news" of the week ended Jan. 27; they ranked the accession of Labor to power in England second in im-

portance and the Teapot Dome Scandal third. The record of this vote in the columns of the New York World may interest the historian a century hence as much as the events themselves. Labor governments may have become commonplace; Lenin may appear a personal incident in a century-long struggle; Teapot Dome may be forgotten. The historian will want to know what boys and girls growing to maturity were thinking. It is surely a hopeful sign that students in their teens should look thus broadly across the world. Would a poll in Chicago, or in Denver, we wonder, have shown as wide an interest—how much did New York's cosmopolitan makeup affect the vote. The World's first prize went to Elihu Platowsky. His essay asserted the importance of the Labor Government in England, whereas Lawrence Fleming with an Anglo-Saxon name as could be invented, was the prize-winner who wrote on the death of Lenin. Would a poll of parents show as striking a result?"

The interest of the Herald and the Nation is shared by a surprisingly large number of adult readers of the World. Public men, educators and parents have commended the competition. They agree that it has a genuine educational value in that it links formal class-work with present-day problems. It is laborious work for the student. He peers into the innards of the Teapot; he watches the MacDonald government; the near-election in France; the Mexican span, always with his studies of history, economics and civics in hand. Not a week passes without a harvest of articles that parents and childless adults interested in the next generation find interesting and heartening.

1,548 Students Entered "Biggest News Contest" Under These Rules

Following are the rules for participation in the World's "Biggest News Contest":—

1. Competition shall be open to all bona fide students of accredited high schools and junior high schools in New York City.

2. Prizes will be awarded each week to those students writing the best 250-word articles on what they consider the biggest news of the preceding week. The news on which the competing articles are based need not, necessarily, be read in the World, but for the sake of uniformity it is desirable that it be taken from these columns, unless the writer is acute enough to discover elsewhere news that the World lacks.

3. Weekly Prizes. For the best article of the week a first prize of \$20 will be given; for the second best, \$10; third, \$7.50; fourth, \$5; three next best, \$2.50 each. Authors of the ten next best articles will receive honorable mention.

4. Monthly Prize. To the author of the best article winning first prize during the calendar month a special prize of \$50 will be given.

5. Scoring for the World News Trophy. Points won by students will be credited to their respective schools. The school having the largest number of points when the awards for the "news week" ending June 15 will hold the

trophy until Feb. 1, 1925. The first school winning the trophy three times will gain permanent possession of the trophy. Points will be scored as follows: First prize, 100; second prize, 70; third prize, 50; fourth prize, 30; fifth, 20 each; honorable mention, 10.

6. The news fields will extend from Mondays to Sundays, inclusive.

7. Manuscripts must be mailed not later than Tuesday noon of the following week. No manuscript of more than 250 words will be considered. All articles must be legibly written with pen or typewriter on one side of the paper only. The entrant's full name, home address, school and class must appear at the upper left hand corner of the first page. All manuscripts must be addressed to High School Editor, the World, New York. No manuscript will be returned. No contestant may submit more than one article for any one week.

8. Names of authors of the prize-winning articles and standings of the schools will be announced in the World on the Sunday following the close of each week's contest.

9. Contestants winning the first prize may not compete for four weeks thereafter.

10. The Editorial Board of the World will constitute the Board of Judges and its decisions shall be final.

The Following Are This Week's Subscribers For

"CARRIE AND HER CAR"

The New Flapper-Automobile Comic

Brooklyn Eagle
Toronto Telegram
Toronto Sunday World
Ottawa Journal
Milwaukee Leader
Madison State Journal
Elgin News
Lynn Item
Oshkosh Northwestern
Wheeling Telegraph
Jackson Citizen-Patriot

For Terms And Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA



"A great time-saver" says Lloyd Hollister

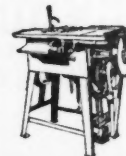
Publisher of Wilmette Life, Winnetka Talk and Glencoe News at Wilmette, Ill.

MR. HOLLISTER writes: "We are very well pleased with the work being turned out by our Ludlow. It is fast, clean, and a great time saver. I believe we could not have published a recent 32-page edition of Wilmette Life had it not been for the use of our Ludlow."

"There were more than 2000 inches of advertising in this issue, and in the entire paper there were only five lines of foundry type. Everything else was on slugs."

"This paper is only one of three which we published last week. Our total day and night force consists of four operators and four floor men. One of the floor men handles all the Ludlow matter and sets practically every line of Ludlow in our papers."

"Ten months ago, I was a bit skeptical as to the value of a Ludlow in an office of this size. But I have changed entirely. Today I think the Ludlow is a great boon to a shop of this size."



Ludlow Typograph Company

2032 Clybourn Avenue

SAN FRANCISCO:
Hearst Bldg.

Chicago

NEW YORK:
606 World Bldg.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

IN "Remembered Yesterdays," by Robert Underwood Johnson (Little, Brown & Co.), will be found much material related to magazine making and editing. In view of the gossip in newspaper circles it is worth while to have the reason given in Mr. Johnson's own words why he resigned as editor of the Century Magazine, with which he was connected for something like 40 years. Mr. Johnson is possibly at his best when he is describing the intimate impression made by the so-called literary lights who dropped into the editorial rooms of the Century to sit and chat a while in the editor's easy chair.

Beyond the permissibility of a doubt, the greatest newspaper story that ever came from the Century office was the news of the suppression of that famous interview with the Kaiser secured by William Bayard Hale. Mr. Johnson tells how every sheet of paper—including the strips of proof—containing this interview was carefully destroyed. He does not say, however, that in this attempt to destroy every scrap of paper containing the interview, the plates were overlooked. It was from these plates that the contents of the interview were finally learned by outside parties. Hence it is a little surprising that he should so carefully suppress what the Kaiser actually said. It seems as though the time had arrived when the truth could be told to everyone.

A REAL reference book of practical value for the editorial writer is the new and enlarged edition of "The American Government," by Frederic J. Haskin. Its contents show Uncle Sam at work in all of his departments at Washington. Before the publication of this book, every chapter was read and approved by a government authority.

By way of illustration to show how practical the book is, I might add that in it will be found answers to such questions as:

- How many letters does the President receive each day?
- Where is the mirror that weighs no more than the hind leg of a fly?
- Who uses Daniel Webster's desk in the Senate?
- Where is the room one cannot enter without removing his watch?
- What one Government Department never gives an account of the money it spends?
- Where did the catch phrase "Safety First" originate?
- What map would cover a sheet of paper an acre in extent if completed in one piece?
- Who was granted first patent by the United States Patent Office?
- What does it cost Uncle Sam to issue and to redeem a bank note?
- How long did it take to pass the Volstead Act?

I am not strong for premiums to get circulation, but if in some special case I concluded that a premium was desirable, I certainly should give careful consideration to this volume.

IRVIN S. COBB told me the other day at the Newspaper Club that his newspaper stories which have been appearing in the Cosmopolitan Magazine will be issued soon in book form under the title, "Special Extra."

JAMES MORGAN is the author of "Charles H. Taylor" (The Boston Globe). This biography of the famous editor of the Boston Globe is published on the fiftieth anniversary of his editorship.

CHRISTOPHER MORLEY, until recently the newspaper poet of the New York Evening Post, is the author of a new book of poems entitled "Parsons' Pleasure" (George H. Doran Company). This collection of verse is somewhat similar to the newspaper in that prac-

tically every reader will like some of the things and will not care for others.

Morley's philosophy of life, however, is always interesting. Choice bits of it continually creep out in his poems. The Phi Beta Kappa poem, composed by Mr. Morley for Harvard in 1923, has been included in the volume.

Newspaper people will certainly appreciate the "Lines Composed Behind the Barn":

One day, by some hazard odd,
A frightful truth fell with a thud.
But no one saw. It was a dud.
Thank God!

IN the New Republic for Jan. 23, is a satirical page headed "The Reporter Prays for Relief." In it, G. K. Phillips, the author, suggests that those who, after spending a few weeks in Europe, return with a theory of how its problems should be solved, should indicate their theory by the number given in the chart, and the reporter will do the rest.

J. ST. LOE STRACHEY, editor of the London Spectator, has been for a number of years a constructive critic of the press. Nothing from his pen, however, is worth more careful consideration than a series of articles published in the London Morning Post. The Living Age for Feb. 2, under the title, "The British Press," has collected some of the best things found in these articles.

Mr. Strachey classifies the British press as follows:

1. The newspaper in which the function of selling honest news predominates and in which the desire to spread particular opinions takes the second place. Example: the Daily Telegraph.
2. The newspaper of opinion, the aim and object of which is to report special views in church and in state, in economics and in commerce, in literature and in art. Example: the Daily News.
3. A party organ. This differs from the second type by the fact that its opinions are the opinions not so much of the proprietor as those of a particular party or group to which the paper is bound by various ties. Such a paper must sugar its pill very carefully in its presentation of the news. Example: the Daily Herald.
4. Somewhat similar to third type is the newspaper which frankly plays the part of the advocate for some definite society or organization, whether it be temperance reform or the protection of the liquor, or any other interest. No example is given for 4.

As Mr. Strachey regards the fifth type, judicial journalism, as perhaps the highest, it may be well to quote his own words:

By judicial journalism I mean that those in control of the paper should make it their business to act as a judge does in a court of law. He does not attempt to suppress his own opinion. When the time comes, indeed, he gives that opinion to the jury as directly and as potently as he can, though, of course, acknowledging and preserving the rights of the jury to differ from him and to give the ultimate decision. The editor of a paper which affords an example of judicial journalism, once more like the judge, takes care that his readers shall hear both sides. As to the greater or lesser value of the evidence he expresses an opinion, but it is always an opinion without prejudice, without prepossession, and without animus. But, though he leaves the verdict to the jury of his readers, he, as I have said, makes his own position and his own opinion quite clear. This judicial attitude does not, of course, prevent him from denouncing what is evil or corrupt *per se*, or again prevent him from expressing his honest agreement or disagreement when the popular verdict has been given.

THE news-magazine called Time has on its cover for January 28, a crayon sketch of Herbert Bayard Swope, executive editor of the New York World. A sub-caption thus dramatizes Swope: "Dynamic?" "No—cyclopic!" This issue of Time not only contains a pen portrait of Swope but also one of the late Charles Henry Grasty. Incidentally, it may be remarked that Mr. Grasty was the author of "Flashes from the Front" (Century Company).

Canada has 105 daily newspapers, 25 morning, 80 evening

The World

Service

is now supplying
in matrix form

A Radio Magazine

Of 16 Tabloid Pages

Shipped one week before
your publication date

This Radio Magazine is a tested circulation-maker and business getter — edited by experts — printing only authoritative information — solving radio fans' problems — giving sound advice to beginners.

For price in your territory
Write or Wire

THE WORLD SYNDICATE

63 Park Row, New York

RICHARD F. JOHNSTON

Birmingham (Ala.) Age-Herald Associate Editor and Special Writer Dies

Richard F. Johnston, associate editor, Birmingham Age-Herald, special editorial writer on industrial and commercial topics and dean of newspaper men in Birmingham, died Sunday Feb. 10, at his home, after a protracted illness.

Mr. Johnston for 38 years has been one of the best known newspaper men in Alabama, having moved to Alabama from his home in Georgia at the age of 25. He began his career on the Birmingham News under the direction of Rufus N. Rhodes, later became managing editor of the Birmingham Ledger and from there went to the Age-Herald. He conducted a special editorial column, "For the Good of the Community."

He is survived by his widow and two sons, Richard Malcolm Johnston of the publicity department, Alabama Power Company, and Eugene Rhodes Johnston of Pittsburgh, Pa.

Obituary

JERE J. GRIFFIN, 59, who had been in the service of the New York Tribune more than 40 years, died in Brooklyn Feb. 7. He began work in the newspaper's employ as an elevator boy. At his death he was a stereotyper.

MRS. MARY BURNET EASTON, 78, daughter of William Burnet Kinney, founder, the Newark (N. J.) Daily Advertiser and Weekly Sentinel, died in New York Feb. 8.

MRS. DELLA HYLAND McNALLY, 90, widow of Andrew McNally, late president Rand, McNally & Co., died Jan. 19 at Pasadena, Cal.

NATHAN R. HILL, 35, editor, Davenport (Wash.) Times-Tribune, died recently.

EDWIN E. BOWLES, for years in the editorial department, San Francisco Chronicle and of late with the Chamber of Commerce, died Feb. 1.

MRS. R. C. MECKLIN, circulation manager, Kingville (Tex.) Record, and wife of the managing editor of that paper, died at the Kleburg County Hospital in Kingville recently.

CHARLES W. NEWMAN, 87, who began his career as a printer with the San Antonio Express in 1882, died in San Antonio Feb. 8. He owned and edited papers at Hempstead and Rockport, Tex. Mr. Newman was a Confederate.

MRS. MARGARET J. SLOAN, 65, mother of J. Alec Sloan, the Chicago auto race promoter and former sports editor, St. Paul Daily News, died in St. Paul Feb. 5.

JOHN W. CUNNINGHAM, 85, one of the three men who founded the St. Paul Dispatch in 1868, died in St. Paul Feb. 6.

JAMES GRIFFON, 76, proofreader, New York Morning Telegraph, died in New York Feb. 8. For many years he had been connected with the International Typographical Union, serving for a time as head of the Chicago local.

HARRY E. RICHARDSON, 59, for 23 years assistant manager, Brooklyn News Company, died in Brooklyn Feb. 6.

CHARLES P. CALDWELL, 73, veteran Ohio newspaper man, died in Sandusky Sun-

day, Feb. 10. He was prominent in northern Ohio newspaper circles for more than 25 years. He began as reporter on the Warren (O.) Chronicle.

JOHN E. MALONEY, 60, father of Everett Maloney, editor, Jones County (Ia.) Times, died recently.

H. D. WATSON, 77, known throughout Nebraska as the "Alfalfa King," founder of the Greenfield (Mass.) Goodcheer, died at Omaha Feb. 8.

COL. WILLIAM LIGHTFOOT VISSCHER, 81, for years member of the Press Club of Chicago, and years ago private secretary to George Prentice, then editor of the old Louisville Courier, died Feb. 10 at his home in Chicago. He was a friend of Bill Nye, Eugene Field, Opie Read, and other notables.

MRS. CATHERINE McNALLY, widow of Hugh P. McNally, for many years connected with the Boston Herald, and later with the Pilot, died at her home in Dorchester, Mass., Feb. 10.

WILLIAM J. MEEK, 42, of Cadillac, Mich., vice-president, Cadillac Publishing Company, died suddenly at his home after a strenuous game of volley ball.

CHARLES A. HUNTER, 62, formerly assistant foreman, mechanical department, Detroit News, is dead at his home in Windsor, Ont. He was an employee of the News for 30 years.

GEORGE J. MUNSSELL, for 25 years advertising manager, Michigan Farmer, died recently in Orlando, Fla.

JOHN MANGAN, 68, old-time Mid-west newspaper man, died recently at his home in Detroit. For several years he worked on the old Chicago Inter-Ocean and upon leaving in 1903 came to Detroit and had charge of the pressroom at the Free Press.

E. N. HOWELL, 70, publisher of "Today" and former newspaper man of New York, died at Hagerstown, Md., recently.

MRS. THERESA HARVEY McAVOY, of Hancock, Md., sister of Charles P. Harvey, editor, Parkersburg (W. Va.) Sentinel, died at her home in Hancock recently.

RICHARD F. LANAGAN, for several years on the staff of the Detroit Free Press, but more recently an attorney in Highland Park, Mich., died recently.

ELEN W. CUTTING, 64, for 42 years with the South Bend (Ind.) Tribune, as composing-room superintendent, died Feb. 7, after a few hours' illness.

REV. ABRAM WALTER STEVENS, 90, retired editor, died in Huntington, N. Y., Feb. 9. At 21, he was editor of the Warren (Pa.) Ledger, and later editor, Newark (O.) North American. For 25 years he was chief proofreader and literary adviser of the University Press, Cambridge, Mass.

Mrs. Sharpe Sues for Insurance

Mrs. Alice L. R. Sharpe, widow of George B. Sharpe, late advertising manager, Burroughs Adding Machine Company, Detroit, has filed suit on a claim for accident insurance against the Pacific Mutual Life Insurance Company of California. Mr. Sharpe was drowned at Algonquin Park, Ont., Aug. 10, 1923.

Fifty-nine newspapers in the United States maintain radio broad-casting stations.

FARMERS CHARGE CONSPIRACY**Complain to U. S. Trade Commission Against Retail Publication**

The Eastern Dealer, a publication devoted to the interests of the retail trade on the Atlantic Coast, and its editor, Grant Wright, have been made respondents in a Federal Trade Commission complaint based upon charges of farmers' co-operative associations that dealers and manufacturers in Indiana and Illinois have conspired with retailers to withhold farm machinery from the associations.

The 500 retailers named in the complaint are charged by the associations with declining to sell machinery to those organizations. Mr. Wright is accused of being active in promoting dealers' organizations. The complaint asserts that he has published in his paper lists of "irregular" dealers and the proceedings of the meetings of the various dealers' associations and other "propaganda" for the purpose of fixing retail prices on machinery, eliminating competition, and boycotting manufacturers who sell to so-called irregular dealers.

Eagle Fetes Classified Department

Employees, Brooklyn Eagle classified advertising department, were given a din-

ner last week by the newspaper in recognition of the large volume of business produced by the staff during the year. Brief speeches were made by Clarence Rusk, representing the Basil Smith System, and R. M. Gunnison, on behalf of the Eagle.

Newspaper Men "Wet" Experts

Six New York newspaper men have been named judges in a contest sponsored by Frank Tinney, comedian, to find a word to overturn "scofflaw," the newly coined epithet, hurled by dries at the wet. They are James Wittaker, New York American; Major Shannon Corwin, Times; Frank Sullivan, World; Louis Cattio, Evening Post; Norman Ferguson, Telegram-Mail; and Major Wheeler, Morning Telegraph.

Millionaire Enters Field

V. Everit Macy, millionaire philanthropist, has purchased the Yorker (N. Y.) Statesman from Arthur W. Lawrence. He assumed charge Feb. 10. Consideration is said to have been \$1,000. Harold M. Anderson, who recently retired from the New York Herald editorial staff, is now editor. The owner has hired his son, Noel Macy, as cub-reporter.

**Marshaling the Telephone Forces**

In the simple act of lifting the telephone receiver from its hook every subscriber becomes the marshal of an army. At his service, as he needs them, a quarter of a million men and women are organized in the Bell System. One skilled corps of the telephone army moves to place him in talking connection with his neighbor in the next block, in the next state or across the continent. Another highly trained corps is on duty to keep the wires in condition to vibrate with his words. Still others are developing better apparatus and methods, manufacturing and adding new equipment, and installing new telephones to increase the subscriber's realm of command.

The terrain of the telephone army is the whole United States, dotted with 14,000,000 instruments, all within range of the subscriber's telephone voice. Even in the remote places this army provides equipment and supplies. Its methods of operation are constantly being improved, that each user may talk to his friends with increased efficiency. Millions of money are spent in its permanent works. Yet its costs of operation are studiously held to the minimum, that the subscriber may continue to receive the cheapest as well as the best telephone service in the world.

The permanent objective of the Bell System army is to meet the telephone needs of the nation—a hopeless task were not its command unified, its equipment adequately maintained and its personnel trained in the latest developments of telephone art.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES
"BELL SYSTEM"

One Policy, One System, Universal Service

INTERTYPE

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

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

OLYMPIC PHOTO PRICES SET

Will Go at 2.50 Francs Each, "First Come, First Served"

By G. LANGELAAN

(Paris Correspondent, EDITOR & PUBLISHER)

The Comité Olympique Français, which is organizing the 1924 Olympiad in France, has just sent out a circular to the newspapers making known the conditions under which photographs will be supplied.

Every newspaper will receive the same treatment, and orders attended to "first come, first served." Photographs will be supplied at the price of Fr. 2.50 each, this sum including full rights of reproduction. For photographs which are to be merely exposed in the windows of newspapers, as is done to a great extent in France, a charge of only one franc per photograph will be made, but it must be strictly guaranteed that such pictures are not for reproduction. All pictures will be payable in advance.

EDITOR & PUBLISHER has been asked to inform its readers that further information regarding this photographic service can be had on application to the Direction des Services Photographiques, Comité Olympique Français, 10 rue du Delta, Paris, IX.

WHO OWNS AN INTERVIEW?

Paris Squabble Between Official and Reporter May Decide

By G. LANGELAAN

(Paris Correspondent, EDITOR & PUBLISHER)

A discussion is at present taking place among newspaper men in France as to the rights of interviewer and interviewed. It came about through a recent interview given by a prominent member of Parliament. At the last moment, the interviewed changed his mind and demanded the withdrawal of the interview.

The journalistic replied he was sorry, but it was too late, the interview being in the press. The interviewed claimed he had the right to recall his interview, and that it was his, but the reporter declared that an interview belongs not to

the person who gives it but to the one who signs it. The reporter added that although the interviewed can ask for proofs of the interview, he has no right to them, and when a reporter supplies proofs it is a privilege not an obligation on his part. Should the case reach the courts counsel's arguments will no doubt shed interesting light on this question.

Hearst Must Answer Million Dollar Suit

William Randolph Hearst and the Star Company must answer the \$1,000,000 suit filed against them Oct. 27, 1919, by Charles F. Murphy, Tammany leader, Supreme Court Justice Ford decided in New York, Feb. 13. Murphy filed suit because of an editorial in Hearst papers headed "Swat the Boss," which he claimed damaged his reputation in the amount stated.

Stewart Heads Minnesota Editors

R. W. Stewart, Ceylon (Minn.) Herald, was elected president, Minnesota Second District Editorial Association, at the annual meeting held at Mankato. Other officers chosen were: W. D. Hinchon, Madelia Times-Messenger, first vice-president; Mrs. D. L. H. Lord, Wells Forum-Advocate, second vice-president; H. J. Haydon, secretary, and F. H. Griffin, treasurer.

Swedish Woman Journalist Arrives

Miss Martha Lindquist, writer on the staff of the Stockholm Svenska Degbladet, arrived in New York Feb. 12, on her way to Hollywood to write articles on the business and social conditions in the moving picture industry.

Ask Aid of Dailies

Newspapers have been invited to join with the Traffic Planning and Safety Committee, National Automobile Chamber of Commerce, to reduce the number of automobile accidents, George M. Graham, chairman, announced this week. Newspapers will be asked to make careful examinations of automobile accidents within their respective territories and report them to the national chamber.

Last Year Was the Best in the History of the Altoona Mirror

Practically every merchant in Altoona who did newspaper advertising in 1923 carried full copy, and many of them used the columns of the MIRROR exclusively.

Total number of lines published

10,410,533

an increase over 1922 of

1,132,500

Lines

The MIRROR published over 50% of all local display, over two-thirds of all National Advertising and practically all classified advertising.

Both local and National advertisers realize the pulling power of ALTOONA'S only evening newspaper.

95% of all the residents in and around Altoona read the MIRROR daily.

Daily average circulation for January, 27,049.

MIRROR PRINTING PUBLISHERS

Business Direct

JANUARY N. Y. LINEAGE A 2.5 PER CENT GAIN

JANUARY lineage in New York City dailies totalled 14,161,320 agate lines, a gain of 343,252 agate lines, or 2.5 per cent over the January, 1923, total. The gain is made by 15 newspapers over the combined totals of 16 papers measured a year ago by the New York Evening Post

Statistical Department. Twelve of the fifteen ran ahead of their January, 1923, lineage. Total pages increased 148 from 14,028 in January, 1923, to 14,176 last month. Total comparative figures for each paper for January, 1924-1923, and January, 1924-1918, follow:

Pages		Percentage of total space	1924	1923	Gain	Loss
1924	1923					
1,338	1,224	8.8	1,250,766	**982,190	268,576
1,126	1,028	9.1	1,292,608	1,197,284	95,324
576	576	2.8	399,796	291,646	108,150
1,206	1,108	8.8	1,248,352	1,126,730	121,622
558	524	4.3	612,782	539,800	72,982
690	512	2.8	399,278	334,230	65,048
650	536	4.9	698,654	530,460	168,194
670	844	4.8	677,414	792,082	114,668
.....	606	710,604
1,088	1,030	7.0	982,140	1,067,368	85,228
1,052	920	3.2	452,966	311,006	141,960
604	668	4.5	634,104	624,640	9,464
814	672	7.9	1,113,152	873,094	240,058
1,604	1,552	15.1	2,138,912	2,086,882	52,030
1,040	974	6.4	905,316	839,996	65,320
1,160	1,254	9.6	1,355,080	1,510,056	154,976
14,176	14,028	Totals	14,161,320	13,818,068	343,252

*No Sunday editions. **45,014 lines American Weekly not included. †Net Gain. ‡Sun and Globe combined June 4, 1923. ††Telegram and Mail combined January 28, 1924.

	1924	1923	1922	1921	1920	1919	1918
American	1,250,766	982,190	924,126	906,002	1,066,118	673,632	760,971
Brooklyn Eagle	1,292,608	1,197,284	1,161,450	988,302	1,009,856	705,290	582,204
Brooklyn Times	399,796	291,646	300,576	255,156
Evening Journal	1,248,352	1,126,730	971,620	847,340	865,610	693,131	576,854
Evening Mail	612,782	539,800	566,972	589,016	561,530	328,240	410,622
Evening Post	399,278	334,230	413,542	604,842	456,202	317,578	283,322
Evening Telegram	698,654	530,460	524,604	523,088	740,614	663,184	573,853
Evening World	677,414	792,082	779,408	794,294	801,198	484,710	427,360
Globe	710,604	675,312	651,552	755,722	554,038	418,861
Herald	710,604	675,312	651,552	755,722	554,038	418,861
Herald	982,140	1,067,368	1,114,138	1,112,868	806,064	614,200	534,085
News (Tablet)	452,966	311,006	265,384	149,820
Standard Union	634,104	624,640	593,242	654,624	695,880	457,900	365,448
Sun and Globe	1,113,152	873,094	768,406	729,232	922,822	539,520	428,255
Times	2,138,912	2,086,882	2,023,642	1,811,694	2,040,620	1,200,845	1,043,215
Tribune	905,316	839,996	893,498	868,706	855,712	415,226	333,035
World	1,355,080	1,510,056	1,305,064	1,222,604	1,632,073	1,155,578	988,021
Totals	14,161,320	13,818,068	13,280,984	12,709,140	13,210,021	8,803,072	7,732,106

†Figures not recorded.

WEST VIRGINIA

A STATE ABOVE AVERAGES

There is always a temptation on the part of national advertisers to do things by averages.

This rule must not apply to West Virginia. West Virginia is a state above averages. In the production of coal, chemicals, glass, petroleum, pottery, etc., West Virginia is out of the ordinary.

It is the specialist in these lines. The successful space buyer knows the power that lies in the word specialist.

These special lines of industry pay the people of the state an amount above the average. Each one ranks at or near the top in production.

This is a territory to be considered.

These newspapers are the messengers which reach the people every day. Through the columns of these publications the manufacturer is able to create immediate demand.

	Rate for Circulation lines	Rate for 5,000 circulation lines		Rate for Circulation lines	Rate for 5,000 circulation lines
Bluefield					
**Telegraph (M)	10,495	.04	Parkersburg		
Charleston			††News (M)	7,327	.025
**Gazette (M)	19,097	.06	††News (S)	8,919	.025
**Gazette (S)	24,135	.07	**Sentinel (E)	7,486	.03
Clarksburg			Wheeling		
**Exponent (M&S)	8,188	.03	**Intelligencer (M)	12,231	.0325
**Telegram (E)	10,410	.04	**News (E)	13,700	.05
**Telegram (S)	13,198	.045	**News (S)	18,794	.07
Fairmont					
**Times (M)	7,675	.03			
Huntington					
††Advertiser (E)	10,598	.035			
**Herald-Dispatch (M)	13,596	.035			
**Herald-Dispatch (S)	13,458	.04			
Martinsburg					
**Journal (E)	3,976	.03			

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

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making yearly contracts for Atlantic Refining Company.

Carl J. Balliett, American Bank Bldg., Greensboro, N. C. Making contracts for Hand Medicine Company.

George Batten Company, 383 Madison avenue, New York. Using 20 inches, once a week for Bell & Co. Making 3,250-line contracts for the Larvex Corporation.

Blackett-Sample-McFarland, Inc., 58 East Washington street, Chicago. Preparing list on Van Ess Laboratories.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Planning campaign in towns in Illinois and Wisconsin on Cough Remedy Laboratory.

Calkins & Holden, 247 Park avenue, New York. Making 10,000-line contracts for Southern Cotton Oil Trading Company.

Campbell-Ewald Company, 5 South Wabash avenue, Chicago. Issuing contracts on 10,000-line schedules on Chevrolet Motor Car Company to apply on General Motors. Issuing 10,000-line contracts on Oakland Motor Car Company, Detroit, Mich.

Cecil, Barreto & Cecil, 12th & Bank streets, Richmond, Va. Sending out orders for the Gem Laundry Garter Company.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis, Mo. Handling national campaign for Wade-Freeman Mfg. Co., Nashville, Tenn., manufacturers of Ford Fore Door.

Nelson Chesman & Co.—500 North Dearborn street, Chicago. Sending out general copy on A. H. Lewis Medicine Company, St. Louis, Mo.

Churchill-Hall, Inc., 50 Union Square, New York. Making 3,000-line contracts for Gorton-Pew Fisheries.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Sending out orders for James S. Kirk (Jap Rose Soap).

Dauchy Company, 9 Murray street, New York. Sending out 5-line orders to run 52 times in a large list of papers for the Madison Mills.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Making 1,000-line contracts for Charles A. Eaton Shoe Industries. Making contracts with newspapers in cities where distributors are located, for Prest-O-Lite Company, Indianapolis, Ind.

Erwin-Wasey & Co., 844 Rush street, Chicago. Issuing copy on the Mother Superior Company, Chicago. Sending schedules to eastern papers on Rat Biscuit Company, Springfield, O.

Albert Frank & Co., 14 Stone street, New York. Making contracts for Henry L. Doherty & Co.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Sending page copy on Lewis Laboratories to newspapers generally.

Charles C. Green Agency, 15 West 37th street, New York. Making 1,000-line contracts for J. Wiss & Sons Company.

Stanley E. Gunnison, Inc., 30 Church street, New York. Making yearly contracts for Life Savers, Inc.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has started campaign for "House of Swansdown," makers of Swansdown Coats.

Hoops Advertising Company, 9 East Huron street, Chicago. Sending out copy on Paige-Detroit Company, Detroit, Mich.

E. T. Howard Company, 33 West 42nd street, New York. Making 1,000-line contracts for L. E. Waterman & Co.

H. W. Kastor & Sons Company, 14 East Jackson Blvd., Chicago. Sending copy to North Carolina papers on Orange Crush Company; making 1,000-line contracts for Foot Remedy Company.

Lord & Thomas, Wrigley Bldg., Chicago. Making 8,190-line contracts for the Union Oil Company; sending out copy to papers in the United States and Canada on the Studaker Corporation; making 5,000-line contracts for Tyrrell Hygienic Institute.

Morse International Agency, 449-4th avenue, New York. Making yearly contracts for Beecham's Pills.

Newell-Emmett Company, 120 West 32nd street, New York. Making 10,000-line contracts for Johns-Manville, Inc.; sending out new schedules for Chesterfield cigarettes.

Osten Advertising Corporation, 25 East Jackson Blvd., Chicago. Sending out copy on A. E. Wright (Salad Dressing).

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending out copy on Portland Cement Association.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Making yearly contracts for the Wilson Company.

Redfield Advertising Agency, 34 West 33rd street, New York. Making 1,000-line contracts for American Lead Pencil Company.

Ruthrauff & Ryan, 404-4th avenue, New York. Making 1,000-line contracts for Advertised Products, Inc.

L. A. Sandlass, 217 West Saratoga street, Baltimore, Md. Making 2,800-line contracts for Pyrodento Tooth Paste.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Using 390 lines, one time for Crosley Radio Corporation.

Shuman-Haws Advertising Company, 230 East Ohio street, Chicago. Sending copy to Oklahoma papers on Alladin Industries.

Clyde H. Smith, Coca-Cola Bldg., Kansas City, Mo. Sending out 42-line orders for National Pharmaceutical Company; sending out 54 line orders for Florence Laboratories.

Smitzler-Warner Company, 225 North Michigan Blvd., Chicago. Sending out copy on newspapers in towns where there are no schools on Foulds Macaroni Company; preparing list on Cream of Rice, and American Rice Products Company of New Orleans, La.

Sweeney & James, 1632 Euclid avenue, Cleveland, Ohio. Making 10,000-line contract for Jordan Motor Car Company.

J. Walter Thompson Company, Lytton Bldg., Chicago. Making 2,000-line contracts for Milk's Milk. Will make additions shortly on list on Richardson Roofing Company, Cleveland, O.

Thresher Service Advertising, 136 Liberty street, New York. Sending out orders for Gate & Co.

Wade Advertising Agency, 130 North Wabash street, Chicago. Placing copy on Farnham and Varnish Company, Cleveland, O.

Hecht's Publishers Fined \$1,000 Each

Pascal Covici and William McGee, partners in the publishing and bookbinding firm of Covici-McGee, were fined \$1,000 each in Federal Court last week on charge of circulating indecent material through the mails. They had pleaded guilty to this charge in connection with the merchandising of "Fantazias Macabre," written by Ben Hecht and illustrated by Wallace Smith, both famous Chicago newspaper men. Mr. Hecht and Mr. Smith previously had been fined \$1,000 each.

Seven Circulation Workers Killed

Arnold Voight, 26, supervisor, Milwaukee (Wis.) Journal and 6 newsboys were killed Feb. 8, when a Chicago Northwestern passenger train hit the Journal Company truck. The train was flung 600 yards along the railroad track. The newsboys had attended party in Cudahy and were being returned by Voight to their homes in St. Francis a suburb, near which the accident occurred.

Pulp Embargo Scored Again

Witnesses appearing before the Royal Commission on Pulpwood, sitting in Montreal, continued to score the proposed embargo on pulpwood. H. C. Taylor of Hollingsworth & Whitney, Boston, told the Commission there would be abundant supply for the United States from Scandinavia and other Northern European countries if Canada places an embargo on pulpwood. Other witnesses agreed an embargo would spell ruin for small farmers and settlers in Canada.

Detroit Bans Street Newsstands

Detroit city council has passed a resolution to eliminate within the next 30 days all newsstands now located on the streets, and to prohibit the establishment of any such stands in the future. It is understood that one stand at the corner of Woodward avenue and Michigan avenue is renting at the present time for \$18,000 per year.

Editor Launches Wilson Fund

J. L. Meeks, publisher Gadsden (Ala.) Times-News, sent a check to the Birmingham (Ala.) News recently for \$10,000 with the request that it be put in a fund for a memorial to Woodrow Wilson on the suggestion that a statewide movement for such a memorial to the late time President be started in Alabama.

Quick Time Made on Extra

Cincinnati Times-Star has an extra on the death of former President Wilson on the streets one minute after the news came from the wire, according to George H. Payne, editor. A second extra followed 10 minutes later, carried details of the story.

La Presse Sells \$400,000 in Bonds

Montreal La Presse, French-Canadian newspaper, has sold \$400,000 of consolidated mortgage bonds to the Commercial Union Assurance Company.

POLITICS TO FEATURE INLAND PRESS MEET

Indiana Will Seek Presidency at Chicago Convention, Feb. 19 and 20
—Publishers of 15 States to Attend

Publishers from 15 middle western states and Canada, members of the Inland Daily Press Association, will meet in Chicago, Feb. 19 and 20, for important discussion and annual election of officers.

President Frank A. Burgess, LaCrosse (Wis.) Tribune and Leader-Press, who has served two years, will not be a candidate for re-election. Discussion since the last meeting is to the effect a representative from Indiana should be elected. Indiana has a large representation in the association, and it has been a long time since a president has come from that state.

Besides president, other officers to be elected are secretary-treasurer, three directors for a three-year term each, one director to fill a vacancy, and a vice-president for each jurisdiction covered. Business of the meeting will include the report of Secretary-Treasurer Wil V. Tufford, and an innovation in the form of a summary of Inland activities during his term of office to be given by President Burgess.

Round-table discussion will center around the following topics:
 Churches and church advertising.
 Future relationship between radio and newspapers.

Second-class postage and the Kelly bill.
 Present advertising campaign of Iowa newspapers.

Why do newspapers get so small a proportion of their just share of national advertising?

Speakers will include:

- D. F. McMahon, western manager, Chicago Tribune national advertising department—"How Newspapers Should Sell National Advertising;"
- C. A. Baumgart, advertising manager, Successful Farming, Des Moines—"Checking Up Advertising;"
- George F. Thayer, Marshalltown (Ia.) Times-Republican—"The Farmer and the Daily Newspaper;"
- Angelo C. Scott, Iola, Kan.—"Newspaper Account Keeping;"
- and Wallace Odell, Tarrytown (N. Y.) News, president, National Editorial Association.

WHAT OUR READERS SAY

Agency Prizes Year Book

TO EDITOR & PUBLISHER:—We are in receipt of your really wonderful storehouse of information of Jan. 26.

It is among the very first of the many valuable things that come to our desk during the year, and the most prized on account of the accurate information it gives on the very subjects that come into the purview of everyday requirements of an advertising agency.

R. C. SMITH & SON LIMITED,
 ROBT. C. SMITH,
 President,
 Toronto, Canada.

"A Complete Encyclopedia"

FEB. 9, 1924.

TO EDITOR & PUBLISHER: At last I have found time to sit down and examine your famous red book—THE INTERNATIONAL YEAR BOOK FOR 1924.

It is the most complete encyclopedia of information about newspapers and important details about them that I have ever seen.

I have put my copy away in a certain place and notified the various heads of departments that there was a reference book when they wanted information.

I suppose you have been so overwhelmed by congratulatory messages that it is hardly worth while to add any more

than to merely state it was a perfect job, well done, and of immeasurable value to the newspaper and advertising fraternities the world over.

W. B. BRYANT, Publisher,
 Paterson (N. J.) Press-Guardian.

Getting the Facts Straight

NEW YORK, Feb. 6, 1924.

TO EDITOR & PUBLISHER: We have read with interest the article on page 6 of your issue of Feb. 2, referring to the making permanent by the New York State Supreme Court of the temporary injunction order granted us last December, restraining members of Eureka Lodge 434, of the International Association of Machinists, from picketing our plant, and from all other forms of interference, etc. There seems, however, to have been a misunderstanding on the part of your reporter of some of the principal points decided by Justice Strong, before whom the case was tried, and we trust that you will, therefore, accord us the privilege of correcting the impression conveyed by the first part of your article, which is almost exactly contrary to the actual facts in the matter.

In the second paragraph of your article, the statement is made that the strike was declared after we had failed to come to an agreement with the Union officials as to wages, and it is further stated, in the third paragraph, that the machinists claimed that they had entered into an agreement with us for a 7 per cent increase, which agreement we had not complied with, and that the strike was brought about in an effort to make us comply with such an agreement. It is then added in the following paragraph that the agreement was shown to be but a memorandum not signed by either party, and the implication is that we were not bound to pay the 7 per cent increase referred to, because the agreement was not signed, and, therefore, was not effective.

In reality, the circumstances were almost the reverse of this, the facts being that there was an agreement made on Dec. 26, 1922, to continue the previous agreement up to May 1, 1924, with the exception that on Jan. 4, 1923, we were to give an increase of 3 cents an hour, and that under certain circumstances we were in May, 1923, to give another increase of 7 cents an hour (not 7 per cent, as stated in your article). We actually did give both the 3-cent increase in Jan., 1923, and the 7 cents increase in May, 1923, and were prepared in all ways to abide by the agreement until May 1, 1924, but in July, the Union insisted on a still further increase of 15 cents an hour, in violation of the existing agreement, and when we refused this the men went out on strike.

While the memorandum referring to the understanding as to the continuance of the old agreement from Jan. 1, 1923, to May 1, 1924, and the increases of 3 cents and 7 cents above referred to, was unsigned, being intended merely to be read at the meeting of the Union held on Dec. 26, 1922, at which it was to be voted upon, it was accepted by the men at that meeting, and it is so recorded in the minute book of the Union. They, not we, contended at the trial that the agreement was not a binding one because this particular memorandum was not signed by both parties, but Justice Strong found that it was a "valid, existing, operating agreement," and that it was violated by the Union in calling the strike.

We think it only right that our customers and other friends should know the true facts in this matter, and as incorrect conclusions might be drawn from your article, we would appreciate it very much if you would publish this letter in an early number of your valued paper.

R. HOE & CO.,
 H. M. Tillinghast, Secretary.

Praise for the Year Book

Feb. 6, 1924

TO EDITOR & PUBLISHER:—Please accept our thanks for the copy of 1924 YEAR BOOK which has just been received. We wish to compliment you on the presentation of this book and the material it contains.

JOHNSON, READ & CO.,
 C. H. JENKINS, Space Buyer.

COAL, CORN and PEOPLE make

ILLINOIS

AN INTERESTING STATE

Nearly seventy million tons of coal are keeping Illinois warm, directly and indirectly, through their heat and power developing in the Illinois factories and the gigantic sales beyond the borders of the state.

Over three hundred million bushels of corn help to keep Illinois well fed and spread to the far corners of the United States the fame of this Illinois product. The value of corn, oats and wheat in the State of Illinois is approximately \$500,000,000.

Last, but not least, are the six and a half million people who man the mines, till the soil and reap the benefits of Illinois' tremendous wealth.

This state of coal, corn and people is a mighty interesting center of national advertisers to consider.

Dictate a letter to any one of the newspapers listed in this advertisement and they will favor you with facts and figures which would sound exceedingly boastful if printed in this announcement.

These papers will cooperate with you in every way thus assuring a successful campaign in Illinois.

	Circulation	Rates for	
		2,500 Lines	10,000 Lines
**Aurora Beacon-News.....(E)	16,351	.055	.055
Bloomington Pantagraph.....(M)	17,841	.05	.05
††Chicago Herald & Examiner... (M)	335,270	.55	.55
††Chicago Herald & Examiner... (S)	932,415	1.00	1.00
Chicago Daily Journal.....(E)	117,483	.26	.24
††Chicago Tribune.....(M)	567,628	.80	.80
††Chicago Tribune.....(S)	877,467	1.15	1.15
**La Salle Tribune.....(E)	3,041	.025	.025
**Moline Dispatch.....(E)	10,148	.045	.045
**Peoria Journal-Transcript... (M&E)	32,609	.11	.11
**Peoria Star.....(E)	27,083	.075	.06
††Rock Island Argus.....(E)	10,405	.045	.045
**Sterling Gazette.....(E)	5,755	.03	.03

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

††Government Statement, Sept. 30, 1923.

MOSCOW DAILIES ANNOUNCED LENIN'S DEATH IN COMBINED EDITION

Цена 500 рублей.

ЭКСТРЕННЫЙ ВЫПУСК

ПРАВДА И ИЗВЕСТИЯ

Вторник, 22-го января 1924 года.

ПРАВИТЕЛЬСТВЕННЫЕ СООБЩЕНИЯ:

Вчера, 21-го января, в 6 часов 10 мин. вечера, в Кремле скончался Владимир Ильич Ульянов (Ленин) после тяжелой болезни. Похороны будут в пятницу, 23-го января, в 12 часов дня в здании Государственного Кремлевского дворца. Похороны будут в здании Государственного Кремлевского дворца. Похороны будут в здании Государственного Кремлевского дворца.

ИЗЪЯТИЕ ПРЕЗИДИУМ ЦИК СССР:

В соответствии с постановлением Президиума ЦИК СССР от 21-го января 1924 года, объявляю о том, что в связи со смертью Владимира Ильича Ульянова (Ленина) прекращается деятельность ЦИК СССР.

ОТ МОСКОВСКОГО СОВЕТА:

В соответствии с постановлением Московского Совета от 21-го января 1924 года, объявляю о том, что в связи со смертью Владимира Ильича Ульянова (Ленина) прекращается деятельность Московского Совета.

Завтра, 23 января, выйдет следующий экстренный выпуск.

Ontario Regulates Paper Production

To prevent over-production of newsprint, the Ontario government is taking steps to regulate production of paper in that province. Hon. James Lyons, Minister of Lands and Forests reports its department will deal carefully with 15 applications for newsprint mill sites now before it.

Vermont Editors to Meet

James Thomas Williams, Jr., editor, Boston Transcript, will address the annual meeting, Vermont Press Association to be held in Burlington, Friday and Saturday, Feb. 22 and 23. Vermont newspaper men during their stay in the city will be the guests of the University of Vermont. Dinners and entertainments are on the program.

Van Metre Now "M. E."

Don Van Metre, city editor, Cedar Rapids (Ia.) Republican, has been promoted to the position of managing editor, succeeding Elmer R. Appel. Mr. Appel has resigned and is now assisting Walter Bechtel, advertising manager of the Republican.

Alducin Reported a Prisoner

Rafael Alducin, Mexico City (Mex.) Excelsior, and vice-president, Press Congress of the World, has been imprisoned in Mexico, according to a cable from Guatemala received by James Williams Brown, publisher, Editor & Publisher, New York. Cause of the imprisonment is unknown. Efforts to obtain information regarding the report from Mexican officials in New York and Washington were unavailing.

Democrats Plan New Iowa Weekly

Democrats of Linn county, Ia., contemplate the organization of a new company to publish a Democratic weekly at Marion, the county seat. M. M. Bowman, publisher, Lost Nation (Ia.) Press, will have charge of the new newspaper. There is no other Democratic newspaper in Linn county.

Pennsylvania, with 173 dailies, leads all states; California is second with 167. Tiny Delaware has but 3 daily newspapers, the fewest of any state.

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION

Linotype Typography

Every Linotype user has at his command a completely planned system of type families and related ornamentation that enables him to produce composition of the highest quality entirely on the Linotype.


The Linotype Company has invested and is investing time and money in analyzing the needs of the printing industry—in research, experiment and development—all that the Linotype user may produce better work on his machine and produce it at less cost.

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

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

AND

- The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard



MERGENTHALER LINOTYPE CO.
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

Composed entirely on the LINOTYPE in the Bodoni Series

MOSCOW newspapers disregarded all other news, and the leading morning papers, the Pravda and the Isvestia, combined in a single-sheet special edition to announce the death of the revolutionary leader and first Premier of the Soviet Republic, Lenin.

The combined Pravda and Isvestia, reproduced above, dated Jan. 22, 1924, carries in the first column the official announcement of the Premier's death, issued from the ancient palace of the Czars, the Kremlin, in which the Soviet Government pledges itself to carry on the dead leader's work along the paths laid down by him. Under this announcement is the brief speech in which the President of the Soviet Republic, Kalinin, broke the news of Lenin's death to the All-Russian Congress of Soviets, then meeting in Moscow. Above the cut of Lenin is the final bulletin of the 11 physicians and specialists who attended the Russian statesman through his long illness. Lenin

died at 6.50 p. m., Jan. 21, at his country residence in the small town of Gorky, near Moscow. Under the picture of Lenin is a proclamation by President Kalinin setting aside Jan. 21 as a day of mourning to be observed in Lenin's memory. The right hand column carries announcements of the funeral arrangements and an order by the Moscow Soviet, closing all theaters and other places of amusements from Jan. 22 to 27.

Booth Capitalization Increased
Booth Publishing Company, Detroit, has increased its capitalization from \$5,000,000 to \$6,000,000. The company publishes the following Michigan dailies: Ann Arbor Times-News; Bay City Times-Tribune; Flint Journal; Grand Rapids Press; Jackson Citizen-Patriot; Kalamazoo Gazette; Muskegon Chronicle; Saginaw News-Courier.

PUBLISHER OR GENERAL MANAGER

Publisher of thirty years successful experience who is about to sell controlling interest in daily newspaper will shortly be open for engagement as publisher or general manager of evening daily.

Practical knowledge covers:

- Building construction and arrangement.
- Every mechanical department, including engraving.
- Advertising; local and national development and promotion.
- Circulation; all modern methods of intensive development.
- Business office; has made a special study of best methods for many years.
- Editorial; understands study of field to determine best features and pages. Especially versed in typographical page make-up.

This publisher has managed properties handling up to two million dollars annually, including one of the largest book and periodical publishing houses in the country.

The fact that he is financially independent speaks for his ability and leaves him open to offers from publications in the smaller cities, provided they are of a high class and successful.

References of the highest character furnished.

Address A-620, Care The Editor & Publisher

THE Daily Mail

BRITAIN'S NATIONAL NEWSPAPER

Penetrates every day throughout the length and breadth of the British Isles.

Its nation-wide influence is indispensable to the American Salesman planning to create a demand in Britain.

DAILY MAIL

New York Offices
280 Broadway
Telephone: Worth 7276

When you come to London—

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

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

JOHN BULL

For Advertising Rates and Particulars write:

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

In Planning Your New Building—

You can now have the assistance of an organization which has developed and is developing plans for several major newspaper buildings.

This organization is concerned solely with newspaper, publishing and printing buildings and includes the services of engineering specialists co-ordinated under the direction of a trained newspaper man.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation
120 W. 42nd St. New York

Complete Service—

ONLY one newspaper in Wisconsin renders complete service to the advertiser: ROTO—Black and White—Color. That newspaper is read by more Milwaukee and Wisconsin people than any other publication in the world—

The Milwaukee JOURNAL
FIRST—by Merit



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

PRINCE OF WALES REGRETS INABILITY TO MEET U. S. AD MEN

H. R. H. the Prince of Wales will not be able to personally greet American advertising men, delegates to the A. A. C. W. convention at Wembley next July, according to a cablegram just received. The full text of the cable follows:

St. James's Palace, S. W.

January 29, 1924.

James Wright Brown, Esq.
Editor & Publisher
New York
Sir,

I am desired by The Prince of Wales to express to you and to your co-signatories his sincere appreciation of the good wishes contained in your cablegram of Dec. 24.

As President of the British Empire Exhibition, His Royal Highness deeply regrets that it will not be possible for him to welcome the 2,000 delegates of the United States who are attending the International Advertising Convention at Wembley in July. He is confident that their presence in this country will contribute materially to the success of this important convention, with which he is proud to be associated as Patron.

Believe me,

Yours faithfully,

(Sgd.) A. Lascelles

Asst. Private Secretary.

Labor Daily's New Importance:—The political changes in Great Britain which have given us a Government representative of Labor interests may have far-reaching effects upon our newspapers. The new Prime Minister, Mr. Ramsey MacDonald, in one of his earliest speeches in the new Parliament, referred to the bitter attacks that had been levelled at the Labor party in certain sections of the newspaper press. But, a few days later, all those journals subscribed to a declaration that whatever had been said of the extremist views of Labor representatives, they were determined to give the new Government fair play and every support in its endeavors to solve the country's problems. One newspaper in particular will be watched with unusual interest—the Daily Herald, the organ of the Labor party. For, after several years of heroic struggling against adversity created by lack of support from the very party whose cause it served, the Daily Herald suddenly assumes a new significance and importance, becoming in fact the leading organ of the new Government. At present, of course, time is young for the change in conditions to have made itself noticeably felt, but the Daily Herald in a few short weeks may take on some of the importance formerly associated with historic government organs like the Times, the Daily Telegraph or the old Westminster Gazette.

Railroad Strike Affects Advertising:—The railroad strike, in reducing transport facilities to a minimum affected distribution to such a degree that many advertisers suspended their advertisements. The predominant space users during the strike were the department stores and retail merchants, who carried on with an almost normal volume of advertising notwithstanding the difficulties present to those travelling to and from the stores.

Aldwych Cabaret Night:—The Jan. 18, Cabaret Night of the Aldwych Club at the Connaught Rooms was a joyous

affair. Some 600 advertising and newspaper men and their guests were present. Many were in fancy dress. There were the usual surprises—a dress parade by Fifinella during dinner, a comic boxing match and the Cabaret Girls from the Grafton Galleries—and dancing continued until 2 a. m.

Publicity Club Dinner:—Fixed for the first day of the railroad strike, the Publicity Club Annual Dinner at the Hotel Cecil on Jan. 21, suffered by the cancellation of more than a hundred guests on account of doubtful getting-home facilities. Notwithstanding this, 262 sat down to dinner under the new chairman, William M. Young. In the speeches, the July Convention was perhaps the principal topic, the chairman paying handsome tribute to the British Delegation which, under John Cheshire, went to Atlantic City and won the Convention for Britain. In recognition of his splendid achievement, Mr. Young presented to Mr. John Cheshire on behalf of the Club the cup given by Robert Thornberry to be awarded annually for the most signal service rendered to advertising. Mr. Cheshire, in his acknowledgment, referred to the sportsmen of Houston, Tex., and said that the British were pledged to vote for the 1925 Convention to be held in Houston, in return for their action in standing aside for London.

The Club's new president and vice-presidents for 1924 were announced as being the Right Hon. the Lord Mayor of London (Sir Louis Newton), president; the vice-presidents including Viscount Burnham, Viscount Hambledon, the Right Hon. Charles A. McCurdy, K. C., Sir Harold Bowden, Sir Harold Mackintosh, Sir Charles W. Starmer, M. P., Sir William E. Berry, Sir Daniel Keymer, Sir William Veno, W. S. Crawford, J. Gomer Berry, E. S. Agnew, John Cheshire, C. Harold Vernon, and Thomas Russell.

LINKS WITH BRITAIN

SULGRAVE MANOR George Washington

THE ancestral home of the Washingtons, known as Sulgrave Manor, occupies an isolated position amid the fields surrounding the charming old village of Sulgrave, which is reached from Marylebone Station to Helmdon. The greater part of the house has undergone little alteration since George Washington's early ancestor, LAWRENCE WASHINGTON, was granted the manor in 1539 by King Henry VIII. Over the entrance to the hall can still be seen the arms of the Washington family, exhibiting the mullets, or five pointed stars, which George Washington retained in America as the cypher of his family, and from which were evolved the stars and stripes of "Old Glory."

London & North Eastern
Railway from Marylebone
Station, London

For Free Travel Guide & All Information

ASK KETCHAM, General Agent,

London & North Eastern Rly.
311, Fifth Avenue (at Thirty-Second St.)
New York

Wide-awake publishers are always looking for time and money-saving equipment for their mechanical departments.

If you manufacture such equipment, let these publishers know about it by placing an announcement in

EDITOR & PUBLISHER Supplies and Equipment Department

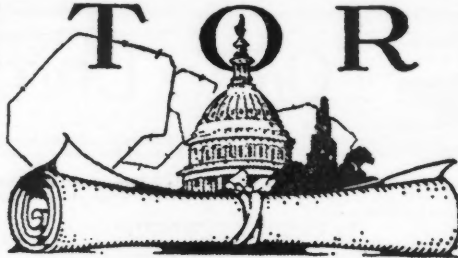
Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

EDITORIAL



A Major Operation

HOPEFUL signs all about us! The man in the street expresses outrage, indignation, cynicism, loss of faith in American institutions, as the oil story unfolds. That is honest, patriotic emotion. The facts justify bitter resentment. But, we think, a true analysis of the situation, figuratively, is that a patient, shell-shocked, abnormal, at times delirious, is in the operating room being knifed. Tomorrow he will be better.

A wholesome, long over-due shake-up is in progress, in politics and business. The devastating germ, greed, has eaten deep into the flesh and spread its poison. News columns have mirrored it day by day. To men who have been able to keep their balance some social and nearly all economic tendencies during recent years have seemed more like a crazy dream than reality. The most sickening feature has been an apparently supine or helpless attitude among great agencies of leadership.

But something has happened. The old searchlights are being turned into the dark corners. The strong hand of the press is now writing a familiar language. It is direct, brass tack, pitiless statement of fact. The long sleep at Washington is evidently over. Knowing much, but being "sewed up" on everything that is vital, has been a sad affliction among correspondents, with bitter consequences.

Examine the newspapers and discover that many editors are turning from wholesale use of merely entertaining features to more serious discussions of subjects vital to the well being of the people. We notice this week a new feature exposing child labor conditions in the United States, while another concerns foul and inhuman conditions in many industrial plants. In several cities there is wide use of material concerning the misery of the poor through landlord profiteering. Editorial writers everywhere appear more interested in actual human affairs, less in mere forms and conventions of society. The signs point to newspapers more like those of ten years ago.

The spatter of oil that journalism has had will do it good. Frederick G. Bonfils, volunteered much but did not explain to the satisfaction of newspaper men. The safe way to run a great newspaper like the Denver Post, which in some respects is as interesting as any newspaper in America, is to keep aloof from entangling easy-money enterprises, and depend upon the sound practices of selling copies and space.

John C. Shaffer, publisher of six great mid-west dailies, told a story of \$92,500 oil cash received, but denies misuse of his huge newspaper power.

George Creel, who is quoted as saying he played the fool, took the money because he was "broke," has finally learned the menacing meaning of the sneaky art described as "publicity consultant" or "public relations expert," pompous veils for the old press agent game.

Carl C. Magee's story concerning the purchase of the Albuquerque, N. M., Journal, reaffirms the ancient theory that newspapers published as organs of special interests or scheming owners are on dangerous ground.

We believe with the New York Times, in truth we know, that such adventures as Mr. Bonfils' fling in the collection agency field, are exceptional in newspaper practise. The rank and file of newspapers are published for their readers. Some of the testimony concerning newspapers has been humiliating and tends to lessen public faith in the press. But let the story pour out—in full! The final effect will be excellent. This is no time for cynicism or regret, but of hope for a sound cure of the patient in the operating room.

Any Man's Big Buy

THE Chicago Tribune, for Sunday, February 10, was one of the greatest seven-cent merchandise bargains ever offered to the public, in our unprejudiced opinion; wonderful in its contents of news, features, pictures, and trade announcements, both in volume and quality.

Inexcusable

FRANK VANDERLIP is an old Chicago newspaper man, who should know the dangers of rushing headlong into print or oratory, making his amazing and false Rotary speech the more inexcusable.

LIKE THE TROUBLED SEA

ISAIAH LVII: 20-21

But the wicked are like the troubled sea, when it cannot rest, whose waters cast up mire and dirt. There is no peace, saith my God, to the wicked.

An Exploded Fallacy

ONE of the commonest reiterated charges against newspapers is that there is invisible editorial control by advertising interests. We resent the charge. Year by year there are fewer incidents of brandishment of the advertising club.

A publisher has sent us a letter, evidently broadcast by an advertising agency, in behalf of a federal tax reduction plan now before the public. The writer said it was the unanimous belief of his advertising clients that the plan was for "business betterment" and urged all editors to support it.

As usual, in such letters, the agent gave no argument. Acting for his clients he firmly urged, but all in good humor, that everyone shut their eyes and stop their ears and shout for this particular tax idea.

Without posing as tax experts, we also are inclined to believe that the plan the agent's clients favor is excellent, but we are not prepared to say it is the last word on the subject. Some heaven-sent genius may rise up tomorrow with a plan which will lead the whole muddled world to readjustment. This genius might be a newspaper editor. If so, he will have received his inspiration with eyes and ears wide open.

It is dangerous and futile to tell men to stop thinking. But our friend, who takes offense at the agent's letter, is too serious. Anyone may write a letter to an editor. One of the most amiable conceits among men is that they are able to tell editors and innkeepers how to conduct their affairs. Common sense and honor of the men who sell advertising and edit newspapers can usually be depended on to hold in check unwarranted encroachments.

Vain Hushing

ATLANTA newspapers this week hushed a scandalous police item concerning the wife of the city's richest man and two prominent merchants. Out-of-town newspapers, with the story, came in large bundles and boys sold them at a quarter each. Debating societies may argue the propriety of newspaper publication of scandal, and Atlanta editors may have their reasons for suppression, but news discrimination in favor of the rich and powerful impairs public faith in newspapers. And hushing really doesn't suppress.

February 16, 1924

Volume 56, No. 38

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building 63 Park Row, New York

James Wright Brown, Publisher.

Marion E. Peck, Editor.

J. B. Keeney, Business and Advertising Manager.

Arthur T. Robb, Jr., Managing Editor.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

Shifting Sand

THE futility of the give-away advertising which New Haven department stores set as a substitute for newspapers, which they stupidly and expensively been fighting for three years is exposed in the columns of the sheet itself. In the issue of January 26, "Shopping News," we read that the publishers' as a test of public interest, ordered whole streets omitted by the distributors and "closed" several streets where the interest was not great enough to offset the cost of printing and delivering the paper." Indeed, where only two or three people on whole streets "kick" because of non-delivery, the department store publishers now abandon the carrier system and send the paper by mail to the two or three loyal souls.

The plain and simple fact is that the Shopping News is no substitute for a newspaper. It is interesting and does not carry weight to the average reader. It is the sort of advertising expedient which always falls of its own weight and why sensible business men will occasionally pour their money into such obvious sink holes is a continuing mystery.

It requires no very shrewd guessing to perceive that the New Haven department store proprietors' fight against the established newspapers is nearing its end.

We observe that specialty shops in that city are mushrooming around the shopping district, of course, biting into department store profits. That's the way it invariably works out for the egotistic merchant who thinks that his trade announcements are of such thrilling public interest that he may get them out once a week in a give-away imitation of a newspaper, escaping the legitimate costs of real newspaper publication, and a breathless public will storm his doors.

We are here to tell the New Haven retailers that it just doesn't work out that way for reasons tested and perfectly well known to department store proprietors in hundreds of American cities who are building big business this year on newspaper advertising.

Their Shoes Too Big

VERNON W. VAN FLEET and George J. Christian are conspicuously poor substitutes for such courageous defenders of the public interest of the Federal Trade Commission as William B. Colver and Victor Murdock, and the shouting is by a special minority which jolly well wants that department of federal government forgotten as a bad dream.

In and Out Unread

THE postal deluge in newspaper offices known as abatement. Editors have not time nor sight for the huge stream of advertising material, press agent offerings and whatnot. A syndicate recently offered an excellent feature to the newspapers, spending nearly \$1,000 for a mail sales campaign and received, we are informed, three inquiries and one order. What a wealth of printed material is lugged in by mailmen and out by janitors!

Real Editorship

"A NEWSPAPER is a great public trust," says Frank E. Gannett, in an editorial announcing the acquisition by the Gannett Company, Inc. of the interests of E. R. Davenport and W. J. Copeland in the Rochester Times-Union. The pledge of true editorship made by Mr. Gannett to his readers is a splendid acceptance of public responsibility and such spirit accounts for the remarkable progress of his organization in New York State.

Building Skyward

CONGRATULATIONS are due Detroit Free Press. The splendid towering plant it is now to build is but a material evidence of its towering moral strength in that magical city, Detroit. More public responsibility squarely and time will raise your portals to the skies! Therein lies the newspaper formula of success.

IS any organized movement in American industry more commendable, as a public service, than the truthful advertising campaign being fostered by American newspapers, written about elsewhere in this issue.

PERSONAL

V. VAN ANDA, managing editor, New York Times, is visiting cities of the Pacific coast on a tour of rest and recuperation, following an operation in New York.

John H. Fahey, publisher, Worcester (Mass.) Post and the Manchester (N. H.) Mirror, was guest of honor at a dinner given recently by the San Diego (Cal.) Chamber of Commerce.

George M. Rogers, general manager, Cleveland Plain Dealer, is in England studying methods in use in that country in making and stereotyping half tones. He is accompanied by Mrs. Rogers and their daughter.

Adolph S. Ochs, Frank Munsey, and Ogden Mills Reid were at the guest table, National Republican Club dinner, New York, Feb. 12, at which President Coolidge delivered his Lincoln's Day address.

William Randolph Hearst was guest-of-honor at a dinner given Feb. 13 by Mayor and Mrs. John F. Hylan, New York, at Palm Beach. Arthur Brisbane also attended.

Don C. Seitz, New York Evening World, and Arthur Guiterman, were guests of honor at the Dickens Fellowship of New York dinner last week, celebrating the 112th anniversary of Charles Dickens.

Elmer Crockett, president, South Bend (Ind.) Tribune, who suffered a stroke of apoplexy recently while visiting his daughter, Mrs. M. L. Fuller, in Chattanooga, Tenn., is improving. It will be some time before he will be able to return to South Bend.

S. E. Walker, president, Warren (Pa.) Times and Mirror, is spending the winter in Long Beach, Cal., where he has extensive oil interests.

Joseph Daniels, editor, Raleigh (N. C.) News & Observer, and former Secretary of the Navy, has been engaged by the John C. Winston Company, Philadelphia publishers, to write a life of Woodrow Wilson.

Frank P. McLennan, publisher, Topeka (Kan.) State Journal, called on President Coolidge Feb. 7.

N. W. Reay, publisher, St. Paul News, and Mrs. Reay have gone to Los Angeles for a month's stay. It is Mr. Reay's first vacation in 10 years.

Joseph Medill Patterson, co-editor, Chicago Tribune, is to speak Feb. 21, on the "Reflections of a Publisher," before the Medill School of Journalism of Northwestern University, Chicago.

John C. Shaffer, publisher, Chicago Evening Post and of the Shaffer papers in Indiana and Denver, Col., with Mrs. Shaffer, was on his way to Los Angeles last week when he was called to Washington to testify before the Senate Committee investigating naval reserve oil leases.

A. E. Sansoucy, owner and publisher, Ogdensburg (N. Y.) Republican-Journal, has been spending a week in New York City in the interest of his paper.

Louis Wiley, business manager, New York Times, will address students of the department of journalism at Syracuse University, Friday, Feb. 22.

IN THE EDITORIAL ROOMS

CARL T. ROBERTSON, associate editor, Cleveland Plain Dealer, who started on the south Atlantic trip of the Blossom in the interest of the Cleveland Museum of Natural History, is en route home from the Cape Verde Islands.

George A. Hough, managing editor, New Bedford (Mass.) Standard, and Mrs. Hough sailed Saturday, Feb. 9, for Rio de Janeiro and Buenos Aires.

Douglas Cooper, of Taunton, Mass., has been made Sunday editor, Elizabeth (N. J.) Sunday Times.

Phil Knox, formerly with the Sioux City (Ia.) Tribune, has resigned, and is

now operating two grocery stores in Sioux City.

Betty B. Low, Northwestern University student, is now on the reportorial staff, Cedar Rapids (Ia.) Republican.

Neal O'Hara, for some time columnist and special writer, Boston Post, has resigned to go to the Boston Traveler.

Emmett A. Moynahan, editor, Maren-go (Ia.) Republican, is recovering from a critical illness.

Frank J. Hickey has succeeded Samuel E. Turner as managing editor, Chester (Pa.) Times, following the latter's election as mayor of Chester. Mr. Hickey had been on the staff of the Philadelphia Public Ledger for five years, as head of the copy desk, make-up editor, night editor and assistant to the managing editor.

F. T. Sharts, formerly with the Sioux City (Ia.) Tribune, has purchased the Moore Clothing Co. of Sioux City.

John Alden, editorial writer, Brooklyn Eagle, presided at a meeting of the John Alden Kindred of New York, held Feb. 9, in New York. About 60 persons, all lineal descendants of John Alden and Priscilla, attended.

Gene Gold, reporter, Cleveland Plain Dealer, is now the correspondent of that paper in Painesville, O., succeeding W. R. Tuley.

Mrs. Alice Weaver, who has been conducting the schools' page of the Cedar Rapids (Ia.) Republican, has resigned and returned to her home at Des Moines. Miss Kathryn Stewart is her successor.

John W. Nagle, for several years managing editor, Duluth (Minn.) News-Tribune, and associated with that newspaper for more than ten years, has resigned.

Howard Kahn, editor, St. Paul News, is away on the government naval outing. Walter Chase is holding down his desk.

Herman E. Samuelson, formerly reporter, St. Paul Pioneer Press, and for ten years executive clerk to the governor of Minnesota, has been appointed secretary to Governor Preus of Minnesota, succeeding Charles R. Adams, managing editor, Duluth News-Tribune. Gus B. Wollan, formerly reporter, St. Paul Daily News, is made executive clerk.

Nat Howard, head of the local copy desk, Cleveland Plain Dealer, recently made a trip to Springfield, Ill., where he found old letters written by Abraham Lincoln when the latter was practicing law in that city.

Miss Margaret Defiel has returned to the social department, St. Paul Dispatch-Pioneer Press, succeeding Katherine Dobner, resigned.

H. E. C. (Buck) Bryant has rejoined the Washington Bureau of the New York Herald, after several months on the Washington staff, New York World.

H. G. Spauling, editor, Shawnee (Okla.) News, has been re-elected head of the Shawnee Chamber of Commerce.

Maurice S. Harman, proofreader, Hagerstown (Md.) Herald, has resigned because of failing sight.

Francis X. Coughlin, for the past five years state editor, Watertown (N. Y.) Standard, has resigned to join the Shaughnessy Knitting Co., Watertown, as publicity director. The Standard gave a party at the office in his honor.

J. Preston Usilton, who six weeks ago resigned from the Hagerstown (Md.) Herald to go into business in Baltimore, has rejoined the Herald staff.

Mrs. Estelle Champney, for the past 20 years a worker in the Michigan newspaper field, for some time with the Detroit Journal, and later was on the staff of the Detroit News, has returned to the News staff.

Charles H. Clark, editor, Gouverneur (N. Y.) Free Press, has returned to duty after recovering from a recent operation.

Mitchell Christensen, editor, Denver (Col.) Junior News, and Roy O'Connell, managing editor, have given up their work on the staff because of business interests. Walter Bogart, formerly desk editor, was promoted to editor.

D. H. Abbott, of Grand Rapids, Mich.,

FOLKS WORTH KNOWING

ARTHUR L. PERKINS, who was recently elected president, Texas Managing Editors Association, for the sixth successive time, has been managing editor of the Galveston Tribune since the summer of 1909.



ARTHUR L. PERKINS

He came to the Tribune in January, 1908, as telegraph editor. At that time all the afternoon papers in Texas were taking only pony reports of the Associated Press. The first leased wire service to Texas afternoon newspapers was opened in the autumn of 1909 and the list of leased wire papers has grown steadily since then.

Mr. Perkins had his first real newspaper experience as a reporter on the Joplin (Mo.) New Herald under P. E. Burton. From Joplin he went to Oklahoma City as a reporter on the Oklahoma Post. From Oklahoma City, Mr. Perkins went to Fort Worth, where he worked as assistant telegraph editor, Fort Worth Record. In a few weeks he was made city editor. Retrenchment caused by the panic of 1907 resulted in the loss of that position and he then went to Galveston.

From 1908 to May 1921, Mr. Perkins worked on the Tribune under C. H. McMaster, president and owner of the controlling interest in the paper. In May 1921 Mr. McMaster sold the controlling interest in the Tribune to Harry I. Cohen. Mr. Perkins also purchased a block of the stock at this time. An interesting fact is that Mr. Cohen 10 years before had worked on the Tribune as a reporter under Mr. Perkins' direction. They are now "teaming it" together.

Mr. Perkins was born on Pea Ridge, Ark., Oct. 25, 1875. He received a common school education followed by 4 years in Scarritt College, Neosho, Mo., from which he was graduated in 1896.

is now telegraph editor, South Bend (Ind.) Tribune.

IN THE BUSINESS OFFICE

GLENN C. HUFFY, circulation manager, Cedar Rapids (Ia.) Republican, has resigned and will become business manager of a daily newspaper published at Clinton, Ia.

Nathan Fullmer, business manager Salt Lake City Deseret News, is seriously ill at his home, the result of a nervous breakdown.

Jack Winslow, of the advertising department, Cedar Rapids (Ia.) Republican, has resigned and will become a commercial traveler for an Ottumwa, Ia., wholesale concern.

Norman T. Oppelt, formerly of the advertising department, Cedar Rapids (Ia.) Republican, has received a commission as captain in the Iowa National Guard.

O. F. Gage has been appointed New England Representative, of Mid-Week Pictorial, a national magazine of pictures, printed in rotogravure published by the New York Times Company. Mr. Gage was formerly advertising manager, Terre Haute (Ind.) Tribune, and at one time represented the rotogravure section of the Providence Journal.

Spencer Squires, treasurer, Salt Lake City Deseret News, has joined the Paragon Printing Company of that city.

Mrs. Frances Acker, for 10 years member, Rockford (Ill.) Star advertising staff, has joined the Rockford agency of the Equitable Life Insurance Company as a special representative.

HOLDING NEW POSTS

EARL R. OBERN from financial editor, Los Angeles (Cal.) Herald to vice-president, Jennings Corporation, investment bonds brokers.

Ralph P. Anderson, from secretary, Sacramento (Cal.) Advertising Club to feature writer, San Francisco Illustrated Daily Herald.

Martin P. Kelly, from police reporter, St. Paul Dispatch-Pioneer Press, to display advertising department.

Ray Humphreys, from assistant city editor, Denver (Col.) Rocky Mountain News and Denver Times, to feature writer, Denver Post.

William G. Appleton, from advertising department, Stratford (Ont.) Beacon-Herald, to advertising staff, Ogdensburg (N. Y.) Republican-Journal.

John A. Mitchel, from city editor, Elizabeth (N. J.) Journal, to managing editor, Elizabeth (N. J.) Times.

Raymond F. Erhard, from reporter, Elizabeth (N. J.) Journal, to city editor, Elizabeth (N. J.) Times.

Leslie M. Higginbotham, from copy desk, Cleveland Plain Dealer, to professor of journalism, University of Nevada, Reno.

WITH THE ADVERTISERS

PHILIP L. THOMSON, president, Association of National Advertisers and publicity director, Western Electric Company, gave an address before mem-

"Our last weekly report from the Haskin Information Bureau indicates the rapidly growing development of the Answers to Questions Department. We are glad to see it." V. Y. Dallman, Managing Editor, The Illinois State Register.

bers of the Pilgrim Publicity Association, Boston, Feb. 5.

Allan Herrick, advertising manager, United States National Bank, Denver, is spending a four months' leave of absence at the Harvard graduate school of business where he is taking up business research. Mr. Herrick is a past president of the Denver Advertising Club.

W. E. Wagoner, Galesburg, for the last year salesman for the Intertype Corporation, has resigned to join the Wilks Metal Refining Company staff, representing that concern in Illinois.

G. R. Burnett, advertising manager, California Bank, Los Angeles, Cal., has resigned to become advertising manager, Security Housing Corporation, Los Angeles.

V. C. Page has joined the Motor Products Corporation to direct the development of a new motor accessories division for national distribution of accessories. For the past three years Mr. Page has been general sales manager, F. A. Ames Company, Owensboro, Ky.

Raymond B. Small has resigned from the Postum Cereal Company, Inc. E. E. Taylor has been elected vice-president, in charge of sales and advertising.

C. O. Powell has been appointed advertising manager, United States Gypsum Company, Chicago, succeeding J. J. Williams. Mr. Powell has been in the sales promotion department of the United States Gypsum Company.

IN THE AGENCY FIELD

ROBERT EMMET KANE has joined the copy staff, Chappelow Advertising Company, St. Louis. Kane is a World War Veteran, having been wounded five times in service.

George W. Cushing was elected to the Board of Directors, Brotherton Company, at the annual stockholders meeting last week, and made secretary of the Company by the new board. Mr. Cushing became associated with the Brotherton Company last fall. Previous to that time he was with the Hudson Motor Car Company as advertising manager.

Alfred Austin Advertising Agency, formerly, 244 Fifth avenue, New York, is now located at 116 West 32d street.

William MacAvinche, one of the sons of A. J. MacAvinche will become associated with Roberts & MacAvinche beginning Feb. 1, 1924.

Millsco Agency, Inc., placing advertising in foreign countries exclusively and acting as the export department for a number of domestic agencies, has moved from 432 Fourth avenue to 381 Fourth avenue, New York.

Detroit Ad Service has opened a Cleveland office in the National City Bank building. E. A. Noyes, Cleveland advertising man, is in charge.

NEWS SERVICES AND SYNDICATES

M. M. OPEGARD, St. Paul correspondent, Associated Press, has been in North Dakota planning the preliminary work in handling the March 18 presidential primary in that state.

A. F. Littlejohn has been appointed Associated Press correspondent at Columbia, S. C., in place of J. H. Jenkins who is temporarily located in the A. P. office at Charlotte, N. C. S. V. Stiles, regular correspondent for the Associated Press at Charlotte, has been temporarily transferred to Havana, Cuba.

H. L. Steely who has been acting Associated Press correspondent, Tulsa, Okla., has been made permanent correspondent at that city.

Rodney F. Dutcher has been appointed manager of the United News, New York bureau. He formerly was in charge of the United News bureau in Chicago. He was married recently to Ernestine Richardson Hamm, of New Bedford, Mass.

WITH THE SPECIALS

KELLY SMITH COMPANY has been appointed national representatives of the Louisville (Ky.) Herald and Post.

All American Newspapers' Representatives, Inc., New York, have been appointed exclusive agents for La Prensa, Buenos Aires, by Romeo R. Ronconi, United States agent of that newspaper.

Dan A. Carroll, publishers' representative, has been appointed representative in the eastern territory for general advertising by the New York Telegram and Evening Mail, effective Feb. 11.

American Press Association has been appointed national advertising representative for the Danville (Ky.) Messenger. Other dailies recently added to the American Press Association list include the High Point (N. C.) Herald; Stillwater (Okla.) Press and the Cleburne (Tex.) Times. A branch office has been opened at 403 Kresge Building, Detroit. Earle T. Sutton, who has been appointed local manager, was formerly advertising manager for the Denby Motor Truck company and the Signal Motor Truck corporation and has lately been with the Anchor Press in a sales-service capacity.

Thomas F. Clark Company, New York and Chicago, publishers representatives, has been appointed national advertising representative for the Marshfield (Ore.) News.

C. L. Houser Company, New York and Chicago, has been appointed national advertising representative for the Montclair (N. J.) Herald.

MARRIED

JAMES NEALEY, New York Commercial editorial staff, to Miss Clara Bertha West, writing staff, Pictorial Review, in New York, Feb. 12.

Elizabeth Blun Cobb, daughter, Irwin S. Cobb, journalist and fiction writer, to Frank M. Chapman, a publisher, in New York, Feb. 12.

Leslie M. Higginbotham, state editor, Cleveland Plain Dealer, to Miss Marie Taylor, of Riverside, Cal.

Mrs. Anna Vio Gates, editor, Blair (Neb.) Tribune for the past 6 years, to F. W. Arndt, a Grand Island, Neb., automobile dealer, Feb. 7, at Grand Island.

Hy Mayer, cartoonist, to Mrs. Alice Devine, Norwalk, Conn., at Norwalk. The couple sailed Feb. 9, for a honeymoon abroad. They will visit Paris, the Riviera, Italy, Carlsbad, Vienna, Budapest, Berlin and London, returning to New York late in the summer.

John E. Sexauer, assistant to Frank Eblen, manager of the Akron, O., bureau of the Cleveland Plain Dealer, to Miss Mildred Henning.

NEW PLANTS AND EQUIPMENT

FIFTEEN new electrical metal feeders, devices which automatically feed metal to linotype machines, have been installed by the Cleveland Plain Dealer. The feeders are the invention of George Lee, one time linotype machinist on the Cleveland Press.

S. A. Perkins, president, Bellingham (Wash.) Herald and Reveille, is having plans drawn for a new plant, a two-story structure, 82 by 125 feet, containing a community hall.

Lewiston (Pa.) Sentinel has just completed installation of three new linotype machines and a Monotype lead slug and rule caster.

Percy Evans, Publisher, Escondido (Cal.) Times-Advocate, has let the contract for a new building for his newspaper. It will be of brick, 25 by 75 feet.

In just one week R. Hoe & Co. installed in the press room of the New York Evening Post a superspeed sextuple press. The press was originally ordered built for the Public Ledger, but turned over to the Post to meet an emergency.

Amsterdam (N. Y.) Recorder, Feb. 9, celebrated with a party the opening of the third floor of the Record building as the new home of the linotype department.

INCORPORATIONS

SUN PUBLISHING COMPANY has been organized at Poteau, Okla., with capital stock of \$12,000. Incorporators are: Fred C. Cowles of McAlester, Chas. H. Cowles and Joe R. Edelman, both of Poteau. The company will publish the Poteau Sun, a weekly.

Davis Printing and Stationery Company, Dallas, Tex., has filed an amendment to its charter changing the corporate name to the Southwest Printing Company.

Greenville (Tex.) Paper Company has been organized at Greenville with capital stock of \$5,000. Incorporators are: W. R. J. Camp, W. H. Camp and T. D. Starnes.

Application has been filed at Knoxville, Tenn., for a charter for the Sentinel Publishing Company, capital \$250,000. Incorporators: L. D. Tyson, Wiley L. Morgan, Herbert A. Rouser, Luther Baker and Charles T. Leonhardt.

Journal-Herald Company, of Dayton, O., has formed a corporation with a nominal capital of \$500, the incorporators being H. A. Marting, King Tollies and associates.

Forbes Ink Company, of Cleveland, has been incorporated under Ohio laws with a capitalization of \$15,000. The incorporators include Richard J. Forbes and A. J. Roth. Mr. Forbes is superintendent of the Charles Johnson, Eaneau and Company, printers' supply firm, of 1242 West Third street, Cleveland.

Steubenville Engraving Company, Steubenville, O., has been incorporated with \$2,000 capital by C. A. Conrad and B. P. Belmont.

Old Mill Ads Company, of Toledo, has been formed with an authorized capital of \$500 by Ray S. Merrill, Charles Peak and others.

Lack Paper Company has been organized at Tulsa, Okla., with capital of \$2,000. Incorporators are: Samuel A. Johnston, J. D. Johnston and J. F. Conway.

Texas Publication House of Dallas has filed an amendment to its charter decreasing the capital stock from \$100,000 to \$50,000. T. Campbell, president, said slump in business made reduced capital advisable.

Tribune Publishing Company of Wauhatchie, Tex., has increased its capital stock from \$8,000 to \$16,000.

NEW PUBLICATIONS

CHICAGO TIMES, weekly pictorial first number appeared Jan. 25.

James D. Barnes, formerly publisher Girard (Kan.) Democrat, has started a new weekly at Pittsburg, (Kan.) the Shopper's Guide.

J. C. Burton has launched the Verdel (Neb.) News. Verdel has been without a paper for several years.

F. C. Hawkins, former publisher Nashville (Ark.) Times, which suspended publication last year, has announced the purchase of a printing plant which he will set up in Ozan, Ark., for the publication of a weekly newspaper.

L. E. Robinson, publisher, Russell (Ia.) Union, has established the Melrose (Ia.) Tribune. Both papers will be printed in the Russell Union plant.

Church Copy For Every Paper

The Church Advertising Department of the Associated Advertising Clubs of the World is interested in having newspapers and churches cooperate in use of constructive announcements urging church attendance.

Because of request for good copy, the Department began offering several years ago constructive copy for newspaper use. Some papers are willing to pay a small fee for use of exclusive copy. Series No. 3 and No. 4, fifty-two and twenty-five ads respectively, will answer this need, obtainable from Herbert H. Smith, 518 Witherspoon Bldg., Phila., Pa. Special advertisements for special church days, available to only one paper in a town.

Other papers desire copy without charge. Series No. 5, obtainable from E. H. Harris, The Richmond Palladium, Richmond, Ind., answers this need. Any paper may use this series at any time.

Proofs on request

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

893 SERVICE 1924

as visualized by
BENJAMIN & KENTNOR CO.

It is pretty hard to find any point of contact too high for us to reach. Our standing in the field is a passport to almost any kind of an interview—and we know how to make interviews count for much.

BENJAMIN & KENTNOR CO.

Newspaper Advertising Representatives
West 45th St. 900 Mollers Bldg. New York Chicago
401 Van Nuys Bldg. Los Angeles

ANNOUNCEMENT

J. Thomas Lyons, for the past 8 years associated with The Sun Papers of Baltimore, is now Vice President and General Manager of **The Baltimore News** Baltimore's Oldest Evening Newspaper

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

THE Salt Lake Tribune

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

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

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

In New Orleans it's **THE ITEM**

ON THE MECHANICAL SIDE

G. GEORGE BUCKLE, for many years manager, bookbinding department, Salt Lake City Deseret News, has been retired on a pension.
Harry Godden, linotype operator, Ogdensburg (N. Y.) Republican-Journal, is confined to his home, suffering from a broken ankle.

CHANGES OF OWNERSHIP

T. DELOS MULLINS, president, Mount Ida Academy, Mount Ida, Ark., recently purchased the Montgomery County Democrat, lately owned by L. L. Hitchcock. The editorial management will be conducted by T. Delos Mullins and P. A. Tofft.
West Frankfort (Ill.) Independent owned by Ralph Yearwood, has been sold to the Ku Klux Klan. The newspaper plant has been moved to Herrin where it is to be launched as a Klan organ.

Tom F. Rogers has sold the Ravenna (Mich.) Times and the Conklin (Mich.) Enterprise to Henry J. Racine, formerly with the Etheridge Printing Company of Grand Rapids. Mr. Racine expects to enlarge the plants and install new equipment.
M. S. Sellers, owner and editor, Brady (Tex.) Sentinel, has purchased the Rising Star (Tex.) X-Ray and assumed charge.
Thomas V. Kemp, of Tioga, Tex., has bought the Holland (Tex.) Progress.

SCHOOLS OF JOURNALISM

MORE than 40 students have registered for the new semester of Medill School of Journalism of Northwestern University. Among the new students are Haridas P. Muzumdar of Bombay, India, a young Hindu, author of "Gandhi the Apostle," a book which is being used as a reference work by the Medill class in problems of contemporary thought.

School of Journalism at the University of Washington has been presented with a copy of the New York Herald for April 15, 1865. This is one of the edition telling about the assassination of President Lincoln. Professor F. J. Laube, of the political science department at the University of Washington, was the donor.

Third of a series of weekly lectures on journalism at University of Toronto arranged by Sigma Delta Chi fraternity and University Extension Department, was delivered on Jan. 30, by J. F. B. Livesay, general manager of the Canadian Press.

Lecturers for the second semester, Medill School of Journalism, Northwestern University, Chicago, have been appointed as follows:
Heywood Brown, New York World, on "It Seems to Me," March 20; Lorado Taft, sculptor, "Journalism and Art," April 17; Prof. John Adams Scott, "Journalism in the Heroic Age," April 24; Andrew R. Sheriff, lawyer, "Newspapers and the Courts," Feb. 28.

J. S. Myers, head of the department of journalism, Ohio State University, and for many years editor, Pittsburg Post and Sun, is absent on leave from the university for 3 months. He will resume his duties in the spring. Lester Getzloe, assistant professor, will be on leave from March 15 to Oct. 1. Russell Lord will leave the department permanently for active journalistic work next July.

American University of Commerce, 63 East Adams street, Chicago, has retained Robert McKnight, Ph.B., publicity manager, Central Manufacturing District of Chicago, and editor, Central Manufacturing District Magazine, to write a special correspondence course in advertising, comprising a series of 10 lessons.

Ben Hibbs, assistant instructor of journalism, University of Kansas, becomes a reporter on the Pratt (Kan.) Daily Tribune. His temporary successor will be Chester L. Shaw, senior in the department of journalism.

Basil G. Rudd, graduate of the Missouri University school of journalism,

will have charge of the new department of journalism, Washington University, St. Louis. Mr. Rudd was editorial writer, Omaha World-Herald.

Illinois and eastern Iowa high school journalists will be guests of the Knox College journalism department, Galesburg, Ill., Feb. 21-22 at their second annual convention. The organization is the Illinois High School Press Association. S. S. McClure, publisher, John H. Finley, newspaperman and educator, Knox graduates, and Prof. Frederick Beckman, head of the Iowa State College school of journalism, Ames, Iowa, will speak.

WEEK'S CLEVER PRESS FLASHES

The really significant thing about this oil mess has been uncovered by the Detroit News. Mr. Fall's middle name is Bacon. And Al brought it home with him.—R. F. P., in Scripps-Paine Service.

Another thing—does the man who doctors himself have a fool for a patient?—Dallas News.

William G. McAdoo said he left the cabinet to recoup his finances. He seems to have succeeded.—Pittsburgh Gazette-Times.

The office of President of the United States is within reach of the poorest boy in the land provided he does not accept a retainer from Mr. Dooney on the way.—N. Y. Evening Post.

Denby, paraphrasing Nathan Hale, seems to regret that he had but one oil reserve to give (away) for his country.—N. Y. World.

Youth is lyric, and it sings, Sure! sure! of many things. Age is prosy, dull and slow. And only sure it doesn't know.—Don Marquis, N. Y. Tribune.

No manufacturer has yet put a "Dome" teapot on the market, yet such a brand would be nationally advertised from the outset.—Springfield Republican.

Benjamin Franklin's picture is on the new \$100 bills. In order to get one of these handsome engravings just follow the lines indicated by Poor Richard.—Louisville Courier-Journal.

Beware the black cat. February has five Fridays.—Detroit News.

A Paris dispatch says that France claims a part of the credit for originating jazz. If the French have so weird an idea of the meaning of the word "credit," it is no wonder that their finances are in such a confused state.—Cleveland Plain Dealer.

"Write the dates—May 12 and 13—on your cuffs," says Paul V. Barrett, agent the coming Convention of our district of the A. A. C. of W., "and don't send the cuff to the laundry."—Advertising Club News.

This country will have 16,000,000 automobiles by the end of 1924, which means that the pedestrian's chances of being run over will have improved by 4,000,000 over 1923.—Boston Transcript.

It works out the same way in the long run. If the nations won't reduce their armies for themselves, they will do it for one another.—Bethlehem (Pa.) Globe.

According to a Norwegian it was a Norseman and not Columbus who discovered America. It doesn't seem to matter very much who was responsible; it is much too late to do anything about it.—London Humorist.

"Whiskers threaten a come back" announces a paragrapher. Is there ever a time when they do not need constant discouragement?—Detroit Free Press.

Germans were not greatly impressed with Mr. Dawes' first speech. Evidently he didn't promise to give them the United States.—Toledo Blade.

We will admit that Mr. Bryan owes nothing to geology, having accumulated his rocks from another science.—Cleveland Times-Commercial.

Alabama had no lynchings in 1923. This is the best kind of advertising.—Chicago Daily News.

The New York World Detroit News Boston Globe San Francisco Chronicle

Head the list of Sixty of America's Leading Papers That Publish the Weekly Feature Interviews of the

U. P. C. NEWS SERVICE, INC.

A Feature Endorsed By Such Newspapers Has Proved Its Value

Edward F. Roberts, Editorial Director
243 West 39th St., New York

THE TACOMA NEWS TRIBUNE

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

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation. Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,625,432 agate lines.

Greatest record in the South. Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

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—55 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

List Your Features in the Editor & Publisher Directory—See page 42

first!

- in daily circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis **NEWS**

READING CARPENTER IS SEEING THE WORLD

CARPENTER'S WORLD TRAVELS
Washington D. C.

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
1 So. Wabash Ave. 501 Fifth Ave.
Chicago New York

4,500,000 MEN

live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

NEW YORK EVENING JOURNAL

EVENING HERALD

Los Angeles, Calif.

Gained 28,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,963 Daily. Increase in Daily Average Circulation, 20,347.

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. Morris Hill, 716 Hearst Bldg., San Francisco, Calif.

ASSOCIATIONS AND CLUBS

IDAHO State Editorial Association has elected the following officers: president, F. F. Swan, publisher, Gooding Leader; vice-president, J. C. Safley, Grangeville Free Press; secretary-treasurer, Guy Flenner, Boise; members of executive committee, Nicholas Ifft, Pocatello Tribune and Ned Jenness, Nampa Leader-Herald.

Pasadena (Cal.) Advertising Club has elected the following officers: president, F. B. Guernsey; first vice-president, Carl Jackson; second vice-president, Joe T. Marshall; secretary-treasurer, Mrs. F. G. Yates; directors, J. Stanley Gaunt, David Booher, J. T. McLaughlin, A. D. Wood and S. T. Willis. The club has started with a membership of more than 50.

Oakland (Cal.) Advertising Club has elected Rudy Bitterman president. Other officers are: vice-president, Fred Tomaschke; treasurer, Ed Morehouse.

Annual dinner. **Advertising Club of New York**, will be held in the Hotel Biltmore, Feb. 21. Paul Meyer is chairman of the committee in charge.

New York Advertising Men's Post of the American Legion recently opened headquarters in room 729, Knickerbocker Building. R. J. Westphal, secretary, is in charge. The Post will entertain at its annual ball and revue, April 4, at the Pennsylvania Hotel.

Annual meeting of **Montreal Press Club** was held Feb. 12, and the following officers elected: president, Arthur Cote (La Presse); vice-president, Abel Vineberg (Gazette); secretary-treasurer, Gilbert Larue; assistant treasurer, H. Sommerville (Herald); managing director, Fernand Dansereau; directors, E. Beaulac (Le Canada); Lieut.-Col. O. F. Brothors (Herald); E. Tremblay (La Presse); R. Lipsett (Star); J. N. Cartier and Gustave Comte (Canada).

Advertising Club of Cleveland is offering a course covering 20 lessons "to bring the members into a closer understanding of the newspaper."

New quarters of the **New York Newspaper Women's Club** were formally opened this week. Martha Coleman, club president; Louella Parsons, Jane Dixon, Mrs. Josephine Ober, Emma Bugbee and Anne Dunlop received visitors.

Ollie W. Croucher, Evanston (Ill.) News-Index was elected president, **Medill Journalists** for 1924 recently after a week's balloting. Mr. Croucher was formerly secretary. Other officers are: Miss Dorothy Fay, club editor, Chicago Post, vice-president; Miss Ilse Callman, secretary; Clarence Pavey, treasurer.

C. C. Stockford, Stockford Advertising Service, Toledo, O., stressed the value of human interest in advertising copy to the **Toledo Woman's Advertising Club**, Wednesday, Feb. 7. Meeting of the **Upper Peninsula (Mich.) Press Association** which was to have been held recently in Marquette has been indefinitely postponed because of the inability of Lower Peninsula newspaper men, who were to have addressed the meeting, to make the trip at this time of the year.

Advertising Club of St. Louis held its second Move-More Merchandise Conference Feb. 11, 12 and 13. Nearly 1,000 merchants attended. J. H. Jones, vice-president, Ely & Walker Dry Goods Company, and president Move-More Merchandise Association, presided. Mayor Henry W. Kiel delivered the address of welcome. Others who spoke were: Carl F. G. Meyer, president, Advertising Club of St. Louis; W. F. Gephart, vice-president, First National Bank, representing the Chamber of Commerce; F. O. Watts, president, First National Bank; and R. Fullerton Place, vice-president, Advertising Club.

"YANKEES OF THE ORIENT" SURPASS EVEN AMERICANS AS NEWSPAPER READERS

JAPAN, a nation of newspaper readers, surpassing even the United States in this respect, was pictured this week for **EDITOR & PUBLISHER** by Clarence DuBose, for the past three years Tokyo representative, United Press Associations, who returned to this country recently. He leaves Feb. 16 to join the U. P. London, England staff.

Friendly towards the United States, especially interested in news from this country, the "Yankees of the Orient," as the Japanese are now frequently called, are rapidly assimilating many Americanisms, while remaining true to the traditions of Japan, according to DuBose.

"The total circulation of the 300 Japanese newspapers almost equals the population of the Island Empire, which is approximately 60,000,000," DuBose declared.

"The circulation of the Osaka Mainichi totals 1,200,000, while that of the Tokyo Nichi Nichi, a sister newspaper, is 750,000. Circulation of the Tokyo Asahi and the Osaka Asahi are almost as large.

"Through their newspapers, the Japanese are better informed on foreign affairs than Americans. Information concerning foreign markets and foreign affairs are absolutely necessary to Japanese business men, who, with heavy investments in other countries, are, in a sense, cut off in their Island Empire.

"American habits of life are rapidly being adopted by the Japanese. The batting records of Babe Ruth are as well known in Tokyo as in New York, while American movie stars are as familiar to the Orientals as to the inhabitants on any American Main street.

"Baseball is now almost the national game of Japan, taking the place of wrestling, the traditional sport.

"American jazz has made its appearance and dancing is increasing.

"But the Japanese adapt rather than adopt these Americanisms," DuBose continued. "After shouting in English 'Kill the empire!' at a baseball game, the Japanese native will visit the tomb of his ancestor and go through the traditional rites, dear to his Oriental heart."

DuBose declared there was absolutely no talk of war against the United States in Japan.

"Since the disarmament conference in Washington all war talk has absolutely ceased," he said. "Even the handful of jingoes have virtually subsided since the earthquake, when the United States was first to aid. Now everyone feels most kindly towards the United States."

DuBose narrowly escaped injury in the earthquake. He was on the third floor of the office building of the Nippon Dempo Tsushin Sha, talking to the foreign editor, when the first shocks were felt.

"Suddenly there wasn't any office," DuBose said. "That's simply fact."

With walls crumbling around him, DuBose went down the stairway, which was shaking like a ship's ladder in a heavy sea. He went to all telegraph offices trying to send bulletins to this country. All were completely wrecked. He stayed in Tokyo sending couriers in all directions with dispatches trying to get in touch with the outside world. For 2 weeks, Tokyo was absolutely cut off.

Knitted Outerwear Plans Ad Drive

More than \$125,000 will be spent during 1924 in paid advertising in newspapers by the Knitted Outerwear Bureau, New York, it is estimated.

AUTOMOBILE FEATURES

The Big Things in Motoring
Written in a Big Way

Write for specimens

The Ullman Feature Service
Home Life Building
Washington, D. C.

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

Few Papers—(if any)—surpass the

TRENTON TIMES
NEW JERSEY

AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lyttin Bldg.
New York Chicago

170 Pages

Every department store in Des Moines, individually and collectively, used more space in the Des Moines Capital in 1923 than was used in any other Des Moines newspaper. The excess in favor of the Capital amounted to 170 pages.

THE DES MOINES CAPITAL
Lafayette Young, Publisher
Special Representatives:
O'MARA & ORMSBEE, INC.
New York—Chicago—San Francisco

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

ONE paper noticed a jump in circulation when it inaugurated the policy of running two columns of small items daily from suburban and country towns within a radius of about 100 miles. The stories were not of vital importance but their small town's name in a big city date line tickled the vanity of many of the outlying sections and the expectation urged them on toward purchases of the paper.—David Resnick, St. Louis Times, St. Louis, Mo.

An index of substantial growth is found in bank statements. A Minnesota weekly newspaper footed up the resources and deposits of the banks in the county, compared it with the same record five years before and sold a half page of booster advertising to the Chamber of Commerce. The same newspaper used the facts for stuffers which had a big sale.—A. R. Buckingham, News, Austin, Minn.

An Old Customer's Week is a successful method of promoting business, retaining good-will and obtaining publicity of more than ordinary value, for when properly conducted it enables a store to impress upon the public generally the fact that its patrons stay with it. Suggest the idea to some merchant who has been in business for a number of years. It should be possible to obtain pictures of some of the oldest patrons of the store, together with testimonials from them as to the confidence they have in the store. A contest, with appropriate prizes, can be staged to determine the oldest continuous patrons, and additional prizes can be offered for the best letter on "Why I Have Patronized the Blank Store for — Years." As a finale, all participants in the contests should be invited to attend a banquet as guests of the store. During the entire week, special values should be offered to both old and new customers. To be successful, the event must be properly advertised both in advance and during the week—and much of the material obtained will provide an effective follow-up.—V. M. Kerr, 68 Rosedale avenue, Ottawa, Ont.

Are you making the mistake of neglecting the smaller radio dealers? The Springfield Republican has been running a column in its classified advertisements on "Radio and Radio Supplies" with excellent results.—R. L. Lurie, Box 21, Grove Hill, Mass.

Sometimes an ad may be pulled from many an unwilling prospect if only the right persuasion is used. Local solicitor hit on the stunt of carrying around several nearby papers and those of the home town. Now especially with cold weather setting in, the ads are picking up and the usually dormant business man can be pried loose of change if shown that his competitors both in home town and competing trade territory are alive to their business. It is one means of getting ads that are usually hard.—L. J. Jellison.

It is usually difficult to get office furniture and supply houses to advertise with any consistency. The St. Louis Star has overcome this problem by laying out a whole page, with a drawing of a modern office in the center of the layout, showing all of the latest office appliances in use. Each article is numbered and below to the sides of the picture are ads from firms selling the different articles pictured in the center. The whole makes a very attractive page and affords the advertisers very attractive tie-up advertising. The rate at which these spaces are sold of course is to be figured to include the picture.—J. E. Withers.

A mid-western newspaper, whenever possible, appoints the owner of the main general store in each of the smaller communities it enters, as its subscription agent. It finds that such agents give more attention to new and renewal subscriptions, and generally get the opportunity of seeing more persons the most number of times.—Pert A. Teeters, Lock Box 295, Springfield, Ohio.

This idea was recently to sell a special page in an Iowa newspaper. Several spaces about four by five inches were laid out on the page and enclosed in heavy rule, being connected by heavy rule, one to another. At the top of the page was a heading "Where to Shop Tomorrow." A grocer's ad appeared in the first space and the border rule connected it with a dry goods ad in the following space, and so on. Plenty of white space was used on the page and it presented a very attractive and novel appearance.—Donald O. Ross, Washington, Iowa.

1. Why you should advertise after the holidays.
2. Advertising is needed most after the holidays.
3. The after-holiday advertisement is not up to standard.
4. The best merchant this year will do something different.
5. Study the year's advertising.
6. Design you own especially to command attention by contrast.
7. Avoid exaggeration.
8. Be descriptive.

That is what one newspaper did and called attention to a story in a national magazine.

It provided results.—L. J. Jellison, Dubuque (Ia.) Times-Journal.

An alphabetical telephone index with the numbers of business houses who are regular advertisers in addition to the number of the paper itself and, of course, blank space is an economical way for any newspaper to obtain good will from the public while rendering a real merchandising service to its advertisers.—David Resnick, St. Louis Times.

Watch the program of your local vaudeville house and be ready to make a home run hit when Babe Ruth comes to town. He's right on the job when it comes to co-operating with the newspapers and advertisers on publicity stunts. Here's an example: A large Boston paper carried a double page on which eight local advertisers announced the personal appearance of the "King of Swat" at their establishments during certain hours of the day. Babe was pictured in connection with all sorts of merchandise from shoes to automobiles. The following headings tell the story:

"Babe Ruth Steals Home With the Latest Thing in Neckwear—the Whip Tie."

"Here's Babe Ruth and the Studebaker Car He Chose to Tour Boston in."

"Elcho (Cigars) Buy Them From Babe at Richardsons."

"Have Babe Ruth Fit Dr. Reed's Cushion Shoes to You Tuesday Morning From 10 to 10:30 o'clock. Don't wait for Babe Ruth to come but lay the plan before a number of your local advertisers and work it on the next celebrity who comes to town. They'll be most willing to co-operate with a live ad man for the benefit of publicity.—George C. Marcle, Republican-Journal, Ogdensburg, N. Y.

THE KANSAS CITY JOURNAL POST

Has Gained

9365

NEW SUBSCRIBERS

IN FOUR WEEKS

the first of the four periods of the Hollister plan campaign now being conducted, although its price is 50% greater than its competitors.

We Can Build Your Circulation Likewise Wire Us Care of Journal Post

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

1,367,279
lines gain
in
1923

Record of

The Washington Times
Washington's Growing Evening Newspaper

Also publishers of

The Washington Herald

Morning and Sunday

Dominant in its Field

G. LOGAN PAYNE

PUBLISHER AND GEN. MGR.

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.

New Haven Register

is New Haven's Dominant Paper

Circulation over 38,000 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

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in London

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

A MARKET MAGNET for Electrical Sales

Buffalo—where cheap electrical current rates, made possible by Niagara Falls power make electrical appliance selling easy when combined with judicious newspaper advertising. All you need is the pulling power of the BUFFALO EVENING NEWS ALONE.

A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS

Edward H. Butler
Editor and Publisher

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

The Deseret News SALT LAKE CITY, UTAH

Covers the news field in the best possible manner. Great popularity throughout Utah.

Foreign Representatives

CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in Preparation.
Standard in Every Respect.

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

COURT OUSTS VAN LEAR AS STAR PUBLISHER

Minneapolis Daily's Stockholders Win First Battle for Control—Both Factions Restrained—\$270,000 Mortgage Planned

A court fight has been started in Minneapolis for the management of the Minnesota Daily Star, reputed Farmer-Labor organ. A. C. Townley, Non-Partisan League leader is said to be behind the opposition to the present management of the paper.

Contest for control of the paper became an issue Feb. 8, when a majority of the stockholders at a special meeting voted to confirm the authority of four directors opposed to Thomas Van Lear, publisher, and asked for the resignation of Mr. Van Lear as president and treasurer, and of John Thompson as manager. Neither Mr. Van Lear or Mr. Thompson were present at the meeting, contending that the session of the stockholders was illegal and their action without effect.

The following day four of the directors opposed to Mr. Van Lear appeared in Hennepin county district court and asked for an order to restrain Mr. Van Lear and Mr. Thompson from continuing in charge of the paper. These four directors were Judge Harold Baker of Olivia, Minn., and Mrs. Minnie Cedarholm, A. B. Gilbert, and F. D. McMillan of Minneapolis, who are said to be supported by A. C. Townley.

Both factions were divested of all authority Feb. 9, by a restraining order issued by Judge Mathias Baldwin in Hennepin county district court. Mr. Thompson, as vice-president and general manager, was placed in temporary charge by the terms of the order, and the action set for hearing Feb. 14.

At the same time Judge Baldwin signed an order on behalf of the Seaman Paper Company, a creditor of the paper, calling on officers of the publication to show cause on Feb. 14, why a receiver should not be appointed.

In his restraining order Judge Baldwin took occasion to keep both factions from interfering with the control of the paper, and bound Mr. Thompson to exercise his duty temporarily as "virtually a receiver" by the following specific stipulations: that he must enter no new contracts, pay out no money, incur no new obligations, except as may be essential for the immediate operating needs of the paper; and that he must file a \$5,000 bond with the court.

Mr. Van Lear was president of the corporation until last December, when Mr. McMillan was elected president of the board of directors. He was one time Mayor of Minneapolis, elected as a Socialist.

At the Feb. 8, meeting of the stockholders it was also decided to issue a mortgage bond for \$270,000 to take up certain obligations of the paper, some of

which become due immediately on the retirement of Messrs. Van Lear and Thompson.

VOCATIONAL PRINTING SCORED

Wisconsin Editors Disapprove of Public Schools Competing Commercially

Milwaukee and Wisconsin editors, publishers and printers object to vocational school printeries which, maintained at public expense, nevertheless go into competition with private concerns. This sentiment was expressed in the following resolution adopted unanimously at the mid-winter convention of the Wisconsin Press Association, Milwaukee, Jan. 31 to Feb. 2.

"Encouragement of technical schools to supply the need of trained craftsmen for the printing industry, as described and advised by Merritt W. Haynes, department of education, United Typothetae, is extended; but the encroachment of public school printeries upon the territory of private print shops, through the solicitation and execution of commercial printing with tax-payers' money, must be regarded with suspicion and disfavor. Wisconsin editors and printers, as represented in this organization, are not partial to the extension of Socialism."

PRESS IS GREATEST INFLUENCE

Profoundly Affects Modern Life, Says McKernon, A. P. Chief

"Scientific news gathering has revolutionized newspaper practice and is exerting a profound influence upon society," Edward McKernon, superintendent Eastern Division, Associated Press, told members of the New Bedford (Mass.) Board of Commerce, in an address before that body recently.

"The greatest influence in a man's life today is the newspaper he reads," he said. "He may not realize it. He probably wouldn't admit it. He may think that his wife or his religion has the ascendancy with him, but he is mistaken. He may escape the one or dodge the other occasionally, but a man's newspaper stares him in the face morning, noon, and night. In his daily walk and conversation he reflects to a great extent what he has read. If he reads only the headlines he may reflect a good deal of misinformation. Let me talk with a man two hours and I will tell you what paper he reads. Also the care with which he reads it.

"We are writing the most glorious chapter in the history of journalism," he declared. "Thoughtless critics of the press are groping in the valley of little things. I would like to lead them to the heights where they might catch the vision of service to humanity that is at once the inspiration and great reward of the newspaper man of today."

Production of newsprint in the United States increased from 1,305,000 tons in 1913 to 1,465,000 tons in 1923, or 12 per cent.

Cartoons Urge "Safety First"

Some of the Paris newspapers are running "safety first" paragraphs in their columns accompanied by amusing and cleverly drawn illustrations showing what may happen to imprudent pedestrians.

Newspapers of the 23 chief cities of the United States carried 1,190,907,700 lines of advertising in 1923.

Clevelanders Form Bowling League

Employees of Cleveland newspapers and commercial job printing companies have formed a bowling league. William Martin, pressman, Cleveland News, is president; J. Corliss, News, vice-president; and Eddie Duerk, secretary. Teams have been entered from the Press, News Leader-News, Alco Press, N. E. Times-Commercial and Plain Dealer.

SUPPLIES & EQUIPMENT For Newspaper Making

Newspaper Presses Ready for You

Goss and Scott 24 Page Presses. Goss, Hoe and Scott Quadruple Presses. Hoe and Scott Sextuple Machines. Scott Octuple Machines.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY
CHICAGO NEW YORK
1441 Monadnock Block 457 Broadway

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

\$20 or \$50 Which Do You Pay?

If you are still clinging to the Linotype and galley system you probably pay around \$50 a week for the labor of keeping up your mail lists.

Write us for the list of publishers using our system and we will tell you how to keep up your lists for about \$20 per week.

POLLARD-ALLING MFG. CO.
Addressing and Mailing Machines
220-230 W. 19th St., N. Y. City

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, check woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

For Sale. Twelve page Duplex Tubular Plate press, 12 columns, 21 inches, with complete stereotyping equipment. Can be seen running daily at Woodson, The Messenger, Owensboro, Ky.

Printers' Outfitters Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Boston St., New York City.

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

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

USED BY THE SYDNEY SUN Sydney, Australia

We refer you to them for their opinion.



MAIN OFFICE Eastern Office
Fisher Building Marquette Building
343 S. Dearborn St. Broadway at 24th St.
CHICAGO NEW YORK

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

"BRINGING UP BILL"—"HANK AND PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY.
What Movie Stars wear when shining in their own social orbits. By fashion authority.
Tom Beck Features, 733 S. Fernando Building, Los Angeles.

Feature News

Editors desiring a novel and "different" service are taking Scripps-Paine Service.
Address: SAN DIEGO, CALIF.

Fiction

T A L E S

Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

METROPOLITAN WEEKLY SHORT FICTION maintains a consistent high standard of stories, authors and illustrations. Newspapers know they can depend upon it.
METROPOLITAN NEWSP. SVS., 150 Nassau St.

CIRCULATION BRINGERS

Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay \$3 and \$5 for each accepted.
Kadel & Herbert.
158 East 42d St., New York City.

GOSS "COMET" FLAT BED NEWSPAPER PRESS

FOLDS AS IT PRINTS 3,500 FOUR, SIX OR EIGHT PAGE PAPERS PER HOUR FROM TYPE OR FLAT STEREOS AND ROLL-PAPER. A 5 H. P. MOTOR DRIVES IT. A 12 x 12 FT. FLOOR SPACE ACCOMMODATES IT. SEND FOR CATALOG.

The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago

The Market Place of the Newspaper

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man. First-class copywriter, layout man, solicitor, sales correspondent available March 1st. Metropolitan and small city experience. North or Northwest preferred. Box A-608, Editor & Publisher.

Advertising Manager. Now employed, seeks change. 12 years' experience. Served as Advertising Manager and Business Manager successively on evening and Sunday morning paper in Ohio. Good salesman. Familiar with national advertising. Proven ability in copy writing, layouts, production, sales promotion, supervising solicitors. Doubled volume and increased rates 75% in three years. Record will bear close investigation. Box A-605, Editor & Publisher.

Advertising Manager. Thoroughly experienced available March 1st. Building and promoting newspaper advertising in both large and small cities. I am a proven executive and now have three prominent successes to my credit. I want to connect with a live newspaper in a live city where I will require every bit of the initiative and enthusiasm I possess to put it over. Write today for my record of the past ten years. Address Box A-616, Editor & Publisher.

Advertising Solicitor and Copy Writer, 29, married; seven years' experience; seeks position. Middle West preferred. \$50.00 per week. Now employed. A-615, Editor & Publisher.

Agency Executive. Male, age 35, single, 14 years' experience in handling, order, space buying, contact, production, service, statistical and allied departments. All references. Full or part time. Services available now. Box A-554, Editor & Publisher.

A Builder of newspaper advertising revenue is looking for a live publisher, city of 25,000 and up, who wants his advertising department put on a higher profit-paying basis. This man has an enviable record as a business builder. At present assistant advertising manager, evening daily, city of quarter million. Prefers smaller city for permanent connection. Successful record in general retail advertising, in national field, in promotional and special work, and in classified building. Forceful salesman, tactful, natural leader of men. Experience plus broad educational background. 28 years old, university graduate; married, Protestant. Possesses enthusiasm and energy to put over the hardest job. Builds lineage by showing advertisers how to use space more effectively, more profitably. Believes with Roger Babson: "Do a man a service and you will get his business." Will make salary concession to right publisher, if necessary. Highest references. Complete record upon request. Box A-596, Editor & Publisher.

"A Good Right Hand"
Some publisher who is willing to extend opportunity for part ownership in going newspaper in medium sized city east of the Mississippi and north of Mason and Dixon line. Advertiser is satisfactorily employed as assistant publisher on very successful daily, but no opportunity for ownership interest. In early thirties, married, college graduate. Exceptional equipment for general management, knows work of all departments intimately and understands men. If you need a man to take load off your shoulders and are willing to extend opportunity of interest in business under satisfactory conditions. Write Box A-610, Editor & Publisher.

All Around Newspaperman, 30, single; nine years' experience on Metropolitan Dailies; good on straight news and features; expert photographer, is seeking position. Will go anywhere. A-591, Editor & Publisher.

Circulation. Age 36, at present employed in west; successful record. Desire to locate in the East. Publishers needing a Go Getter Circulation Manager, send for particulars. Address A-603, Editor & Publisher.

Circulation Manager and Assistant, who, during the years 1922 and 1923, have produced an increase of 25,000 net paid or 23% of the present total circulation of the newspaper on which they are now employed desire an opportunity to build an organization and increase circulation for you. Can you use us? "Result Producer," A-577, Editor & Publisher.

SITUATIONS WANTED

Circulation Manager. At liberty immediately. Capable of highest production possible in your territory, installing thorough system, cutting overhead and introducing modern methods. Not a believer in premiums. Member I. C. M. A. Best of references. A-579, Editor & Publisher.

Circulation Manager of proven ability as an Organizer and Sales Executive in various high-grade lines seeks opportunity with Daily in need of services above the ordinary. Unless you have a problem to crack that requires tact, initiative and perseverance, do not answer. If your A.B.C. Statement indicates the limit of your possibilities, I don't want the job. Age 34, married, two children. Salary \$3,500.00. Address A-618, Editor & Publisher.

Circulation Manager who has had 5 1/2 years' experience. Schooled in getting things done. Understand the value of systematic driving for new business, while keeping a close hold on and consolidating gains. A.B.C. records so kept that Auditors rarely disallow stated claims. Have developed plan to account for all copies printed. I hate waste. Record for low distribution expense. Know how to convert editorial product into sales and helpful to advertising end to translate advertising opportunity into advertising lines. New York State, Pennsylvania or New Jersey preferred, but favorable opportunity elsewhere acceptable. A-600, Editor & Publisher.

Classified Advertising Manager. Young married man 27, with five years' experience as classified advertising manager, now employed, desires change where there are larger opportunities. Would accept position as assistant classified manager on larger paper. Can furnish the very best of references. Address Box A-592, Editor & Publisher.

Feature Writer, editor, dramatic experience; six years on metropolitan and small city dailies wants permanent connection. Know lay-out and all desk work. Ready to report at once. Credential. Write or wire Editor, 3314 Choate Place, Detroit, Mich.

General Business Executive Now at liberty. Thoroughly trained in all departments of the newspaper making from the duties of the devil in a small provincial daily to business manager of one of New York City's prominent newspapers. Also experienced in national field through trade paper and newspaper brokerage affiliations. Prefer Eastern territory but will consider other locations. Correspondence invited and strictest confidence observed. Address Box A-532, care Editor & Publisher.

General Mechanical and Production Superintendent. Open March 1. Practical, all-around, technically and University trained; young. Consider newspaper syndicate or what have you? A-543, Editor & Publisher.

Increase Your Classified. To publishers in towns of 25,000 or less. I can double or treble your classified. I work the non-advertisers and the logical classified advertisers. I sell them not a classified ad but the necessity of advertising daily. Result classified permanently developed. Considerable experience. Know how. Been on over twenty papers. Prepared to handle papers in Illinois, Wisconsin, Michigan and middle west. References, etc. O. H. Lachenmeyer, Dover, Ohio.

Mr. Publisher, or Business Manager, are you in need of the services of an advertising manager who has been through the mill, a producer who in the small amount of space occupied here, cannot go into details but he knows the answer to the problems that confront the head of the advertising department of a daily newspaper. Has had experience on both morning and evening papers published in cities from one hundred to five hundred thousand population. Is nationally known. For logical reasons is desirous of making new connection. Would entertain proposition to take the advertising management of progressive paper published in city 25,000 to 50,000 on basis of nominal salary and commission on increase in advertising earnings. Terms and details will be covered in a three year contract. Full details on request. Address G. W. P., 419 Huntington Ave., Buffalo, N. Y.

News Editor Three years on city desk of daily in town of 9,000. Am 25, ambitious, capable. Married. Good health and habits, steady, reliable and hard worker. Employed at present. Would require at least 3 weeks to notify present employers. Address Box A-595, Editor & Publisher.

Practical Printer in situation either as manager or foreman. Thirty years' experience in newspaper and job departments of country weeklies and small city dailies. Go anywhere; East preferred. Address Box A-570, Editor and Publisher.

Telegraph Editor. Single. Desires change to afternoon daily post in city of 50,000 up, anywhere. Two weeks necessary. A-563, Editor & Publisher.

Wanted, Position as Business Manager, daily newspaper. Record of seven years on middle west evening daily. Sale makes change necessary. References. Address Box A-599, Editor & Publisher.

SITUATIONS WANTED

Young Man with ability and a willingness to work wants job as advertising solicitor on a newspaper where there is a chance to advance. Several years' experience. Capable layout and copy man. Married. Central West preferred. Address A-569, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising, Business or General Manager. Somewhere there must be an experienced man possessed of force and ability who is seeking an opportunity of connecting right in above capacity and who is in a financial position to carry himself or accept a very nominal remuneration for 60 or 90 days on a Chicago local weekly. Paper has been established for nearly 20 years but in run down condition. Right man can easily double business in six months. Earnings now a little better than even break. Paper is issued as a tabloid and guaranteeing a circulation of 10,000 copies weekly by carrier and mail. If the right man can accept the terms of this proposal for the present, salary should be \$4,000 to \$5,000 in less than a year. The business is here and the publisher is willing to pay the man who will help him develop this property. State experience fully. Replies will be treated confidentially. Sample copies on request. Box A-625, Editor & Publisher.

Advertising Solicitor, layout and production man for suburban newspaper. Real opportunity for hustler with ideas and ambition. Davenport Press, Mineola, L. I.

Cartoonist Wanted. Leo Thiele, cartoonist and artist for the past eight years with The Sioux City Tribune, is called to the New York field. We are, therefore, looking for a finished commercial artist with an ambition to become a cartoonist. Address Eugene Kelly, Sioux City, Iowa.

Classified Advertising Man Wanted to take charge of classified department in the leading newspaper in its territory. Address stating experience and salary. Box A-602, Editor & Publisher.

Classified Advertising Manager. For evening newspaper of 7,000 circulation in live Wisconsin city of 20,000. Pleasant working conditions and splendid future. Write fully, stating starting salary, Record-Herald, Wausau, Wis.

Linotype Machinist Wanted. To take charge of 7 linotype plant equipped with 2 Ludlows and a Monotype strip caster. Pleasant situation, permanent employment. Union shop. Wages \$49 per week. Apply or write Plant Superintendent, News, Newburgh, N. Y.

Managing Editor. Want high class man, good executive on morning daily with 13,000 circulation. Middletown. Address A-590, Editor & Publisher.

Representatives Wanted throughout country to obtain subscribers for Daily News sheet. Liberal commission. Room 801, 32 Nassau Street, New York City.

Salesmen Wanted by Largest Circulation Building Organization in the Country. Road men, Salesmen, Solicitors who are experienced in newspaper work, we are operating fifteen campaigns with many more to start this year. Splendid opportunity for permanent connections with rapid advancement to producers. Strictly commission basis. Must furnish clean record and intend making permanent connection. Address Desk R., The Fred Cox Service, Coatesville, Pa.

Wanted. Reporter by morning paper. Must be able to produce good copy and prefer man with some desk experience for occasional copy desk relief. Address E. F. Walrath, Mng. Ed., The Register, Sandusky, Ohio.

Wanted. Special edition promoter for anniversary number. No live advertising man and woman on a commission basis of 20% until ability is shown. Apply by letter with all particulars and references for appointment. George F. Foley, Editor, Bergen County Journal, 42 Anderson avenue, Hudson Heights, N. J.

NEWSPAPERS FOR SALE

A Daily Paper, \$5,000. Indiana County Seat, Democratic daily, going and growing, for sale for price of dead plant, at above figure and assumption of \$2,000 mortgage, if taken immediately. Now splitting even, big prospects ahead. Unless willing to come at once for investigation save your time. Address A-597, Editor & Publisher.

For Sale. Evening newspaper, New England city 15,000 to 20,000, large trading center, Associated Press membership; will sell real estate or will rent adequate quarters, with or without stereotyping equipment and accompanying press. A-601, Editor & Publisher.

For Sale. Well established and money making California daily—town of 6,000. Will take \$20,000 Cash as first payment. Unless you have this sum available don't answer this adv. Address A-619, care Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES
PALMER, DE WITT & PALMER 159 Madison Ave., New York
Pacific Coast Representatives
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

HAVE YOU SOLD magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Newspaper Radio Broadcasting Station complete with tubes, generator, all equipment, fully tested, for sale at very attractive price owing to combination newspapers. Address Radio A-588, Editor & Publisher.

Newspaper Brokerage and Appraisal Company will sell established concern with very large clientele. Terms might be arranged with responsible party. Substantial cash payment required. An exceptional opportunity. Address A-607, Editor & Publisher.

Premiums. Sherlock manufacturer of circulation building premiums sells direct to newspapers. Articles used with success from office or with canvassers. Write for particulars. Geo. K. Sherlock, Jr., Mfr., 513-529 Court Street, San Bernardino, Calif.

Ten to Twenty Thousand Cash for interest in daily newspaper city of 20,000 up. Successful young all-around newspaper executive, at present advertising manager in city of quarter million, desires permanent location in smaller city. Wants cash interest and place on business staff. Paper must have possibilities for growth. Offers confidential. State details. Box A-614, Editor & Publisher.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

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, 820 Butler Building, Cincinnati, Ohio.

Reporters! Join the \$5,000 a year class. Send fifty cents (coin) for list of fifty trade magazines, material wanted and rates. Twenty-five cents for list of 25. Compiled by experienced reporter and trade magazine contributor. George Smedal, 1439 First Avenue, Cedar Rapids, Iowa.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

Why do so many papers regularly print the daily serials of Mildred Barbour?

"Fairweather Wives" now being released. "Love Stakes" ready soon.

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK

Thomas W.
Briggs
Company
General Offices
Memphis, - Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our
Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's



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



Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

AT the head of its editorial column, the Boston Globe has been running a little feature called the "Globe's Daily Story," a joke chosen carefully which hits the right spot, and which has become one of the most quoted features of the paper. R. L. Lurie, Box 21, Grove Hall, Mass.

The Librarian of a certain large city furnished the newspapers of the town with a good little box when he said that many books worth several dollars each were stolen and sold as waste paper by petty thieves who received about two cents each for the books. What will your home town Librarian say about this?—David Resnick, The Times, St. Louis, Mo.

"One Exciting Moment," is the head used by the Minneapolis Journal in a series of short accounts of daring feats performed by the members of the Minneapolis police department. These stories are written as much as possible in the officer's own language and relates his most exciting experience, usually some time when he came near death or was wounded making an arrest. A half column photo of the man enhances the drawing power of the series. Perhaps the addition of fire department members would add interest to the series.—George Smedal, Cedar Rapids, Ia.

Every city and town has some men and women in it who came there with practically nothing but who today are worth real money. They made it in the city. Run a series of Little Stories of Success telling the life story of these people. How much they had when they arrived. What they did and how much they are worth today. It is surprising to find how easy this copy is to get and also surprising to find out how much reader interest it possesses.—Russell R. Voorhees, Miami, Fla.

Why a telegraph editor? Lots of readers think telegraph copy comes over the wire just as it appears in print. One newspaper wrote a short explanatory lead followed by some wire copy in the shape and order it was received, using in a parallel column, the same story after it was edited and compiled.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

A resume of the week's activities in the schools throughout the country is given each Saturday by the Rushville (Ind.) Republican. Each school has a correspondent, who sends in the news. This is massed on a page and resembles a newspaper itself, which carries the heading "The County School Reflector." This feature has proved to be a good circulation getter as scores of names, which would not otherwise appear, are printed each week. It also tends to show up good cub reporter that is being developed in the schools.—Yandell C. Cline, Columbus, Ind.

When your paper reaches the home of the subscriber which one of the family reads it first. I know one family that is so interested in their evening paper that they all read the paper at once. They do this by dividing the pages amongst themselves, exchanging pages with each one after finishing reading them. Invite the school children to write little letters telling what part of the paper each of the family likes the best, which one reads it first, etc.—B. F. Clark, 101 West 15th street, Hutchinson, Kan.

A great many people like to argue and if given the opportunity will write letters freely upon almost any subject of current interest. A "Debate Column" headed

with a different subject each week such as, "Would a sales tax be better than an income tax?" "Is a lawyer the best man for public office?" "Has the automobile done more good than harm?" may be employed to bring out discussion from readers. Letters may be limited to a fixed number of words and the subjects changed more or less frequently as results dictate.—Ernest Cordeal, McCook, Neb.

The Olean Times, under the standing head "The Boys Who Wore the Blue," ran life sketches of the Civil War veterans of the city and territory. The series proved most popular, and hundreds of scrapbooks were made by readers. In the past the Times found it difficult to obtain the war records of dead veterans, but now the newspaper has an obit of every vet in its territory.—W. Quinn, Olean, N. Y.

In cities of over 50,000 population there is always plenty of available news reel material. Often an editor can make arrangements with a commercial photographer or movie man to take one or more reels of news matter at a reasonable figure. The film can then be sold to a local playhouse and run once a week under a heading featuring the newspaper in conjunction with the theatre. The paper will get hundreds of dollars worth of publicity for little or nothing and will make a name for itself as the most up-to-date sheet in the city.—C. C. Moyer, San Diego Sun.

A feature which has made good in a Rhode Island town is the use of a series of writeups about prominent and semi-prominent people under the caption, "KNOW YOUR NEIGHBOR." A reporter is sent out every so often to interview these people, and persons living in the town but working elsewhere are written up as well as those who pursue their occupations in the town itself. This can be worked up to a daily series for a limited number of days or, better still, be used once a week, say in Saturday's edition. This is also a good idea for weekly papers.—James W. Rhodes, 2 Gallatin street, Providence, R. I.

To stimulate the sale of bathing suits in winter, the usually dull season for this wear, get one of your local theatres and one or more stores selling bathing suits to co-operate in holding an amateur diving contest at the theatre. Sell a page ad, with a double tie-up for both theatre and stores. Have the latter offer prizes if the successful contestants purchased the bathing suit at that particular store. Or have the store offer a prize, possibly a bathing suit, anyway. This contest should create a demand for suits and also bring good business to the theatre. Such contests could be held every week, or every two weeks. If a local theatre doesn't care to put on the contest, stage it at an indoor bathing pool. Photographs of the successful contestants with a good story, would make an interesting Sunday feature. Doubtless as many boys could be induced to enter this contest as girls. The feature of the contest is the comedy results, although occasionally an amateur with considerable prowess may appear. The audience is the judge. Cups, as well as bathing suits, may be given as prizes.—C. L. Moody, Lynn (Mass.) Telegram-News.

Duluth Architects' Association is furnishing prepared material for the Saturday building page of the Duluth (Minn.) Herald. Designs and photographs of the best work in Duluth done by members of the association is provided.

BILLY STIFF

is a
comic character
who makes lasting
friends!

Proofs on your
say-so!
ART CRAFTS GUILD
INC.
510 N. DEARBORN ST.
CHICAGO

Cappy Ricks

Peter B. Kyne is writing a
new Cappy Ricks story for
us each week. Ask about it.

UNITED FEATURE SYNDICATE

A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

The Dodobird and The Dinosaur

By Henry Edward Warner

THE INTERNATIONAL
SYNDICATE
213 Guilford Ave., Baltimore, Md.

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
25 Spruce St. New York

PENNSYLVANIA PEOPLE

will see your message when placed in this list of daily newspapers.

Pennsylvania people, 8,720,017 of them, comprise 8.2 per cent of the population of the United States.

78.7 per cent are native born whites

18.8 per cent are foreign born

2.5 per cent are negroes

One hundred and seventy cities of over 5,000 population claim 58 per cent of the total population.

Forty-two per cent live in towns of less than 5,000 or on farms.

Pennsylvania's diversified industries, its tremendous activities and the constant demand for Pennsylvania products, make busy, smoky, hustling communities, where big money is made and spent constantly.

Newspaper advertising in Pennsylvania means placing your product before a receptive audience anxious for all that is best, regardless of price.

Do not pick your papers at random. Choose these papers that herewith submit their circulation figures and rates.

The Pennsylvania daily newspapers are splendidly prepared to render exceptionally efficient service to national advertisers at a very low cost per line per thousand circulation.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	28,398	.09	.09	**Pottsville Republican and Morning Paper.....(E&M)	16,239	.08	.07
**Allentown Call(S)	17,114	.09	.09	††Scranton Republican(M)	32,645	.12	.10
††Bloomsburg Press(M)	6,990	.029	.029	††Scranton Times(E)	39,412	.12	.10
**Chester Times(E)	14,110	.055	.055	**Sharon Herald(E)	5,861	.0285	.0285
††Coatesville Record(E)	6,097	.035	.03	††Sunbury Daily Item(E)	4,302	.025	.021
**Connellsville Courier(E)	6,006	.02	.02	Warren Times-Mirror(E&M)	10,637	.036	.036
††Easton Express(E)	21,039	.07	.07	**Washington Observer and Reporter(M&E)	16,971	.06	.05
††Easton Free Press(E)	12,711	.05	.05	††West Chester Local News.....(E)	11,057	.03	.03
††Erie Times(E)	28,595	.08	.08	**Wilkes-Barre Times-Leader.....(E)	22,599	.08	.05
**Harrisburg Telegraph(E)	39,537	.095	.095	††York Dispatch(E)	17,873	.05	.05
††Johnstown Ledger(M)	15,879	.05	.05	††York Gazette and Daily.....(M)	17,360	.05	.05
**Oil City Derrick(M)	6,296	.035	.035				

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

More than half the families in
Philadelphia
own their homes

According to the report of the United States League of Building and Loan Associations there are 10,009 of these associations in the United States; 3,300 of them are in Pennsylvania and 2,434 of the State's total are in the City of Philadelphia.

This means that practically 25% of America's Building and Loan Associations are concentrated in the City of Homes.

Of the half a million homes in Philadelphia and vicinity, more than half of them are owned by the families living in them, and many of the other half are now being purchased through regular monthly payments in Building and Loan Associations.

There is nothing makes for solidity and wealth like pride in home ownership, and it is also a very big reason why your products can be profitably advertised in this market.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—505,035 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK
814 Park-Lexington Bldg.
(46th St. and Park Ave.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

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117 Lafayette Boulevard

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

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