



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1924

SUITE 1117 WORLD BUILDING, NEW YORK

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

Vol. 57. No. 26

NEW YORK, NOVEMBER 22, 1924

By Mail in Advance \$4, U. S. A.; \$4.50, Canada; \$5, Foreign 10c Per Copy

Chicago Tribune proves to Brunswick *that* National Advertising is Most Profitable *- when run in Newspapers*

THAT the United States is a group of sectional markets has been recognized in planning and directing the sales of Brunswick Phonographs and Records since their introduction in 1916. Dividing the country into 20 sales districts, with branch managers and warehouses, these zones are covered with economy and efficiency.

For its first six years, however, Brunswick advertising was handled from an entirely different viewpoint. National magazine advertising blanketed the country as a single unit market. But in 1922, when an analysis revealed the necessity of applying to advertising the same sensible principles which governed sales, the advertising policy was entirely changed. And, with a smaller advertising expenditure, distribution has been enlarged, dealer co-operation increased, and sales and profits multiplied.

Enormous wastes in Advertising that did not match sales efforts

In making this Brunswick analysis, each of the 20 sales districts was charged with its proper share of the money spent in 17 national magazines then carrying Brunswick advertising. Many districts, it was learned, were receiving more advertising than their actual or potential sales warranted. Other districts were under-advertised. The total waste was startling.

Zone newspaper advertising was considered, therefore, with expenditures correctly proportioned to the 20 sales districts. The Brunswick Chicago District which matched the Chicago Tribune territory, was chosen to test the soundness of the plan.



The first page advertisement under the new plan appeared in The Chicago Sunday Tribune, in October, 1922. The sharp upward trend in dealers' sales, usually deferred until December, started immediately. October and November sales showed heavy increases without robbing the usual big December business.

In just four months, page advertising in The Chicago Tribune so multiplied business that Brunswick's 1922 sales in the Chicago Territory jumped to 30% of the sales for the nation!

Wins enthusiastic co-operation of Brunswick dealers

The enthusiasm of Brunswick dealers over the new program was shown in a striking demonstration. Eighty per cent of the Brunswick dealers in the Chicago Territory signed an optional agreement to insert at least 80 inches of advertising each month in their local newspapers and to arrange window and floor displays tying up with The Chicago Tribune advertising.

Over 150 metropolitan newspapers now carrying smashing schedules of Brunswick advertising. Each of these markets has shown gratifying increases in sales, some as high as 140%.

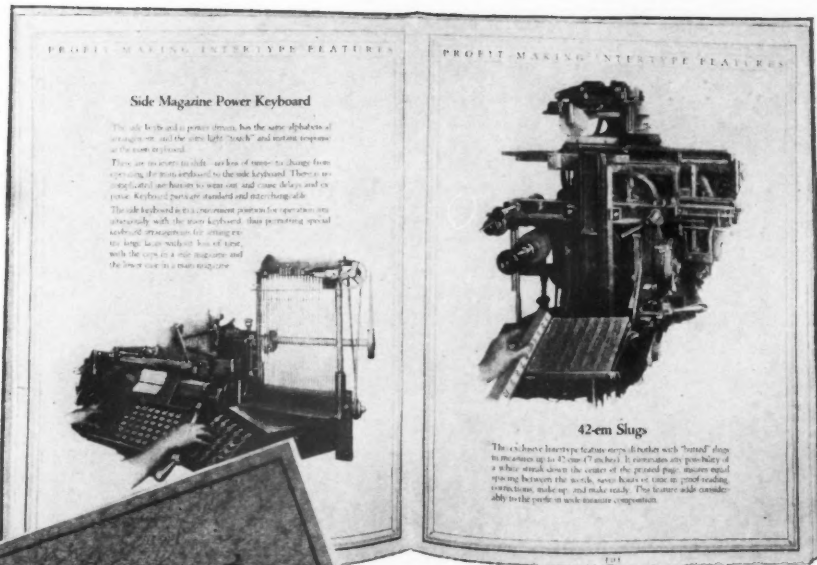
Is your advertising free from waste? Could it dovetail more closely with your sales efforts? Can you secure more co-operation from your dealers? Are you getting your share of business from the rich five states of the Chicago Territory? Ask a Tribune man to call. You may find, as Brunswick did, that he can point out a way that leads to more sales at a lower cost.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

55*
23
57

Send for Your Copy of This New INTERTYPE BOOK



A Book of Pictures

You need not be a machinist to understand this book. It does not describe Intertype features merely as mechanical devices. It shows in pictures how the standardized Intertype prevents loss through obsolescence, and how certain features increase production, how some reduce cost of upkeep, how others prevent expensive interruptions of service. Your copy is ready—it costs you nothing—and you will be glad to have it.

Standardize!

The Intertype is unit-built. You buy a Standardized Basic Unit and whatever Standardized Equipment Units you need—when you need them. You need not tie up money now for possible future requirements, yet you are always ready for changing conditions. And your investment is protected, for no Standardized Intertype has ever become obsolete.

MAIL THE COUPON

Intertype Corporation, 50 Court St., Brooklyn, N. Y.
Send the Intertype Feature Book to:

Name

Firm

Address

.....

“Exclusive Agents”

- ¶ There may be room for debate as to the value of exclusive agencies in some fields—
- ¶ But time has demonstrated the value of concentration of effort in the distribution of the Sunpapers.
- ¶ The “franchise” for a Sun Carrier Route represents a considerable investment of time and a substantial investment of money by a responsible business man. We use “franchise” advisedly, for if the Sunpapers are not to be classed as a public utility, then Baltimore doesn’t know what a public utility is.
- ¶ The business men who operate the Sun Carrier Service devote all their time and effort to the distribution of the Sunpapers—and the Sunpapers alone. They are not permitted nor do they consider it worth their while to give their attention to anything else.
- ¶ In this case, at least, the exclusive agency has more than proved its case. The actual, mathematical proof is in the circulation figures of the Sunpapers—the relation between street sales and doorstep deliveries.

October Average Net Paid Circulation

Daily (M. & E.) . . . 248,618

Sunday 180,930

A Gain of 3,940 Daily and 2,831 Sunday over October, 1923

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

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

THE
MORNING



EVENING

SUN
SUNDAY

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

Sell Philadelphians

through The Bulletin

PHILADELPHIA'S NEWSPAPER

“Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him—he knows.”

Dominate Philadelphia, the third largest market in the United States. Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads.



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.

Circulation for 6 months ending September 30th, 1924—516,609 copies daily.

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EDITOR & PUBLISHER



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

Vol. 57

NEW YORK, NOVEMBER 22, 1924

No. 26

Magazine Men Debate Circulation Methods Before A. N. A. Annual Convention

Review of Reviews, Crowell and Curtis Publications Differ in Means of Getting Readers—Glossinger Address Shows How Newspapers Were Used Effectively in Unique Tie-Up Advertising Drive—Sullivan, Ill, Resigns—Sumner Elected President

WHAT was termed a "clinical study of magazine circulations" marked the greatest achievement of the fourteenth annual convention of the Association of National Advertisers, held Nov. 17 to 19 at the Ambassador Hotel, Atlantic City, N. J.

In support of this statement, the more than 300 delegates attending were generally agreed.

While newspaper circulations were not touched upon in any of the sessions, it was definitely stated on the convention floor that the daily press would at an early meeting be granted the same opportunity afforded magazine men to tell about the quality of their circulation coverage for the benefit of A. N. A. members, representing an annual advertising purchasing power of more than \$300,000,000.

The plan as outlined by President Philip L. Thomson, publicity director Western Electric Company was to make this week's circulation discussion the first of a series with a view to "establishing cordial and working relations between publishers, advertisers, and advertising agents over matters of common concern."

The circulation clinic occupied Tuesday's entire afternoon session, being the peak of a program which included speeches on the high spots of 1924 advertising campaigns, talks on copywriting, the annual banquet, business sessions and the election of new officers.

G. Lynn Sumner, vice-president of the Woman's Institute of Domestic Arts and Sciences, and advertising counsel of the International Correspondence Schools, Scranton, Pa., was elected president by acclamation to succeed Mr. Thomson. He had just completed a term as vice-president of the A. N. A. Ralph Starr Butler, United States Rubber Company, was elected first vice-president.

Regret was expressed by the delegates in a resolution on the illness of John Sullivan, executive secretary, who surprised many members by announcing his resignation from the A. N. A. effective December 1, on account of poor health. The announcement was read to the convention, Mr. Sullivan being unable to attend.

The retiring secretary has been with the organization nearly ten years, and, as one speaker revealed, took hold when the association was almost dying and put it on its feet again.

One of the first problems facing the new president, Mr. Sumner, therefore, will be appointment of a successor to the secretariat as efficient as Mr. Sullivan.

The report of the committee on newspaper relations made by Sam E. Conybear, Armstrong Cork Company, chairman was an interesting feature of the business session. This was to the effect that too wide a spread existed between foreign and local advertising rates in the newspapers for equal lineage.

The committee reported it had made a survey of 295 newspapers in 126 cities which disclosed a differential in rates running from zero to 80 per cent, un-

favorable to the national advertiser. The majority of newspapers, the report stated, showed there was a differential of 15 per cent or less on 10,000 lines.

"What we want to know," the committee questioned, "is just what is a justifiable differential?"

To this end, it was resolved to continue the work of the committee with the further suggestion that it co-operate with the Bureau of Advertising of the American Newspaper Publishers' Association in seeking out information for members on this question.

Real entertainment was not lacking at the circulation clinic, where magazine men were allowed to rip open their reader-getting methods for inspection of the national advertiser. It developed into a friendly, gentlemanly, but none the less vigorous debate between supporters of three different methods, employed by as many publishing houses.

Speakers were Thomas Beck, president of Collier's, representing the Crowell publications; Myron F. Douglas, circulation manager of the Curtis Publishing Company; and Fred Stone, busi-

ness manager of Review of Reviews.

Mr. Stone was first to approach the clinic's operating table, the convention platform, and play the dual part of patient and doctor for the advertisers' benefit. He dealt primarily with the premium method of building magazine circulation.

"My circulation creed," he declared "is that all circulation methods are safe if properly used; all are questionable if abused."

It was his opinion that magazines purchased at newsstands did not produce as much for the advertisers as regular subscribers no matter how the latter were obtained, either by premium or any other legitimate means as long as they paid the subscription price.

"The daily newspapers, with big head line stories on politics and disasters, often depress magazine newsstand sales," he argued.

"The desire to have a purchase sweetened is old and very strong," was the way he supported his argument in favor of premiums. "I believe it is sound economics and sound psychology. I have confidence that no matter how they are sold, subscribers produce for advertisers, as long as they pay the subscription price."

In direct antithesis, Myron Douglas, next took the stand before the students of magazine circulation. The keynote of his plea was based primarily on a quotation from Dr. Samuel Johnson.

"If you want people to read your book' he quoted, 'do not give it to them.'"

He expressed emphatic disbelief in clubbing methods, which, he insisted, "result in excessive duplication." He frowned on premium offerings, declaring a lack of reader interest was obvious in the transaction.

"We carry no subscription in credit or in arrears," he stated. "The editorial content is the one thing we rely on as the best assurance that the magazine and the advertising in it will be read."

"I believe the only way to control circulation in the interest of advertisers is to require payment in full in advance from subscribers and to insist that public welfare or interest alone decides the editorial material."

Advertisers, he further stated, were in his opinion penalized by a cut in subscription for a stated term upon a subscriber's promise to pay at a later date.

"This system makes for a constituency of comparatively low purchasing power," he said.

"Our policy is to demand cash payment in advance and we will maintain this policy, believing it to be for the benefit of the advertiser."

Mr. Beck, with a chart of diagrams to aid him, followed Douglas to the platform. Almost at the start he showed his house was in complete disagreement with the Curtis methods in regard to payments for subscriptions.

"Credit customers," he maintained, "are the most valuable of all customers. Cash stores, you will invariably find,

SUMNER, NEW A. N. A. PRESIDENT, URGES CO-OPERATIVE WORK



NEW understanding has been established between the Association of National Advertisers and the organized groups of publishers and agents by the convention this week, was the conviction expressed by G. Lynn Sumner upon his election to the A. N. A. presidency.

He issued the following statement to reporters as the message he wished to convey to all members of the advertiser, publisher, and agent triangle:

"The Association of National Advertisers has a distinct character among all advertising organizations. Its membership consists exclusively of those who use advertising in selling to the national market.

"As an association, we believe that advertising can be one of the most effective means of reducing selling costs. To that end, we endeavor to share our experiences that every dollar be invested to yield a maximum return.

"The advertiser is but one side of the

triangle which consists of advertising agent and publisher as well. If advertising as a business force is to achieve its greatest usefulness, it must be through a cordial co-operation between these three.

"We believe that the convention just closed has been the means of establishing a new understanding between the A. N. A. and the organized groups of agents and publishers, and it is our hope that the coming year may see co-operative work done by these three great forces that will make definite progress in reducing the cost of distribution.

Mr. Sumner, like Philip L. Thomson, Western Electric Company, whom he succeeds as president, is a former newspaper man. During college he corresponded for several big daily newspapers, and after graduation was on the editorial side of *System Magazine*, for 14 years before transferring his allegiance to the advertising business.

cater to the poorer classes. Cash is the minimum unit of a sales test. When you sell on credit, you must learn about your client before hand, where he lives and where he banks, along with other pertinent and sometimes impertinent questions. Credit is the measure of buying power."

Home delivery with monthly collections was held up by Mr. Beck as an important plank in the Crowell circulation structure, which involved four other props of reaching readers other than the editorial quality of the product, which he stated was the very corner stone. The four props he listed as news stands, delivery by mail, branch offices, and the two-pay plan.

"The home delivery method with monthly collections is the one used by the majority of newspapers," he pointed out. "The most successful newspapers are those with the largest carrier systems. By this method payment is made as service is given and it requires that full satisfaction be rendered."

O. C. Harn, of the National Lead Company, and president of the A. B. C., spoke last as an A. N. A. member and a neutral. He outlined the purposes of the A. B. C., and declared the A. N. A. should be the organization to investigate and draw conclusions from the facts presented by the former body.

"Too frequently we advertisers consider circulation as merely so many figures," he said, "We fail to visualize what it really is.

"Circulation represents an audience. Advertising isn't advertising until it meets the eye and brain of some worth while reader."

Other than at the clinic, regular speeches on the convention program were opened up by the annual report of President Thomson, reproduced elsewhere in this issue. He was followed by Dr. Jeremiah, Whipple Jenks, chairman of the board, Alexander Hamilton Institute on "Some Side Lights on the Dawes Plan and its Effects on American business.

Theories of the advertising profession

SULLIVAN, ILL, RESIGNS AS A. N. A. SECRETARY AFTER 10 YEARS OF BUILDING

New York, Nov. 16, 1924.

To the Board of Directors,
Association of National Advertisers, Inc.

GENTLEMEN: Before coming to Atlantic City for the annual meeting I had, because of the state of my health, come to a decision to request you to accept my resignation as Secretary-Treasurer to the Association of National Advertisers. Recovery from my present physical disability is assured, but only if I rest and keep rigidly to the necessary regimen. By doing so my strength can be built up to overcome the immediate trouble, although some time must elapse before my former full measure of energy can be exerted.



JOHN SULLIVAN

Directors and all other members of the association have always been exceedingly kind to me—and tolerant. But more than anyone else could, I know that the work of the association demands a full measure of the secretary's time and energy, and my sense of loyalty to the members' interests forbids my giving less and compels me to the step I now take.

You will, I am sure, quite readily appreciate how difficult it has been for me to reach this decision. It is extremely hard even to contemplate breaking away from a work one has loved, and relinquish a service to which one has been devoted. Moreover, the past nearly ten years have been the happiest of my life

because of their unceasing demand upon every energy and faculty; and the many friendships it is my privilege to possess today have come to me in and through the A.N.A.

I had thought it would be possible for me personally to present my resignation at the meeting of the Board of Directors tonight, and I had hoped it would be possible for me to fulfill all my duties throughout the three days of the annual meeting. Although it may be possible for me to meet with the directors for a few minutes, and although it would be exceedingly gratifying if I could be afforded an opportunity to come before the members during one of the sessions, I now realize that I cannot go through the full degree of strain that will be inevitable.

You do not, as you know, need my sincere assurance that the utmost services I can render are at your call at any time, whether prior to or following the appointment of my successor. It has always been my desire that the great work of the A.N.A. should go on as though I had never happened.

J. SULLIVAN.

came in for brilliant exposition, when Bruce Barton, Barton, Durstine & Osborn, New York advertising agency, spoke on "Human Appeals in Copy."

Christ was the first master of advertising in that He brought His message to the people through the human touch, Mr. Barton said. He predicted the next

national advertisers will be the ministers and the doctors. Christ preached in the market place, he pointed out, and the market place of today is in the columns of the magazines and newspapers.

Mr. Barton recalled an informal conversation he had had with a doctor and banker recently.

"I told the doctor that he was responsible for the quacks—and he was shocked, but I said the quacks reach the public and sell themselves to the public by advertising, while the American Medical association considers it a breach of etiquette to do so—and the public suffers and so do they.

"I told the banker he was responsible for the bucket shops and he did not enjoy my saying that, but I tried to prove it by telling him the same as I had told the doctor.

"The greatest need in advertising copy writing is the human touch," he continued. "There is no golden rule to follow to develop this style, but it can be gained by regularly practicing the business of being a human being—of getting married, of having children, of buying a home, or taking out insurance, of experiencing the fears and hopes and disappointments and joys of the human being whom we meet every day. Bringing ourselves to the place where we meet on the ground floor of human emotions is the best way to inject human interest in our cozy writing. Christ was the first master in this art. He used specific cases of a man who fell among thieves, of a man who went to sew seed, of the prodigal son. We can do no better than to follow this instruction."

Mrs. Carolyn Trowbridge Radnor-Lewis, advertising manager, R. H. Malinson & Co., continued in theoretical strain in the next address, on "The Feminine Viewpoint on Advertising." She maintained that appeals to common sense, not vanity, is the greatest selling force in advertising to attract women.

"I don't believe that the plea that washing machines make it possible for women to keep their hands beautiful ever would sell as many machines

IT WAS BALMY ATLANTIC CITY AGAIN, BUT THE A. N. A. TD I



as the common sense appeal of less drudgery, fewer backaches, more leisure, surer results and a neater home," she said. "Some argue that as healthy women are more attractive than sickly ones, that the appeal in foodstuffs is to vanity, but here again I would rather put it on more logical and common sense grounds—fewer doctor's bills, better balance, more poise, keener intelligence."

Mrs. Lewis said that there are over thirty-six million women in this country and that they buy 96 per cent of the drygoods, 87 per cent of the foodstuffs and 67 per cent even of the automobiles.

Of interest to the editorial side as well as advertisers and advertising men was the talk Tuesday morning by Prof. George Burton Hotchkiss, head of the department of advertising and marketing, New York University.

"The literature that emphasizes the personal element has increased in popularity," he declared.

"It is true not only of stories in which biographies have gained over history, but also in modern journalism, where the columnists have a larger following than the editorial writers.

"Entertainment is sought more widely than instruction. Possibly this may be because information is too cheap. Free education has spoiled us. Movie exhibitors do not want films of educational value because their audiences pay for entertainment. They can get education for nothing.

"One of the most encouraging tendencies is the interest of people in themselves—so far as the reading is concerned, this means interest in developing themselves. Even the cross-word puzzle is not to be despised as an indication that the human mind can triumph over the dictionary. There has never been a time, probably, when people in general were reading more things or more kinds for self-improvement, from the best way to improve their houses to the best way to preserve their personal appearance.

Addresses by seven speakers were classed on the program under the heading "High Spots of the 1924 Advertising

Campaigns." These speakers were Theodore Weicker, vice-president, E. R. Squibb & Sons; F. S. Fenton, sales manager of Coppes Brothers & Zook; Edwin T. Hall, secretary, Ralston Purina Company; E. E. Horine, National Carbon Company; L. F. Hamilton, Walworth Manufacturing Company; Robert Lynn Cox, vice-president, Metropolitan Life Insurance Company; and John Glossinger, Williamson Candy Company.

Mr. Horine of the National Carbon Company spoke on the use of radio as an advertising medium.

"Radio can never be made to supplant the printed page for advertising, but it is a valuable advertising tool which, however, must be handled with intelligence and skill. Broadcasting does pay in goodwill."

Manufacturers using radio for advertising purposes, he pointed out, have been forced to go into the show business as a sideline, and the success they may hope to gain, can only come from the interesting program features they can engage and develop. Direct advertising on the air, would kill broadcasting entirely.

The National Carbon Company has been using radio for nearly a year and could not answer the question "Does it pay," he said.

"One thing we are sure of, however," he said, "is that we are building up an impregnable wall of goodwill. We have received as many as 3,000 letters in one day and we answer all of them.

"It is, we think, a significant thing when thousands of people thus feel free to write a friendly letter to a big business house.

"Radio is not advertising's competitor, but its greatest ally."

A unique and effective use of daily newspapers in a tie-up teaser advertising campaign to introduce the candy bar "Oh Henry" was described by Mr. Glossinger.

"The campaign was carried on in practically every city between New York and the Rocky mountains, using the daily newspapers," he explained. "This com-

PILOTS OF THE A. N. A. IN ACTION



Warming up for the "brass tack" sessions of the Association of National Advertisers' Convention this week at Atlantic City, are from left to right: Philip L. Thomson, Western Electric, president, with W. K. Burlen, New England Confectionery Company, Ray Fellows, Addressograph Company, Walter Weedon, W. A. Blabon Company, all association officials.

ing year the drive will extend from the Rockies to the Pacific Coast."

The name, "Oh Henry!" picked by a company salesman who had just been reading O. Henry's books, was an important factor in the sale of the bar and its advertising, but the fact it sold for 10 cents was a hard disadvantage to overcome. Jobbers didn't want to handle the new piece.

Salesmen, however, would spend a week in every town. On the first day they would stick gaudily painted signs bearing the legend "Oh Henry!" on every Ford car they came across. This, Mr. Glossinger said, had tremendous curiosity appeal.

People made all sorts of wild guesses as to what it might mean, but were (Continued on page 28)

TD DOWN GOLF 'NEVERYTHING FOR CONVENTION BUSINESS



MILWAUKEE JOURNAL PLANT COST \$2,000,000

Magnificent Structure a Marvel of Newspaper Publishing Efficiency—Stone and Concrete Block with Floor Area of 165,000 Square Feet—Sumptuously Appointed Interior and Last Word in Modern Equipment—Dedicated to Public Service.

AMONG the few million dollar plants built and occupied this year by American newspapers, the *Milwaukee Journal's* \$2,000,000 home stands unique in many features. It is said to be the largest in the Northwest. Its efficiency in production can be compared favorably with that of the nation's largest industrial concerns. Working conditions, sanitation, lighting, ventilation and even the convenience of the general arrangement is unexcelled by any other modern newspaper plant. Its preparations for contact with and service to the public sound a new note in the publishing world.

The new plant, a five-story stone and concrete structure, one-half block square, is the sixth home of the *Journal* since its establishment 42 years ago. With a floor area of 165,000 square feet, it represents an expansion of 100 per cent in production and more than twice that amount in floor space compared with the buildings in which the newspaper has been operating.

The exterior is designed along Italian-Renaissance architectural lines, and is faced with pink Kasota marble. Its beauty is heightened by seven great arches placed at balanced intervals in the north and west walls of the building. These arches extend above the second floor. Three of them serve as imposing entrances to the first floor by means of doorways in the lower half of each arch. The upper portions of the seven arches form ornamental windows for the second floor. Between the arches and also extending above the second story are many large rectangular windows. Their panes are gracefully divided, and framed by casements with sills so close to the sidewalks that a clear and unobstructed view into the interior can be had from the street.

The remainder of the building exterior is made attractive by many windows in well-balanced proportion and of pleasing design. In the arches above the third story windows, publishers' and printers' marks, renowned in the history of the craft, have been carved into the stone. Extending entirely around the two front sides, just below the top coping of the walls, is a carved frieze of life-size figures, artistically depicting the evolution of news and its dissemination from the earliest ages of man to the present time.

The interior is a pleasing combination of beauty and utility. The main lobby, devoted to public service, is paneled in walnut and decorated in terra cotta effects. The balance of the building, except the editor's and publisher's offices and mechanical departments, is finished in light buff-colored plaster.

At the laying of the cornerstone last fall, Mr. L. W. Nieman, founder and present editor, expressed in words the

idea that has been carried out in the building.

"Let us," he said, "in laying this cornerstone, dedicate the *Journal* anew to the service of the public."

of any group that wishes to discuss matters of public interest. For small committee meetings, several small conference rooms are available for public use.

From an efficiency standpoint, the

gravity elevator to the pressroom, where plates are distributed to the various units of the press by a conveyor. The same general route holds for advertising copy except that it is forwarded from the third floor to the fifth through a dispatching office and alley to the make-up bank.

In the arrangement of the entire building this same idea has been carried out. A cross-section shows:

The basement, given over to paper storage, large enough to hold a two months' supply.

The first floor containing, on the State street side, a public lobby for want ad, subscription, and motor tour and travel departments, along with rest and waiting rooms, telephone and Telegraph stations, and on the Fourth street side, the daylight pressroom.

The second floor, aside from the part used as the pressroom, devoted to club rooms, employes' lounge and mailing room.

The third floor, housing in an open room 150 by 142 feet—the largest office room in the

state—the general business offices of the *Journal*, including advertising, circulation, accounting, statistical and administrative divisions.

The fourth floor, divided into several large offices, quarters the editorial activities. It contains the news room, exchange and Sunday departments along with a cafeteria, hospital, library, telegraph rooms and laundry.

The fifth floor, given over to the art, engraving and stereotyping departments, the composing room, 81 by 88 feet, and an auditorium seating 400 persons.

Working conditions in the plant have been considered of vital importance. Thousands of dollars have been spent to assure employes of fresh air, good light, convenient arrangements and comfortable quarters.

Three ventilating systems are used to wash and heat the air which is forced into every part of the building, changing the air every three minutes. Shower baths for the mechanical departments, lounging rooms for all employes and cafeteria and hospital services are a few of the modern appointments of the *Journal* building.

Daylight is carried into the offices from every side, the building being bounded by two streets and two wide alleys.

A "saw tooth" glass roof of the composing room permits the entrance of only "north" daylight, without glare, to all machinery and typesetting equipment. Artificial lighting throughout the plant is planned scientifically so that shadows are minimized.

One outstanding example of improved working conditions is the *Journal's* new pressroom, which is the show place of the institution. The presses are on the first floor, which is raised three feet above the street level. Each press is



Milwaukee *Journal's* new \$2,000,000 building, entirely occupied by that newspaper, presents a magnificent appearance.

Nearly one-half of the first two floors and a part of the fifth floor have been arranged to serve the public. Rest rooms, waiting rooms, telephone, telegraph and postal stations, tour and travel bureau, an auditorium seating 400 persons, and a visitors' gallery are among the features offered to the public in the *Journal's* new building. The pressroom has been so arranged that even passers-by can see the entire press and reels in operation.

The main lobby is as large as the average city lot. In addition to want ad, subscription and general information counters, it contains the offices of the *Milwaukee Journal* Tour Club, an organization of 30,000 motorists, conducted by the paper. Last year more than 500,000 questions were answered by the tour club. To extend this service to the public still further, nearly one-third of the lobby has been turned over to this department. Telephone, telegraph and postal stations complete the public service in the lobby.

Adjoining the lobby is a series of rest and waiting rooms as luxuriously furnished as the best hotels in the country. Comfortable davenports, wicker tables and chairs, writing materials and even magazines are supplied to make the visitors to the *Journal* plant feel at home. A staff of guides will be employed to escort groups or clubs through the entire plant.

On the second floor a lounging room has been furnished for the convenience of employes and their guests and the public. Adjoining this at the rear of the pressroom is a visitors' gallery running nearly the full length of the building, from which the entire pressroom can be seen.

On the fifth floor an auditorium seating 400 persons has been placed at the service of the public. This is at the disposal

of the *Journal's* new home can be compared favorably with some of the nation's largest industrial plants. The time required to print the present circulation of 140,000 papers a day promises to be cut one hour.

The full capacity pressroom equipment will consist of nine octuple Goss presses of four units each—thirty-six units in all—together with two twelve-cylinder color presses. Three octuple presses, or a total of twelve units, and one twelve-cylinder color press have already been installed. This equipment assures a present capacity of 108,000 thirty-two-page papers per hour—a production capacity exceeded by only a few of the country's largest newspapers.

The idea of straight-line production has been rigidly adhered to. By following a roll of print paper through the building, the systematic arrangement of production units can be seen. The roll enters the building in a gravity slide from the south alley and rolls to a loading platform. From here it is taken on a tiering machine into the large storage rooms. As the rolls are drawn out they are put on the reels below the pressroom. Through the presses and up to the entire ceiling by a series of conveyors, into the mailing room on the second floor just in back of the pressroom and then down a second gravity chute to the loading bay completes the route without having broken away from the straight-line production.

News copy which originates on the fourth floor is sent by pneumatic tubes to the composing room. Here it is distributed two ways from the copy cutter to the linotype operators. The correction bank and proof-reading table are both on the route to make-up banks. News stories in the forms are forwarded through the stereotyping department to the casting machines and thence down a

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MILWAUKEE JOURNAL PLANT PLANNED FOR HUGE VOLUME AND SPEED

built on a foundation entirely separate from the building foundation so as to eliminate the usual press vibrations. The room extends two stories in height and is flanked by a series of windows extending from the sidewalk to the ceiling. The room is as light and airy as any other section of the building, and is in striking contrast to the old basement dungeons still in use at many large metropolitan plants.

This elevation of the pressroom makes possible a daylight reel room below the presses.

No expense was spared in the construction of the Journal building to carry out the standard of service, the high standard of plant efficiency and improved working conditions. The building itself cost \$1,250,000, equipment and machinery added \$750,000 to this total.

The first home of the Journal was a room 10 feet square. In 1883 the paper was moved to a larger office in the Herold Building, the paper being printed on the Herold presses. The Journal's third home was at 92 Mason street, and the fourth in the Montgomery Building. It has just moved from its fifth building to its sixth—the largest newspaper plant in the Northwest.

The Journal was founded in 1882 by Lucius W. Nieman, and under his ownership has developed into the largest daily newspaper in the State. Mr. Nieman is now owner and editor and is assisted by Harry J. Grant, publisher and vice-president of the company.

The site of the building is only half a block away from the point of heaviest street car traffic in the city.

When the site was obtained, architects and engineers were called in to make the Journal's tentative plans take form. S. P. Weston, New York, who specializes in the planning of newspaper buildings, was retained.

PIERROT NAMED SIGMA DELTA CHI PRESIDENT

National Honorary Journalistic Fraternity Holds 10th Annual Convention at University of Indiana
—Willis J. Abbott Speaks

(By Telegraph to Editor & Publisher)

BLOOMINGTON, Ind., Nov. 19.—Establishment of an endowment fund for the improvement of its national journalistic magazine, *The Quill*, stood forth at the close of the tenth annual convention of the Sigma Delta Chi, national honorary journalistic fraternity, in Bloomington and Indianapolis, as the greatest achievement of the meeting, which convened Nov. 17.

The endowment plan provides for a fund into which each journalist-student initiated will pay \$25 for *The Quill* and the furtherance of the work of the fraternity.

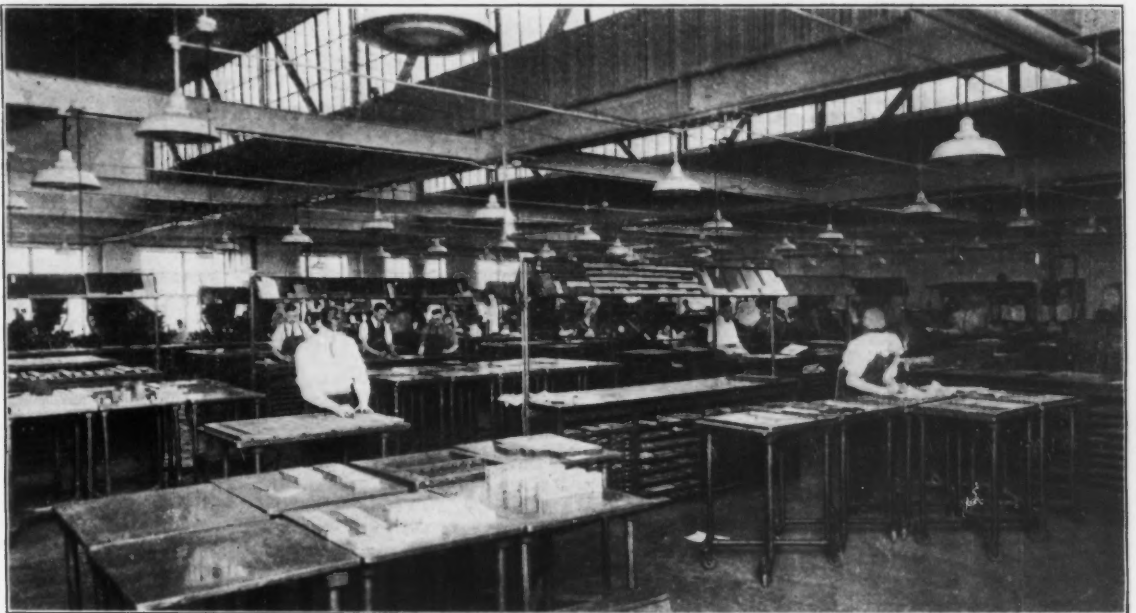
Dean Eric W. Allen, of the University of Oregon School of Journalism, was elected national honorary president for 1925, succeeding James Wright Brown, publisher of *Editor & Publisher*. George F. Pierrot, of Detroit, was named national president of the fraternity; Russell R. Lord, New York, first vice-president; Lawrence W. Murphy, University of Illinois School of Journalism, second vice-president; Donald Clark, St. Louis, secretary; Roy Trench, University of North Dakota, treasurer. Members of the executive council elected were: Mortimer Goodwin, Chicago; Robert Tarrs, Pittsburgh; James Stewart, Indianapolis; Fred Kennedy, University of Washington.

Chapters were granted the University of California and Drake University, Des Moines, Ia. An alumni chapter was granted Indianapolis members of the fraternity.

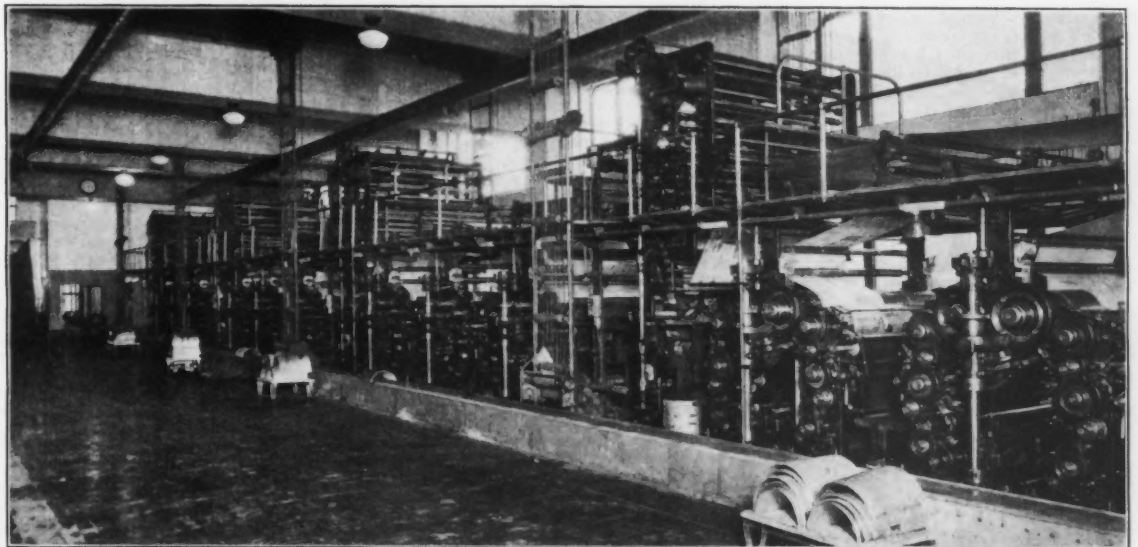
Truth is the future of journalism as a profession, Willis J. Abbott, editor of the *Christian Science Monitor*, declared in an address before the convention. He stated that the peak of sensationalism has been reached.



The city room, on the fourth floor, is one of the most attractive spots in the building. It measures 77 by 48 feet. In the foreground is the copy desk, large enough to accommodate 10 copy readers and two or more slot men. It was designed and built especially for The Journal.



The composing room and stereotyping department on the fifth floor are examples of the improved working conditions made possible by the new building. A saw-toothed glass roof admits north daylight which has no glare. The floors are of red wood blocks, and there is not a pillar or post in the entire room. It measures 81 by 88 feet.



The straight line press, 115 feet long, has been elevated to the first floor, where it can be seen from the sidewalk. This is one of The Journal's new presses. It has a capacity of 144,000 thirty-two page papers an hour. Two unusual features can be seen in the picture, one the sound insulation on the ceiling and the other the red wood block flooring. The presses are erected on foundations entirely separate from the building, and vibration cannot be felt three feet from the press.

\$7,750,000 PAID FOR R. HOE & CO.

Further Details in Sale Revealed
When Ruth Hoe Sterling and Husband Bring Suit for an Appraisal of Their Stock

R. Hoe & Co., printing press manufacturers, was sold to the syndicate of New York bankers, headed by the Guaranty Company of New York, for \$7,750,000, it became known this week in a New York Supreme Court proceeding.

The fact of the transfer was first announced several weeks ago in EDITOR & PUBLISHER.

The further details were revealed in the Supreme Court, when affidavits were filed by Ruth Hoe Sterling, daughter of the founder of the business, and her husband, Robert D. Sterling, asking that the court appoint three appraisers to determine the value of their stock because they voted against the sale.

The affidavit of Mrs. Sterling says notice was received by her, as owner of record of 2,716 shares of preferred stock and 3,464 shares of common stock of R. Hoe & Co., that a special meeting of the stockholders would be held in September to pass on a proposal to sell all the property of the printing press company to the Press Securities Corporation for \$7,750,000. The business was to be continued under a new corporation known as R. Hoe & Co., Inc.

Mr. Sterling said he attended the meeting, at which 15,251 shares of preferred stock and 22,786 shares of common, or more than the required two-thirds, voted in favor of the sale, but Mr. Sterling, "both before and after the decision of the result of the vote, protested against the sale and conveyance, and demanded payment for all stock standing in the name of Ruth Hoe Sterling."

The petition says that, of the stock standing in the name of Mrs. Sterling, she owns individually 782 shares of preferred and all the common, while her husband owns 734 shares of preferred and 600 shares each stand in the names of herself and husband as trustees for their children, Edward and Oliver S. Sterling.

In response to a letter written on Oct. 17, at 19 East Seventy-seventh street, by the Sterlings to R. Hoe & Co., protesting against the sale and demanding payment for the stock, a letter was received from Richard Kelly, president of R. Hoe & Co., addressed to Mrs. Sterling, advising her as the owner of record of 2,716 shares of preferred and 3,464 shares of common stock that \$1,085,979 "as a first and final liquidating dividend in the dissolution of R. Hoe & Co." had been deposited with the Guaranty Trust Company with instructions to pay the money to Mrs. Sterling upon the surrender of all the stock certificates bearing her name.

The application in the Supreme Court is made under the law permitting a minority stockholder to have the value of the stock held by him appraised and paid for when action to dissolve is taken against the protest of such stockholder. The papers indicate that the other members of the Hoe family, as well as other stockholders, voted for the sale.

The will of Robert Hoe left \$1,195,445 each to his children, Mrs. Sterling, Mrs. Olivia Slade, Mrs. Laura Carter, Robert Hoe, Jr., and Arthur I. Hoe, and to Thyrsa Benson Flagg, granddaughter, while \$308,481 each went to three other grandchildren. Mr. Sterling is a banker.

A. B. C. Makes Blue Book Permanent

The Audit Bureau of Circulations has decided to make permanent publication of the A. B. C. Blue Book, containing all periodical publishers' statements, including magazine, agricultural, business and weekly publications. The first issue of the Blue Book, published as an experiment, was distributed in August for the period ending June 30, 1924. The reception was so enthusiastic the A. B. C. has decided to continue its publication. The issue carrying statements for the period ending Sept. 30, is being distributed.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

PROWLING

I love to take my dictionary down
And browse among its pages, there to find
Words to fright kings and educate a clown
And eke divert the channel of my mind.
There are so many words that I might use,
So many strange companions on the list!
Bushels of synonyms from which to choose
And words to give a sounding phrase its twist!

Prowling with Webster! . . . A diverting game
Filled to its brim with wonder and surprise;
Finding a wild word I may catch and tame
To do its stunts before your very eyes!
I love to make one jump, or stand and bark,
Giving its paw awhile it wags its tail!
Hunting wild words is quite my favorite lark—
On rainy days it's never known to fail.

My thin vocabulary craves the food
Grabbed from the meaty Book by Webster writ;
Thousands of words to suit the ficklest mood
Lurk in the inky rendezvous of it.
And so I catch and tame them, make them do
All of their tricks, and laugh to see them play;
Webster's a lovely lane to ramble through—
Webster's a fine sport for a rainy day.

And so I love to get my Webster down,
Dig through his mysteries and hunt my game—
Bag the big words and cart them all down town
To work them into type above my name!
And so I catch and tame them, but alas! . . .
One sits with pencil poised, greater than I! . . .
The Copy Reader will not let them pass,
And I can only see them gasp . . . and die!

(Reprinted by request.)

COOLIDGE DEPLORES TIMBER WASTAGE

Strongly Urges Forest Conservation
at Washington Conference on
Utilization of Forest Products
Nov. 19-20

Cut in timber wastage was urged by President Coolidge, Nov. 19, when he opened the two-day National Conference on the Utilization of Forest Products in Washington, D. C., Nov. 19.

Nearly 400 delegates, representing every branch of the lumber growing, manufacturing, and consuming industries, were assembled, when Howard M. Gore, acting Secretary of the Department of Agriculture, called the meeting to order and introduced the President.

A tree saved is a tree grown, said the President, in urging better methods of utilization of timber in order to conserve the country's remaining forest resources. To bridge the gap between timber consumption and timber growth calls for thrifty and economic measures by the wood-producing, manufacturing, and consuming industries, he said.

"This conference has been called for the purpose of further attempting to deal with the problem of our national timber supply," said the President. "One of the chief items in that problem is the present appalling waste. Some of this waste may be unavoidable, but to a large extent it is unnecessary. The time is at hand when our country is actually confronted with a timber shortage that can be remedied in only two ways: by diminishing the present waste and increasing the present supply."

During the conference prominent men in the industrial world explained wood waste problems and remedies thought suitable for conserving the country's remaining timber supply through closer utilization.

Chief Forester Greeley told the conference that large waste in the utilization of

timber "is a well-recognized fact" and that all citizens "are responsible for this condition and all must share in the problem's solution."

Failure of the Forestry Conference to invite newspaper publishers created much comment. The report of the committee on organization, which didn't include a single newspaper representative, contained this:

Arrange for the completion and general adoption and application of lumber standards as recommended by the Central Committee on Lumber Standards.

Encourage a wider use of dimension stock by a standardizing sizes to the lowest practical minimum.

Develop the application of scientific principles to the problems of piling, storing, and drying lumber, in all its forms.

Encourage the maximum service of wood by preservative treatments, in all situations where decay is a factor in its service.

Extend the further use of approved methods for preventing the decay of pulp and pulpwood in storage.

Give consideration to scientific methods for the arrest and prevention of decay in logs and lumber.

Encourage surveys with the objects of utilizing waste products through diversified operations.

Develop, improve, and unify building codes; improved designs of boxes and crates; and other economies that may suggest themselves to the committee.

A committee of twenty-four on permanent organization, the only committee to be appointed, was selected by Mr. Gore. A. C. Goodyear, of Buffalo, N. Y., president of the Great Southern Lumber Company, was named chairman.

Hearst Extends Lease

The Star Company, acting for the Hearst newspaper interests has extended its lease on the building at Duane and William streets, New York, occupied by the *New York American* and *Journal*. The papers occupy seven floors. The rental will be \$127,500 a year.

FIRST TAX PUBLICITY SUIT FILED

Friendly Action by Attorney-General
Against Baltimore Post Expected
to Develop All Angles
of Question

(By Telegraph to EDITOR & PUBLISHER)

WASHINGTON, Nov. 20.—Indictment of the *Baltimore Daily Post*, a Scripps-Howard newspaper, on the charge of having violated the law by publishing income tax returns makes it certain the entire question will be decided on its merits because such publicity has been for many years one of the major national editorial policies of the Scripps-Howard organization.

While it is understood the attitude of Attorney General Harlan F. Stone in the bringing of this, the first of a series of indictments against newspapers, is friendly proceeding to determine the legality of the question, it is a certainty the Scripps-Howard organization will seek to have the case tried on its merits in a way to establish the correctness of the principle of publication by newspapers of income tax returns for which that organization has been fighting.

The indictment of the *Baltimore Daily Post* may be regarded as but the initial move in what promises to be one of the most hotly contested battles involving the principle of the freedom of the press ever waged.

Newspapers correspondents were afforded much amusement by the fact in the text of the indictment "counts" embodied in a "hand-out" from the department of justice, intended for publication, there appeared the name of taxpayers and the taxes paid by them as they appeared originally in the *Baltimore Daily Post*.

Enwright Claims \$500,000 Loan

The *New York Herald Tribune* this week carried a story to the effect that E. W. Enwright, publisher of the *New York Bulletin*, established last June, had announced he had arranged for a loan of \$500,000 from an unnamed bank to improve his *New York* newspaper property. Mr. Enwright was quoted as saying he was "for Tammany top and bottom." He was going to use the money, it was said, to purchase some "new trucks, install a photo-engraving department, and get some more presses." EDITOR & PUBLISHER was unable to reach Mr. Enwright before going to press.

DWYER PHILA. RECORD PRESIDENT

Succeeds Late Theodore Wright—Rowe Stewart Vice-President

John P. Dwyer was elected president of the *Philadelphia Record* and Rowe Stewart elected vice-president and general manager at a recent meeting of the board of directors of the Record Publishing Company.

Mr. Dwyer steps into the vacancy caused by the death last summer of Theodore Wright, who had been president of the *Record* since 1877. During the last six years of his life Mr. Wright was inactive and a great share of the presidential duties were assumed by Mr. Dwyer.

Before his elevation to vice-president and general manager, Mr. Stewart was business manager of the *Record*.

"Import" Misuse Cited

The use of the words "Import" or "Imported" in connection with the sale of goods or merchandise which is not imported into the United States from a foreign country, is found by the Federal Trade Commission to be an unfair method of competition. This decision was reached after investigation into its complaint against Mitchell Blank, of Camden, N. J., trading under the name of Hagen Import Company of New Jersey, against whom the Commission has issued a cease and desist order.

PRESS SEEKS TALENTED WRITERS—MERRILL

General Manager of Hearst Newspapers in First Published Interview Takes Reader Behind Doors of Staff Conference — Draws Intimate Picture of William Randolph Hearst—Tells How Editors Should Direct Staffs.

By PHILIP SCHUYLER

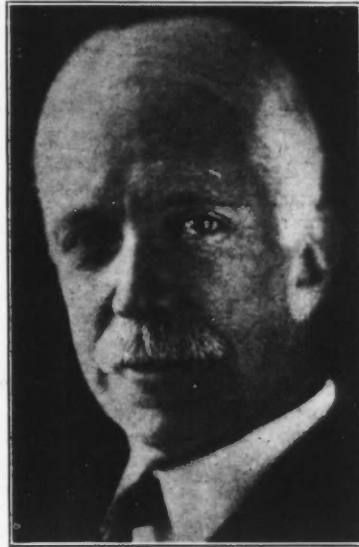
BRADFORD MERRILL RECALLS:

That Frank Munsey, when he established the New York Continent thirty years ago originated the first illustrated tabloid newspaper ever printed, proving that that form of newspaper had its genesis in this country instead of in England as is generally supposed.

That Thomas A. Scott, founder of the present Pennsylvania system, once owned a New York newspaper.

That William Randolph Hearst has reported many important events for his newspapers, including the Coronation of George V, the battles in Cuba, and Admiral Dewey's funeral.

That George Jones, formerly an office boy in the New York Tribune office, afterwards became the owner of the New York Times.



Bradford Merrill.

BRADFORD MERRILL, general manager of the Hearst newspapers, this week consented to give through EDITOR & PUBLISHER his ideas on the training of writers of news.

Publisher and editor of perhaps hundreds of thousands of interviews during his 45 Sphinx-like years of newspaper administration, this is the first interview that Mr. Merrill has ever granted for publication.

Mr. Merrill, answering questions, figuratively took the reader behind the doors of a staff conference. There he offered his suggestions to the writing newspaper man and advised how, in his opinion, editors should direct their staffs.

At the conclusion of this hypothetical conference, Mr. Merrill drew an entirely new and intimate picture of William Randolph Hearst, declaring him to be the only man he knows who is "master of all the complicated departments of a modern newspaper."

"Successful newspaper men are born, not made," Mr. Merrill declared. "When men of merely great capital or other interests buy newspapers to influence public opinion or gratify their own vanity, the result is always failure."

"No really great editor is ever dominated by any interest outside his newspaper."

"Newspaper offices of today," Mr. Merrill began, "are as efficient training schools for newspaper men as in the old days; but an office with a comparatively small staff, in a medium sized town or city, is a much better training school for the beginner than the office of a big daily, where the work is so subdivided, so specialized, that it is impossible for a beginner to learn all."

"Ability to write," he added, "is the kind of talent most sought for by the newspapers."

"Newspapermen must at birth have news instinct, but they are really made by hard work and training. Neither wealth nor any university can make a newspaperman successful, but a university can help to train him just as first class military schools help to train the military geniuses we read about."

"We think of Napoleon as a natural military genius. But he was a graduate of the greatest military school in France and served for many years as a humble lieutenant. Likewise Grant and Sherman and Lee and Stonewall Jackson had great talents, but their talent was trained at West Point."

"A great physician is also born, not made, but you cannot think of one without a medical school education or without years of drudgery before he became eminent."

"Genius for any particular work usually creates such a passionate love of that work that the so-called genius works harder than anybody else and, naturally, learns to do his work better than anybody else. A newspaper man who thinks more of his work than of his pay usually does such good work that he gets very large pay. The newspaperman who never does any work that he is not paid for will never be paid for work that he does not do."

"The most beneficial newspaper education a man can possibly receive is work as a reporter on all sorts of assignments from murder trials to religious festivals, and the study of other newspapers, watching what people read in them."

"The commonest faults of young newspapermen are inaccuracy, superficiality, and indifference."

"The qualities for which they should strive are the capacity to write clearly, tersely, interestingly, and—ACCURATELY. News instinct he must have, of course. It cannot be acquired. It is like an ear for music or a sense of color

or an aptitude for languages. It is a gift. Without it no one can succeed at newspaper work.

"The sole test of the merit of a newspaper writer is whether he informs, or entertains, or convinces the reader. Books may be written for future ages, deal with academic or abstruse subjects, even statistics or sociology in the abstract. The newspaper must deal with what happened yesterday, or what people are thinking about to-day, in an interesting manner."

Mr. Merrill in his conference now turned his attention to the imaginary host of city editors present.

"Every great city editor concentrates all his talent and energy and most of his time upon two or three—sometimes upon only one—event of the day in which the public is most interested," he said.

"The city editor who always has a better report than any other paper in his city of the two or three big stories in which the public is most interested is always the most successful city editor in that city. Such a city editor will always have the most 'beats' also."

"I sometimes think that talent, originality, and imagination are more essential in a city editor even than in a managing editor because, if the city editor is strong, he will produce stories that will make the circulation go up even if the managing editor is only a fine general organizer with good judgment of men, energy and enthusiasm."

"But if the city editor is unimaginative, dull, or lacking in energy, the managing editor cannot save the paper unless he does the work of two men."

"An editor should read his own newspaper very critically for faults. He should read his competitors' for good ideas. But he should not imitate any competitor unless he can improve upon a good idea."

"Frank A. Munsey, after he had made a success in magazines, published the first tabloid illustrated paper in New York about thirty years ago. He called it the *Continent*. It had the magazine flavor and lacked news. It perished. But Lord Northcliffe (then Alfred Harmsworth), on one of his many visits to New York from London, saw it, adopted the idea, gave it to his brother, who founded the *London Mirror*, now

one of the most profitable papers in London.

"So the illustrated tabloid did not originate in England, as many think, but right here in New York at Broadway and Park Place. This shows how a wide-awake publisher can get an idea from another publisher and improve on it. But every editor who merely imitates another's paper invariably fails."

"There are a dozen ways of making a successful paper, as there are at least a dozen kinds of successful papers. But mere imitation, copying, following another, is the one certain road to failure."

"How do you get your staff to read their own and their competitive newspapers?" Mr. Merrill was asked.

"No newspaper manager or owner was ever entirely successful in doing that," was the only reply.

To the copyreaders at the imaginary conference, Mr. Merrill had this to say: "The sub-editor who can write a good headline is priceless. A good story is easily spoiled by a poor headline, and a good headline sometimes save a rather dull story. Three times as many people read headlines as read the story."

"Ability to write, however, he continued, "is the kind of talent most sought for by newspapers."

"For his newspapers and magazines Mr. Hearst employs at least a dozen writers who receive a larger salary than the President of the United States. Some of our artists and humorists receive more than any bank president in New York, or more than the president of the New York Central Railroad. The rewards of talent have increased incredibly in a generation."

"A single writer on Mr. Hearst's staff receives every week more than the total cost of Horace Greeley's entire staff, editorial, local, telegraph and cable, although Mr. Greeley's staff included Charles A. Dana, John Hay, Isaac Bromley, and many other brilliant men."

"The artists and humorists who are most conspicuous in the Hearst publications receive three or four times the salary of either the Chief Justice of the United States, the Admiral of our Navy, or General Pershing when commander-in-chief of an army of three million Americans in arms."

"Many general executives and adver-

tising managers of newspapers now compare with the officers and managers of the largest industrial enterprises because the business they direct is on an infinitely larger scale and much more complicated than the newspaper business of only a few years ago.

"Are newspapermen born or made?" Mr. Merrill was asked.

"That question is happily answered by the biography EDITOR & PUBLISHER is now running of the first James Gordon Bennett," he replied. "He worked his way up from reporter to managing editor on the *New York Courier and Enquirer*. In 1835 that was the most prosperous, powerful paper in New York. James Watson Webb, the editor, was a notable figure in high finance and politics. He refused to let Managing Editor Bennett take sides with Andrew Jackson in his great fight against the banks. Bennett resigned, rented a cellar in Wall Street, bought a printing press on credit, and started the *New York Herald*. The *Courier and Enquirer* from the most profitable paper in America was in twenty years bankrupt while Bennett, starting from nothing, owned the richest paper in America, the *Herald*."

"Another proof that editors are born: All the eminent editors—even Bennett's enemies—were invited to become his honorary pallbearers. One was Horace Greeley. He started as a journeyman printer in Vermont and came to New York with only ten dollars in his pocket. Another was George Jones, formerly an office boy in the Tribune office, afterwards the owner of the Times. Another was Robert Bonner, owner of the *Ledger*, then worth millions, who began as a type-setter. Another was Stone, proprietor of the rich *Journal of Commerce*, formerly an apprentice at saddlery and harness-making."

"In other great cities you will find the same situation. Those who did not inherit or obtain by marriage or purchase papers that others made, succeed, if they succeed at all, by their own talent, industry and capacity to think for themselves, uncontrolled by external influences. No really great editor is ever dominated by any interest outside his newspaper."

"When men of great capital or other interests buy newspapers to influence public opinion or gratify their own vanity, the result is always failure. Jay Gould, C. P. Huntington (the Pacific coast railroad magnate) Thomas A. Scott (founder of the present Pennsylvania system), Mark Hopkins (Pacific railroad builder), and Eliot F. Shepard of the Vanderbilt family all bought prominent New York newspapers. The papers failed in their hands. Some of these kept secret their ownership, but the public has an uncanny instinct that penetrates the sham when any editor does not own himself."

"A most striking instance of this was the *Public Ledger*, by far the most influential and profitable newspaper in Philadelphia for more than a generation, under George W. Childs. When upon his death the *Ledger* passed into the control of Anthony J. Drexel, banker, philanthropist, and one of the best of men, the skillful staff that had long conducted the *Ledger* under Mr. Childs found themselves utterly unable to carry on successfully under its banker ownership."

"The paper failed and, after one intervening ownership, was almost given away to its present able, self-made owner and editor."

"Now that the big city dailies have, besides the business, news, and editorial departments of old, humor, art, color printing, circulation, delivery and transportation problems, each requiring highly specialized talent, is it possible any longer

(Continued on page 33)



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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During the days when the newspaper warfare between Bennett and Noah was hottest, a young man named Lee was sent to report the trials in the Court of Sessions, over which Noah (then a judge) presided along with two Aldermen. The Bench as thus filled did not seem to secure the confidence and respect of the public, and Lee's reports of the trials of those accused of ordinary misdemeanors and charges of little interest proved very dull reading.

"What's the matter, Lee, with your court reports? They're dull and uninteresting?" queried Mr. Bennett one day.

"I do the best I can," replied Lee. "I tell exactly what happened."

"Dom it man, I don't want that; make your reports hot and spicy. Ridicule Noah whenever you can."

"But I'll be arrested if I do that!"

"That's just what I want to happen," replied Mr. Bennett. "Noah will put you in, and I'll get you out of prison, and the Herald will give your exciting story in full."

Lee, not relishing imprisonment, soon after resigned.

Charles A. Dana told the following story:

"On the death of General Harrison, a fortuitous concurrence of circumstances brought the Herald into intimate relations with President Tyler. Its influence with the Administration exceeded that of all the other papers in the country, and any reasonable request of Bennett was readily acceded to by the President.

"The circulation of the paper grew rapidly during these years, and Bennett was often furnished with exclusive intelligence of the Government's intentions in advance of his contemporaries, and of this he made the most, taunting them with the superior advantages he enjoyed. He relished this rivalry greatly and enjoyed the jealousy of his competitors who were left behind in the race."

Mr. Bennett's first inquiry of a stranger was:

"Have you any news?" And one day while on a carriage ride on Staten Island, he pointed to the vane on the lighthouse at Fort Tompkins, and said:

"N. E. W. S. Those are all the points of the compass known to the Herald. Give me news or give me death."

Bennett Approved of a Rebuff to His Mother-in-law

At a time when Fanny Ellsler, the celebrated dancer, was touring the United States, in Mr. Bennett's absence from the office one day, her manager, the Chevalier Wikoff, entered and presented to the editor in charge, a write-up of Fanny, couched in the most extravagant language, and filled with expressions of excessive praise and fulsome flattery. The Chevalier was informed that the Herald would not print it. Wikoff then went with it to Mrs. Crean, Mr. Bennett's mother-in-law, who promptly approved it and sent Wikoff back with orders to have it inserted. The Chevalier, returning to the office, in an overbearing and haughty manner, repeated the order to the editor, who told him that Mrs. Crean might go to the "bow wows," and it was intimated to him that if he did not make a speedy departure by the door he would make his exit through the window!

Next morning, Mr. Bennett, probably already having heard Mrs. Crean's side of the case, appeared in the office and, questioning his editor, said:

"You told him that Mrs. Crean might go to the devil?"

"Yes, I did."

"Well, she may," replied Mr. Bennett, and there the conversation ended.

Estimate of James Gordon Bennett, Sr.

Mr. Bennett was the greatest organizer and systematizer of his time. Efficiency and the orderly operation of his great establishment, with its numerous outside connections marked the growth of his business. He was an excellent judge of men, and while his personal supervision was constant, yet his well trained staff ran the Herald and Telegram successfully during his absence. He made a constant study of his mechanical department and introduced every improvement worth having, with the result that the Herald was considered to be typographically, the best printed newspaper in America. It was he that perfected a system of distribution so important to obtain growth in circulation. In news gathering he covered every phase of human activity. As to religious beliefs and the work of the churches, Mr. Bennett was always eminently fair and impartial in his reports, and the page headed "Religious Intelligence," was made a permanent feature in charge of an editor. In literature the Herald exerted an influence that was very beneficial to men of

letters. Professional men also attained distinction through the Herald. In the realms of finance also it always wielded a great influence for good, exposing frauds and injurious manipulations of the stock market.

Mr. Bennett's character is not easily defined, because the immense variety of his acts puzzle the most analytical judgment. In him benevolence and conscientiousness, acting in opposition to selfishness, made him ever the friend of the weak against the strong, and of the millions against their masters. That he had committed many errors of judgment he frankly acknowledged. Still he constantly strove to do right. Said he:

"Since I have known myself, all the real approbation I sought was my own. If my conscience were satisfied on the score of morals and my ambition on the matter of success, I always felt easy. On this principle I have acted from my youth up, and on this principle I mean to die. Nothing can disturb my equanimity. I know myself—so does the Almighty! Is not that enough?"

An impartial reviewer had this to say of Mr. Bennett's character: "Now, if the comparatively few men who stand individualized among the many millions who have been, or are, upon the earth, are worthy of philosophical study, surely Mr. Bennett, who has accomplished so much by the force of his own character, unaided by the fortuitous intervention of circumstances, will not be overlooked by minds investigating original personalities. It is useless to deny, and no one but a heedless, uncandid or unthinking man will attempt to do so, the beneficial influence that this remarkable journalist's course and opinions have exerted over this country and in Europe. Truth and justice will assert their sway, condemning where condemnation is due, but giving an impartial verdict in view of all the facts and circumstances which are accessory to a correct knowledge of the man, whose work will ever remain a monument of individual enterprise and industry, wrought amid all the antagonisms and enmities which belong to the career of those who achieve greatness."

Mr. Bennett was considerably over six feet in height, of distinguished appearance, and within a year or two of his death, walked erect, straight as an arrow. He was slight of figure, but strong limbed, and the strength of his arms was remarkable. He was very fond of exercise, and in the early morning hours, frequently ran around the paths at his Fort Washington home. His health was uniformly excellent.

"I sleep well and eat well," he once remarked. "I never drink liquor at dinner, and nothing stronger than claret is ever served at my table."

Death of Horace Greeley

The two greatest editors of their day, Bennett and Greeley, both died in 1872 (the latter in November), and Mr. Bennett, 2nd, in a sympathetic leading article, paid tribute to the sterling qualities of the deceased founder of the Tribune, beginning the editorial with a touching reference to the death bed scene:

"In a quiet homestead by the Hudson, with a veil of virgin snow over the face of Nature, as the evening shadows began to fall, his heart beat more and more faintly, and after a pause, broken only by feverish mutterings, he opened his lips to say:

"I know that my Redeemer liveth; it is done," and then passed peacefully away, at the age of 62.

"The distinguished editor of the Tribune has, in a mistaken aspiration for a higher field of usefulness, power and glory, fallen a sacrifice to his political ambition. * * * *

"His character as citizen, friend and neighbor is 'sans peur, sans raproche,' and as his life was admired, his death will be regretted by a countless host of friends in both hemispheres, and of all creeds and races of men. In that broad field of journalism which embraces liberty to the slave, relief to the sick and unfortunate, comfort to the poor, knowledge to the ignorant, and the general elevation of the human family, we recognize in the loss of Mr. Greeley, the loss of a powerful public benefactor. To sum up his merits in a word—he has in the battle of life, fought a good fight. He leaves an honored name behind him, and the high reward of an encouraging example as an American journalist and a self-made man."

(To be continued next week)

German Daily in New Home

The *Wachter und Anzeiger*, Cleveland German daily newspaper, on Saturday, Nov. 15, formally opened its own new home at E. 12th street and Oregon avenue. Executives spent the day receiving guests and in conducting them through the new structure, most of which is occupied by the publishing plant.

Tablet Marks First Postoffice

A tablet commemorating the establishment in 1639 of the first post office in America was placed Nov. 6 on the front of the *Boston Globe* building, which now occupies the site of that historical landmark. The post office was started in the barroom of Richard Fairbanks' tavern 285 years ago.

Increases and Decreases in Detroit Advertising Show Lead of The Detroit News

Lineage—Daily and Sunday Combined

1st 10 Months of 1924	News		
		Morning Competitor	Evening Competitor
Jan.	Increase 124,446	Increase 38,598	Decrease 76,776
Feb.	Increase 285,894	Increase 4,788	Decrease 38,934
Mar.	Increase 195,384	Increase 65,520	Decrease 64,666
Apr.	Increase 120,204	Decrease 2,688	Decrease 138,054
May	Increase 98,910	Decrease 10,514	Decrease 174,566
June	Increase 192,920	Increase 57,120	Decrease 148,638
July	Decrease 22,820	Decrease 66,766	Decrease 225,162
Aug.	Increase 24,010	Increase 33,306	Decrease 117,656
Sept.	Increase 180,852	Decrease 18,270	Decrease 74,802
Oct.	Increase 161,952	Increase 65,436	Decrease 56,056
Total	Increase 1,361,752	Increase 65,436	Decrease 1,115,310

Practically every A. B. C. audit has recorded a striking increase in Detroit News circulation. Today The News with more than 280,000 circulation has 100,000 more in the local trading territory than the morning paper, and 70,000 more than the other evening paper. The

tabulation above indicates what Detroit News circulation means to advertisers. Note the substantial increases in lineage of the News each month as compared with the standing of the other two papers. Also note the total increase for the 10 months as compared with the other two papers.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

NEW ENGLAND AD CLUBS TO BACK INDUSTRIAL SURVEY

Resolution Passed at Hartford Convention Calling Upon Trade Leaders to Organize Investigating Group—700 Attend 4 Day Meet

WITH a convention slogan of "Forward New England—Turn Tradition into Trade" 700 members of the 15 advertising clubs of New England gathered at Hartford last Sunday for the annual four day convention of the Associated Advertising Clubs of the World, New England District.

A resolution was passed at the final session Wednesday morning calling upon the industrial leaders of New England to organize and investigate by a broad survey the industrial and economic possibilities latent in New England.

The executive committee of the associated clubs of the district, composed of the presidents of the 15 member organizations was also authorized immediately to make plans to promote the perfection of such an organization.

When perfected the organization will, in the words of the resolution, "investigate the many possibilities for industry and agriculture in New England, that New England may learn of the things she is best fitted to do in an economic sense to serve herself and the world."

Frederick W. Bliss, chairman of the district clubs termed it an effort "to study New England, obtain economic data, and sell New England to the rest of the world."

At the same meeting the support of the clubs was pledged to every movement for developing and promoting the commercial possibilities of the six New England states.

The resolution was the result of four days of speeches and discussion by leading advertising and business men of the country, practically all of whom stressed the need of New England industry to assert itself and take the place in the business life of America it deserves.

"New England must Fordize" Edward A. Filene, well known Boston merchant declared at one of the convention sessions which he addressed.

"New England must keep up to, or ahead of her competitors in methods of production and distribution. What is called for in New England is that the manufacturers, the chambers of commerce, the real estate men, the transportation men and you advertising men get together and make definite plans to reorganize New England business on a basis of mass production and mass distribution. It is a big order but it will pay."

"The self sufficiency of New England is the cause of her loss of leadership," declared Merle Thorpe, editor and publisher of *The Nation's Business* who delivered the keynote speech of the convention at Monday morning's general session at the Hartford Club. Team-

work was needed, and optimism instead of pessimism over business conditions, if New England was to reclaim her business leadership, he said.

Among the speakers at the convention was Roger Babson well noted statistician who expressed optimism as to better business conditions because of the election of President Coolidge.

"The election result shows the majority of the people prefer to have business men rather than theorists run the country," he said. "Business may not boom during 1925 but it is fundamentally improving every day."

Among the other speakers was, E. T. Meredith, of Des Moines, Ia., former U. S. Secretary of Agriculture who declared business must recognize and understand the farmers' problems before prosperity can come, for "the problems of the farmer are our problems and our prosperity depends on the prosperity of the farmers of the country."

On Tuesday specialized section meetings were held. At the church advertising section, Rev. Clinton Wunder of Rochester, N. Y. declared the churches must use business methods and that "every advertising method honest and legitimate in business is honest and legitimate for the church."

Winslow Russell, vice-president of the Phoenix Mutual Life Insurance Co., spoke at the insurance advertising meeting, Tuesday.

Frederick W. Bliss, chairman of the district clubs, was a speaker at Monday morning's session.

Hoyt Calkins, of Calkins & Holden, New York, spoke at the Wednesday morning session on advertising, and said in part:

"Advertising is such a precocious business that its practitioners have a hard time keeping up with it. Advertising is as much afflicted by changes of fashion as millinery.

"Advertising today is much better than formerly, but it is almost defeated by its own efficiency. Newspapers and magazines get bigger and bigger, with single ads running two and four pages an issue, and advertisers grow restless and change agents more frequently in the relentless search for a new idea.

"There is certainly a certain amount of bunk in the way advertising is practiced—not in advertising itself. There are even those who believe a certain amount of charlatany and claptrap is necessary, and their affectations and poses make fair game for the cartoonist. Just so sure as sacred cows are foddered among us, just so sure as we take ourselves too seriously, and forget that advertising like every business is largely common sense, and no

more a mystery than bootlegging or baking, even if we fool the advertiser, the man who pays the bills, we cannot fool this growing advertising public, which gets its dope from the inside, and forms so large a part of the consuming public which is our court of final appeal."

"No thought-provoking advertisements can come from a sloppy mind," declared Harry C. Spillman, of the Remington Typewriter Company, New York, addressing the Tuesday luncheon session of the convention. He termed advertising "an adventure in personification.

"Ninety-five per cent of the constructive thinking in America is done by five per cent of the people," he declared.

"The trouble is that there are too many 'motion seconders,' and not enough motion makers.' The motion maker is a rare bird.

"There must be motion makers, with constructive thinking. Most people think reluctantly and adjust their prejudices automatically. An advertisement is really a great broadside against great distances of mental concrete."

He advised a spirit of friendliness in advertisements, declaring the average advertisement is too detached.

Trade Complaint Dismissed

The Federal Trade Commission has dismissed its complaint against the Shawmut Knitting Mills, of New York City, a manufacturer of knitted scarfs and sweaters. In the complaint it was alleged the respondents misled the public because of a similarity of trade names with a competing company in Stoughton, Mass.

KANSAS EDITORS MEET TO TALK SHOP

More Than 100 Attend Round Table Conferences at U. of Kansas—Anti-Cigarette Advertising Law Attacked

More than 100 Kansas newspaper men representing dailies and weeklies, with their wives, attended a series of round-table conferences at the University of Kansas, Lawrence, Kan., Nov. 14 and 15.

While conferences were in session for the weekly editors, members of the Kansas Daily Newspaper Advertising Association heard reports of the committee that had gone to Chicago to place the group advertising of 24 Kansas daily newspapers. The executive committee of the Kansas Press Association, convening simultaneously, set Jan. 30 and 31, at Topeka, during the legislative session.

The subject of political advertising and the Ku Klux Klan was discussed by J. J. Moore, of the *Pittsburgh Headlight*, and William Morgan, of the *Hutchinson News-Herald*.

William S. Cady, of the *Wichita Beacon*, started a lively discussion by advocating the repeal of the state law prohibiting cigarette advertising. He declared the Kansas newspapers are losing \$260,000 worth of advertising a year because of the law. George Marble, editor of the *Fort Scott Tribune* and president of the National Editorial Association, defended the law.

MORNING PAPERS
THE

GET ACTION
SAME DAY

RADIO

NOW TWICE A WEEK

EVERY Sunday our big Radio Section in magazine form.

EVERY Wednesday a department giving all the latest news and features in the Radio world.

—Put 'em both on your schedule to get complete and active coverage in the Cincinnati market—the coverage behind which is Cincinnati's real buying power.

L. A. KLEIN
Chicago
New York

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

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

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Publisher's Financial Bureau, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

A CHAIN IS NO STRONGER than its weakest LINK!



Is **MONDAY** Your Newspapers "Weak" Day?

The weakest "link" in the chain of good business for your newspaper is either MONDAY or SATURDAY. You can't get away from it. It is the "bugaboo" of the newspaper business. All efforts of your local advertising staff have failed to bring your "weak" day of the week up to the standard of the other days.

Then isn't it sensible to employ the services of the Briggs Organization as many newspapers over the entire United States and Canada are now doing, and convert your "weak" day into a strong one?

100,000 to 200,000 Lines of Additional Display Advertising added to your paper during a year! Advertising secured from non-advertisers by competent, reliable men, who are well trained in securing this class of business.

Write for our plan. It explains how we become part of your own organization and work in perfect harmony with you. Ask your nearest newspaper neighbor about us, or consult Dun or Bradstreet. You will find out as many other publishers have, that

"The Briggs Organization Does What They Say They Will Do!"

IS **SATURDAY** Your "Weak" Day?

Whenever the occasion justifies we put on special feature editions with a twenty-year-trained department of our organization. Write us if the need of a "special" exists on your paper.

Besides our Weekly Review pages we can supply you with a Manufacturers, Builders, Church, Contest or Buyers' Guide Page. Write for details.

Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tennessee

Ask Dun or Bradstreet about our Responsibility

Ask any Newspaper Publisher about our Service

NAVY INVITES SIXTY EDITORS TO SEA FOR PACIFIC FLEET MANEUVERS

Party Will Leave San Francisco for Hawaii April 15, 1925,
According to Present Plans—Invitation
List Announced

A GROUP of approximately 60 publishers and editors of daily newspapers will be the guests of the U. S. Navy on board battleships of the Pacific fleet during the spring maneuvers off Hawaii next April, the Navy Department has announced with the recent issuance of a list of names of those already invited.

Present plans contemplate departure of the party from San Francisco April 15, instead of April 25, as first announced.

Accommodation will be furnished on board ships of the fleet instead of on a transport, as was the case last year. The space available will necessarily limit the number of the party to about 60. When the fleet continues to Australia after the maneuvers the guests will be returned to the United States on commercial ships.

The Navy Department in giving EDITOR & PUBLISHER the list of editors invited declared many revisions will occur.

Those who have received invitations to be present at the maneuvers follow:

- ALABAMA**
Birmingham Age-Herald, Frederick I. Thompson, publisher.
Birmingham News, Victor H. Hanson, publisher.
- ARIZONA**
Phoenix Gazette, C. H. Akers, publisher.
- ARKANSAS**
Fort Smith Southwest American, W. E. Decker, publisher.
Fort Smith Times Record, John S. Parks, publisher.
- CALIFORNIA**
Fresno Republican, Chase S. Osborn, Jr., publisher.
Los Angeles Times, Harry Chandler, publisher.
Los Angeles Herald, Frank F. Barnham, publisher.
Los Angeles Illustrated News, Cornelius Vanderbilt, Jr., publisher.
Sacramento Bee, Carlos K. McClatchy, editor.
San Francisco Chronicle, M. H. DeYoung, publisher.
San Francisco Examiner, C. S. Stanton, publisher.
San Francisco Bulletin, R. A. Crothers, editor.
San Francisco Call-Post, John Francis Neylan, publisher.
- COLORADO**
Pueblo Chieftain, Walter L. Wilder, editor.
Pueblo Star-Journal, Frank S. Hoag, publisher.
- CONNECTICUT**
Hartford Courant, Charles H. Clark.
New Haven Journal-Courier, Norris G. Osborn.
- DELAWARE**
Wilmington Every-Evening, William F. Metten, publisher.
Wilmington Evening Journal, George Carter, editor.
- FLORIDA**
Jacksonville Times-Union, Willis M. Ball, editor.
Tampa Tribune, W. F. Stovall, editor.
- GEORGIA AND IDAHO**
Atlanta Constitution, Clark Howell, editor.
Atlanta Georgian, F. A. Wilson-Lawrenson, publisher.
Boise Capital News, Harry A. Lawson, editor.
Boise Idaho Statesman, Milo Thompson, editor.
- ILLINOIS**
Champaign News-Gazette, D. W. Stvick, publisher.
Chicago American, Herman A. Black, publisher.
Chicago Herald and Examiner, George D. Buckley, publisher.
Chicago Journal, John C. Eastman, editor.
Chicago Post, John C. Shaffer, publisher.

First nine months of
1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK
EVENING JOURNAL

- INDIANA**
Indianapolis News, Hilton U. Brown, general manager.
Indianapolis Times, Albert Buhrman, editor.
- IOWA AND KANSAS**
Des Moines Register, Gardner Cowles, publisher.
Wichita Beacon, Henry J. Allen, publisher.
Topeka Capital, H. T. Chase, editor.
Emporia Gazette, William Allen White, publisher.
Kansas City Kansan, Arthur Capper, publisher.
- KENTUCKY**
Louisville Courier-Journal, Robert W. Bingham, publisher.
Louisville Herald, Richard G. Knott, publisher.
- LOUISIANA**
New Orleans Item, James M. Thomson, publisher.
New Orleans States, Robert Ewing, publisher.
New Orleans Times-Picayune, L. K. Nicholson, editor.
- MAINE AND MARYLAND**
Portland Express, Wm. H. Dow, General manager.
Portland Press-Herald, Harry M. Bigelow, editor.
Lewiston Journal, A. G. Staples, editor.
Baltimore American, Arthur D. Marks.
- MASSACHUSETTS**
Christian Science Monitor, Willis J. Abbot.
Boston Herald, Robert L. O'Brien, editor.
Boston Transcript, James T. Williams, Jr., editor.
New Bedford Standard, Benj. H. Anthony, general manager.
Springfield Republican, Waldo L. Cook, editor.
Springfield Union, Maurice S. Sherman.
- MICHIGAN**
Detroit News, George E. Miller, editor.
Detroit Times, H. M. Bitner, editor.
- MINNESOTA**
Minneapolis Tribune, Frederick E. Murphy, publisher.
- MISSISSIPPI AND MISSOURI**
Meridian Star, James H. Skewes, publisher.
Kansas City Star, R. E. Stout, manager editor.
St. Louis Globe-Democrat, E. Lansing Ray, editor.
St. Louis Post-Dispatch, Joseph Pulitzer, publisher.
St. Louis Star, Frank P. Glass, editor.
- MONTANA**
Butte Miner, J. L. Dobeil, editor.
Butte Post, J. H. Durston, editor.
- NEBRASKA**
Omaha World-Herald, H. E. Newbranch, editor.
Omaha News, Joseph Polcar, publisher.
Omaha Bee, Ballard Dunn, editor.
- NEVADA**
Reno Gazette, D. E. Williamson, editor.
Reno State Journal, W. Frank Helmick, editor.
- NEW HAMPSHIRE**
Manchester Union, Frank Knox, editor.
Manchester Mirror, John H. Fahey, editor.
- NEW JERSEY**
Newark News, John W. Maynard, manager editor.
Newark Ledger, L. T. Russell, publisher.

- NEW MEXICO**
Albuquerque Journal, Joseph Tausek, editor.
New Mexico Tribune (Albu.), Carl C. Magee, publisher.
Albuquerque Herald, T. M. Pepperday, general manager.
- NEW YORK**
Brooklyn Eagle, Herbert F. Gunnison, publisher.
Brooklyn Standard Union, R. F. R. Huntsman, publisher.
Albany Times-Union, Martin H. Glynn, publisher.
New York World, Ralph Pulitzer, publisher.
New York American, W. R. Hearst, publisher.
New York Journal, Arthur Brisbane, editor.

- NORTH CAROLINA**
Raleigh News and Courier, Josephus Daniels, publisher.
Greensboro News, Earle Godbey, editor.

- NORTH DAKOTA**
Fargo Tribune, R. Nafziger, editor.

- OHIO**
Cincinnati Enquirer, W. F. Wiley, editor.
Cleveland Plain Dealer, E. C. Hopwood, editor.
Cincinnati Commercial Tribune, Wade Mountfort, Jr., editor.
Cleveland News, T. A. Robertson, editor.

- OKLAHOMA**
Fulsa Tribune, Richard Lloyd-Jones, publisher.
Muskegon Times-Democrat, C. A. Looney, editor.

- OREGON**
Portland Oregonian, E. B. Piper, editor.
Portland Telegram, O. C. Leiter, manager editor.
Portland News, Fred L. Boalt, editor.

- PENNSYLVANIA**
Philadelphia Public Ledger, David E. Smiley, editor.
Philadelphia Evening Ledger, Cyrus H. K. Curtis, publisher.
Philadelphia Inquirer, Charles H. Heustis, editor.
Pittsburgh Gazette Times, Charles W. Danziger, managing editor.
Pittsburgh Post, W. U. Christman, managing editor.

- RHODE ISLAND**
Providence Journal, Sevellon Brown, managing editor.

- SOUTH CAROLINA**
Columbia State, A. E. Gonzales, publisher.

- SOUTH DAKOTA**
Sioux Falls Press, Chas. H. J. Mitchell, editor.
Aberdeen American, F. W. Meyers, editor.

- TENNESSEE**
Memphis Commercial Appeal, C. P. J. Mooney, editor.
Memphis News-Scimitar, George Morris, editor.
Knoxville Journal and Tribune, W. M. Clemens, managing editor.

- TEXAS**
San Antonio Express, M. M. Harris, editor.
Dallas News, George B. Dealey, president.

- UTAH**
Salt Lake City Tribune, E. H. Holden, managing editor.
Salt Lake City Desert News, Heber J. Grant, publisher.

- VERMONT**
Burlington Free Press, John L. Southwick, managing editor.
Rutland Herald, Howard L. Hindley, editor.

- VIRGINIA**
Richmond News-Leader, John Stewart Bryan, publisher.
Richmond Times-Dispatch, R. D. Ford, editor.

- WASHINGTON**
Seattle Times, C. B. Bletten, publisher.
Seattle Post-Intelligencer, Frank C. Farrar, managing editor.

- WEST VIRGINIA**
Wheeling News, H. C. Ogden, editor.
Wheeling Register, Camden S. Taney, editor.

- WYOMING**
Casper Tribune, J. E. Hanway, editor.

- SPECIALS**
George Horace Lorimer, editor, Saturday Evening Post, Philadelphia.
Robert P. Scripps, editorial director, The Scripps Newspapers.
W. A. Patterson, editor, Western Newspaper Union, Chicago, Ill.

You cannot "Cover Brooklyn" unless you advertise in newspapers which go into Brooklyn homes—and stay there.

The Standard Union and other Brooklyn newspapers are the papers which stay there.

R. G. R. Hunniman
President

Positive
Delivery

Mr. Ed. Snyder, Advertising Manager of the Rochester, N. Y., DEMOCRAT & CHRONICLE, writes:

"We have always felt that when we were sending complete copies to Advertising Agencies, that most of the issues were confined to the waste-paper basket, and we know now positively that when they are received from the Advertising Checking Bureau that they are given better attention than if they are received direct from the publisher, because they know that these sheets are carefully checked by your Bureau."

Just one angle of value—want the others?

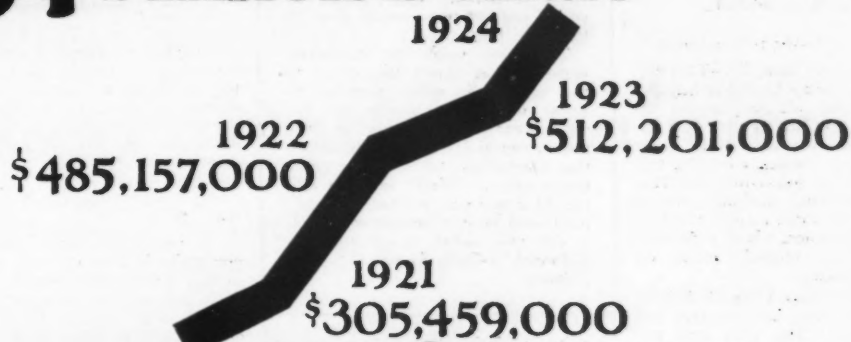
The Advertising
CHECKING BUREAU Inc.

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

A NEWSPAPER CHECKING PROOF SERVICE

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

564 Million Dollars



IOWA'S Buying Power is Growing Even Stronger

Authority for above statistics: Bureau of Agricultural Economics at the United States Department of Agriculture, Des Moines, Iowa, October 31, 1924.

This tremendous fortune of 564 million dollars represents an entirely new wealth in Iowa, being extracted from mother earth during 1924. It illustrates less than half of Iowa's actual buying power for 1925 as it does not include the hundreds of millions of dollars of buying power produced from live stock, industrial enterprises, poultry, etc.

A 10 per cent increase in buying power! Astounding! That 10 per cent increase has made Iowa one of the richest and most productive merchandising territories in the world.

In 1925, the average Iowan will have approximately 10 per cent more to spend for clothing, food, motor cars, gasoline and oil, amusements, office supplies, entertainment, farm equipment, etc.

Will the local dealer have your products in stock to supply this tremendous increase in demand?

Read thoroughly through the following facts; get an idea of

the many reasons why Iowa has developed into such an ideal market in which to market your merchandise.

Iowa's savings deposits have increased 23.2 per cent in four years. Iowa is first in per capita wealth; value of corn, oats, horses, hogs, poultry and eggs; value of farm lands and buildings; total value of farm products; combined value of live stock; total value of farm property; percentage of farm land improved; number of automobiles on farms; low illiteracy; farms equipped with telephones.

Where Every Family Takes a Daily Newspaper

Iowans not only prefer the daily newspaper to all other kinds of publications but consider it an indispensable necessity of their daily lives. In fact the combined circulation of the Iowa daily newspapers is greater than the number of families in the state.

57 Per Cent a City and Town State

57 per cent of Iowa's population live in cities and towns. The other 43 per cent live on farms and are closer to a store than most large city residents are to their business district. No resident lives more than 20 minutes by his auto from his nearest store. Rural Iowa should be treated as a suburban market in any sales plan.

These members of the Iowa Daily Press Association and retailers and jobbers in Iowa will actually help you merchandise your products that are advertised in the newspapers published by the members of the association.

What more ideal conditions could you expect?—a rich market, thousands of facilities for quick, intensive distribution, pledged cooperation from each publisher and a combined newspaper circulation of 563,167 at a cost of only \$1.74 per agate line.

Send for NEW! FREE BOOK!

A new 1925 "IOWA" booklet containing the latest, most complete, and detailed information relative to the rich Iowa Market, its distributing facilities, population, automobiles, telephones, public utilities, newspaper-circulations, rates, etc., will soon be off the press. It will be of interest to every president, salesman, advertising manager, and salesman. It will be sent on request. Send for it to-day.

The IOWA DAILY PRESS ASSOCIATION

Council Bluffs, Iowa

Ames Tribune
Atlantic News-Telegraph
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register & Tribune
Dubuque Telegraph Herald
Dubuque Times Journal
Ft. Dodge Mess. & Chronicle

Ft. Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe Gazette
Muscatine Journal
Newton News
Oelwein Register

Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune
Webster City Freeman Journal

IOWA

Where Every Family Takes a Daily Newspaper



250 MICHIGAN EDITORS MEET AT ANN ARBOR

Willis J. Abbott Chief Speaker at Sixth Convention of U. of Michigan Press Club—Dailies and Weeklies Represented

(By Telegraph to Editor & Publisher)

ANN ARBOR, Mich., Nov. 20.—This college town is host today to 250 newspaper men, gathered from all portions of the state of Michigan to attend the sixth annual conference of the University Press Club of Michigan. Dailies, weeklies, and women's interests in journalism are represented, and sectional meetings are to be subsidiary to the main conference during the three-day session, which ends with the Michigan-Iowa football game on Ferry Field Saturday.

The University Press Club of Michigan, organized in 1919, has assumed national proportions. The club was organized in an effort to bring the press of the state into closer relationship of mutual helpfulness, to improve standards and increase public appreciation of journalism, and to encourage sympathetic co-operation between professional newspaper workers and students of journalism in the University of Michigan.

Willis J. Abbott, editor of the *Christian Science Monitor*, heads the list of speakers for the meeting.

After registration Thursday morning, the representatives of weekly and daily newspapers separated for luncheon, while another luncheon was served the meeting of the Women's Press Association of Michigan. The first general session in the afternoon was called by A. L. Miller of the *Battle Creek Enquirer*, president of the state organization.

Edwin G. Burrows of the department of journalism of the University was the initial speaker of the conference, addressing the meeting Thursday afternoon. The subject of his address was "Teaching Theory and Practice of Journalism." He was followed by B. L. Cook of the *Hastings Banner*, who will discuss "The Place of the Community Weekly in Modern Newspaper Development." At the close of this address, the delegates adjourned to the auditorium of the Natural Science building to hear an address by Walter de la Mare, noted British author.

Prof. William A. Frayer, of the history department of the university, and Herbert Bayard Swope were scheduled as the speakers at the annual banquet, to be held at the Michigan Union in the evening. Dean John R. Effinger will act as toastmaster. Prof. Frayer will speak on "The Historian Looks Over the Newspaper."

Kent Cooper, assistant general manager of the Associated Press, New York, scheduled to speak at the banquet, was unable to attend.

"Contempt of Court as Applied to Newspapers" was to be discussed by Stuart Perry of the *Adrian Telegram* at the meeting Friday morning. He will be followed by Prof. Herbert F. Goodrich of the Law School, who will speak on "Civil

HE WANTED IT READ

AN editor and a merchant were discussing the virtue of billboard advertising. The merchant contended that more people read the billboard than the newspapers. After a lengthy conversation in which neither man would give in, the men parted.

The next week the merchant came tearing down the street to the newspaper office wanting to know why the obituary of his wife's mother was not in the paper, especially after he had seen that a copy was taken to the newspaper office. "Well," said the editor, "I know you wanted the obituary read by the people so I took it out and nailed it up on your billboard."—*Dell Rapids* (S. D.) *Tribune*.

Liability in Libel." The final talk of this session will be made by Arthur Treanor, of the *Saginaw News-Courier*, who will speak on "Newspaper Features and Their Uses."

Prof. Jesse S. Reeves and Prof. J. R. Hayden, of the political science department of the university, will speak at the Friday afternoon meeting. Prof. Reeves will tell of "Domestic Perspectives in Foreign News," while Prof. Hayden's subject will be "News in and from the Philippines." His address will be followed by a discussion of "The Whole Truth in Newspaper Work," by Mrs. Charlotte P. Gilman.

Shirley W. Smith, secretary of the University, and Willis J. Abbott, editor of the *Christian Science Monitor*, will be the speakers at the dinner Friday evening. Mr. Smith will tell of "The University Today" and Mr. Abbott will speak on "Headlining Happiness."

The conference will be closed with business sessions and election of officers Saturday morning, and delegates will attend the Michigan-Iowa football game Saturday afternoon.

Duluth Bans Billboards

The city council of Duluth, Minn., Nov. 17, passed a resolution prohibiting the issuance of any more billboard permits in the city. A delegation from the Woman's Club was present at the meeting to press the action.

State Printer Now Warden

Frank J. Smith, state printer of California, has been appointed warden at San Quentin, one of the largest penitentiaries in the country, by Governor Richardson.

Woodcock Made Vice-President

H. P. Woodcock has been made vice-president and a member of the board of directors of Myers-Beeson-Golden, Inc., New York advertising agency, succeeding Sterling Beeson, resigned.

BRISBANE TELLS HOW TO WRITE ADS

Calls Intensity of Purpose and Freshness of Interest Most Necessary to Success—Stresses Use of Simple English

Intensity of purpose and freshness of interest were termed the two indispensable attributes of success in advertising, newspaper work, or in any other line of endeavor by Arthur Brisbane, editorial writer for the Hearst newspapers, in a speech on advertising delivered before members of the Sphinx Club at a dinner at the Waldorf-Astoria, Tuesday evening, Nov. 18.

"If you don't feel it intensely when you write it, how can you expect anyone to feel it when they read it," he asked.

"Whatever you write, or whatever you do, do it as though it had never been done before. That is why newspaper work is such a dangerous game. It is the 'same old thing' over and over.

"In this work instead of practice making you perfect, practice makes you dull.

"Send a young reporter out on a story of a murder, or a child starving to death, and he will make his story glow with interest. Send the same man out on the same story 10 years later and he will report: 'Not much to it. Just another child starved to death.'

"The greatest ability is to be able to approach your work with fresh interest." Simple English was recommended to

advertising and newspaper writers as the most powerful aid to expression.

"Nothing is more pathetic than cumbersome and obscure writing. If it isn't worth saying, don't say it. If it is worth saying, make it so plain it cannot be misunderstood. Too many men pride themselves on wordy, fancy writing. The masters of literature write simply."

There is no limit to the power of advertising, Mr. Brisbane said.

"The fundamental idea in advertising is to get a thought from your mind into the mind of another person," he continued. "Before you can write successful advertising you must first know what you want to say, and second, put it in such words that it can be readily understood.

"You have to do five things in advertising. You must make people see it; read it; understand it; believe it; and want it.

"Dante said, 'Give light and people will find the way,'" he concluded. "You can tell a man how to traverse a dark road. But hold a light for him and he will not need your direction.

"Advertising is the light."

Hewitt Joins Duplex Company

A. C. Hewitt, for 17 years with Miller & Richards, Toronto, has joined the sales force of the Duplex Printing Press Company. He will work in the eastern territory.

Daily Issues Road Map

The *Halifax* (N. S.) *Morning Chronicle* has issued a road map and travelogue of Nova Scotia.

The Providence Journal and The Evening Bulletin

have built up their circulations on a high standard of appeal. Their policy is based upon the conviction that newspapers are intended primarily for the dissemination of news—honestly, fairly, completely, and as impartially as it can be given to its readers.

They are good newspapers—they are also good advertising mediums.

The circulation of these newspapers is now over 101,000 net paid.

Flat Rate **23c a Line**

vidence Journal Company
Providence, R. I.

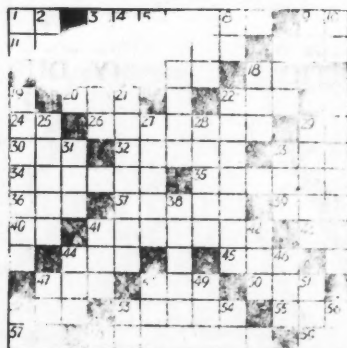
Representatives

CHAS. H. EDDY CO. R. J. BIDWELL CO.
New York Boston Chicago San Francisco Los Angeles

CROSS-WORD PUZZLE

Seven Releases Per Week

Send for Folder Carrying Samples of the Best Feature of This Class Now Published.



LEDGER **S** **A** **T** **E**
INDEPENDENCE SQUARE PHILADELPHIA, PA

OUR CUSTOMERS WRITE OUR ADS

A New Press Standard of Excellence

Duplex Heavy Duty Speed Units

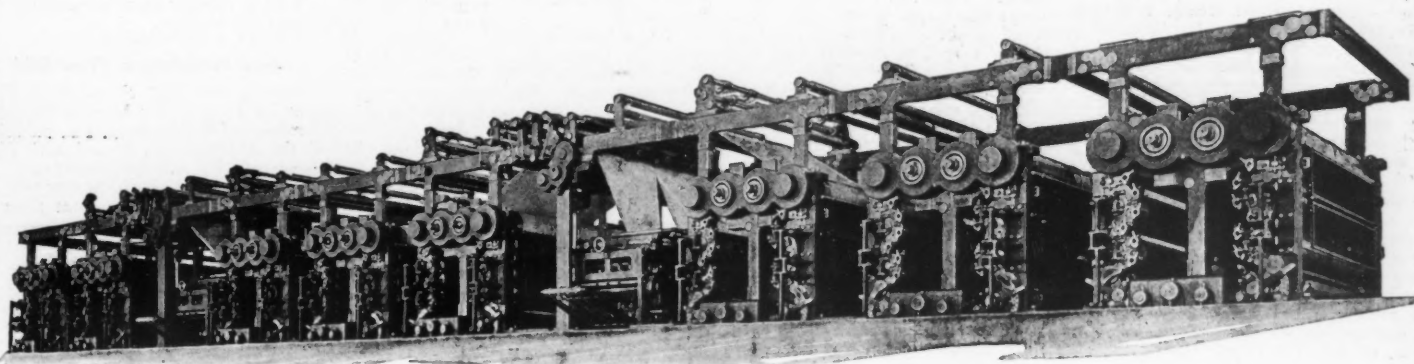
Now Running in the New York World

The low, compact, accessible super-speed unit was first designed and built by the Duplex Printing Press Company—and ridiculed as “impossible” by other builders.

Since then the supremacy of that type has become unquestioned, but, despite assiduous copying by others, the DUPLEX again sets a mark far in the lead.

THE PRESS PICTURED BELOW IS THE SET OF UNITS JUST LATELY INSTALLED FOR THE “WORLD.”

ALL PUBLISHERS INTERESTED ARE INVITED TO CALL AT OUR OFFICES IN NEW YORK CITY AND A VISIT TO THIS PLANT WILL BE ARRANGED.



You Will Find

Greatest productive capacity—

Less space per unit required—

Accessibility increased in all working parts—

Strength never before built into a press—

And a Record for Production and Operation which has never been equalled by any other press.

1—The press went onto The Evening World Edition and put papers on the street *on the same day that paper and ink were first put in the machine.* This has never been done hitherto in the “World” plant nor anywhere else that we know of.

2—It is exceeding in hourly output all other presses in use by large percentages (press room records), and this despite the facts of newness, unfamiliar handling, etc., all the unfavorable conditions of new machinery in its initial operation.

3—The *ratio of net product to press speed* is higher than any previous records.

Full details of construction and operation records of this machine are available. Let us bring them to you, if you are interested in **PRODUCTION, ECONOMY, DURABILITY.**

THE DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

NEW YORK
World Building

CHICAGO
New Chicago Temple Bldg.

SAN FRANCISCO
DeYoung Building

CRESSEY BUYS CONTROL OF BRIDGEPORT TIMES

Former Hearst Boston Publisher and New York General Executive Takes Charge of 135-Year-Old Connecticut Daily

Kendall B. Cressey, veteran newspaper man, and until last summer a member of the New York general management staff of the Hearst newspapers, on Nov. 17 announced that he had purchased controlling interest in the 135-year-old *Bridgeport (Conn.) Times*, evening newspaper founded in Bridgeport in 1790.

Mr. Cressey resigned from the Hearst organization July 1, to take a vacation, remain outside of journalism and "just gravitated to the Times."

For two years prior to the Hearst New York staff, Mr. Cressey acted as publisher for the *Boston Advertiser*, Mr. Hearst's morning tabloid and Sunday newspaper. He was then selected by Mr. Hearst as the organizer and president of the Boston Production Company, the operations company of the Hearst Boston newspapers.

Cressey's first experience as a newspaper publisher came when he founded the *Springfield (O.) Morning Sun* while he was still in his teens. After having firmly established the *Sun*, he turned over his interests to his associates and took a position with the *Philadelphia Record*.

On the *Record*, he advanced to news editor, advertising manager and business manager.

Later he spent two years in Chicago for Mr. Hearst as publication manager of the *Chicago Herald-Examiner*, from which newspaper he went to New York to be general manager for James Gordon Bennett, of the *New York Herald*, for two years.

Seven years ago he purchased the *Austin (Tex.) Morning American*, and, after three years, disposed of his property and, with Mrs. Cressey, spent seven months in study in Europe. After his return he joined the Hearst Boston publications.

The *Bridgeport Times* was published by the Times Publishing Company, with Lynn W. Wilson, editor; John W. Rose, business manager; E. C. Lynch, advertising manager, and N. P. Larsen, circulation manager.

Mr. Wilson resigned as editor last week to become directing managing editor of the *Bridgeport Star*.

No other executive changes have been announced.

RE-BUY ONTARIO DAILY

Former Owners of Hamilton Herald Purchase Paper from W. F. Herman

The *Hamilton (Ont.) Herald*, which was purchased in November, 1923 by W. F. Herman, proprietor of the *Windsor (Ont.) Border Cities Star* and former owner of the *Saskatoon (Sask.) Star* and *Regina (Sask.) Best*, has been resold to its former owners, who have formed a new company under name of Hamilton Herald Limited.

E. D. Cahill, K. C., is president and Robert B. Harris, managing director. W. J. McNair, who was news editor prior to the Herman purchase, has taken a financial interest in the new company and will be managing editor.

J. L. Lewis is reinstated in his former position of editor-in-chief and J. W. Tremblett, who has been on the staff of

the *Hamilton Spectator* in the interval, returns as city editor.

The *Spectator* states that the amount involved in the sale is approximately \$500,000.

DULUTH MERGER

Sunday News Tribune Buys Superior (Wis.) Sunday Times

Consolidation of the *Duluth Sunday News Tribune* with the *Sunday Times, Superior (Wis.) Wisconsin*, effective Nov. 23, was announced Tuesday.

The combination will be known as the *Sunday News Tribune* and for a while the *Wisconsin Sunday Times*. The *Times* was organized in 1920 by W. J. Benjamin and other Superior Business men as a private venture. Two years later the *Superior Telegram* took over the property and have been operating it as the Sunday edition of their daily.

With the purchase of the *Times* the *News Tribune* is now the only Sunday newspaper at the head of the Lakes.

UNION DAILY FAILS

Receiver Named for Sioux City (Ia.) Register, Backed by Typos

On the application of the Des Moines, Ia., Typographical Union, Willis M. Pritchard, county auditor of Woodbury county and well-known Iowa newspaper man, has been named receiver in district court of the *Sioux City (Ia.) Daily Register*, published afternoons and Sunday mornings.

This newspaper was established June 6, by union newspaper printers who were employed on the *Sioux City Journal* and the *Sioux City Tribune* and who went out on a strike in June, 1923.

Failure of this newspaper, which was financed by loans and stock sold at \$25 a share, was due to lack of advertising patronage.

Montreal Tabloid Suspend

Montreal Morning Sun, a 16-page tabloid illustrated paper, which was started about two months ago by John H. Roberts, has ceased publication. It was expected that certain capitalists, including Lord Atholstan, publisher of the *Montreal Star*, might be interested in the venture, but apparently the promoters did not meet with success in this direction. It is stated, however, that the publishing company will be reorganized and that publication will shortly be resumed.

Nauvoo (Ill.) Papers Merged

Ed Buckert and Harry Covington, former employees of the *Nauvoo (Ill.) Rustler*, have bought out Mark Hudson's interests in that paper and purchased the *Independent* from Michael Baumert, Jr., announcing the merger of the two papers as the *Independent and Rustler* with the edition of Nov. 24. Mr. Hudson announces his plan to move to Chicago, but Mr. Baumert has not made any future plans.

AUSTIN AMERICAN BUYS STATESMAN

Marsh-Fentress Group to Publish Dailies As Morning-Evening-Sunday Combination—Price Approximately \$100,000

AUSTIN, Tex., Nov. 15.—Purchase by the American Publishing Company, publisher of the *Austin (Tex.) American*, of the *Austin (Tex.) Statesman* was announced Saturday by Charles E. Marsh, president of the firm. The firm is owned by the Marsh-Fentress group, publishers of the *Austin (Tex.) American*, the *Waco News-Tribune*, the *Wichita Falls Record-News*, the *Port Arthur News*, and the *Orange Leader*. The consolidation is effective Dec. 1, 1924. The papers will be published as a morning-afternoon-Sunday combination.

The consideration was approximately \$100,000, it was stated.

The *Statesman* is the second oldest daily newspaper in Texas, having been established in 1871, preceded by the *Galveston News*.

W. C. Storey, business manager of the *Statesman*, will become business manager of the combined Austin property, and Edmunds Travis, editor, will be retained as editor of the *Statesman*, and editorial adviser.

John H. Kirby was formerly owner of the *Austin Statesman*, until it was bought by Travis, Storey and associates, approximately two years ago.

Plans have not yet been made regarding the organization of the staffs of the two papers.

The merger followed a number of others in Texas of a similar kind, or of the consolidation of two morning or two afternoon papers. The latest major consolidation was that of the *Houston Dispatch* and *Houston Post*, Aug. 1.

The group which has acquired the *Statesman* is headed by Charles E. Marsh of Austin, and E. S. Fentress of Waco.

Martin Andersen, managing editor of the *American*, became supervising editor for both papers. Andersen, is probably the youngest newspaper man in the Southwest to be placed in the unusual responsibility of editing two newspapers.

He has been connected with the Marsh-Fentress group for several years, and was managing editor of the *Beaumont (Tex.) Journal*, before that paper was sold to the Hobby group, and for some time afterward, then returning to the Marsh-Fentress papers as managing editor successively of the *Waco News-Tribune*, the *Wichita Falls Record News* and the *Austin American*.

Edmunds Travis, former editor of the *Statesman*, will, under the purchase of the afternoon paper by the American, have the title of editor of the *Statesman* and editorial adviser.

Mr. Andersen announced the following staff appointments: A. W. Von Struve, formerly of the *Austin American* staff, city editor of the *Statesman*; and L. L. Engelking, formerly of the *Port Arthur News*, telegraph editor. Henry C. Fulcher, formerly of the American telegraph desk, becomes city editor of the *American*. Lloyd Gregory, sports editor of the *Statesman*, and Ray E. Lee, sports editor of the *American*, will retain their present posts. S. Raymond Brooks, who has for the past two years been the capitol correspondent of the *American* has been placed in charge of the capitol bureau of both the *American* and the *Statesman*.

It is expected the two papers will be placed in the same plant, that now occupied by the *Statesman*, early next year. The *American's* press will be enlarged as used in the new plant for printing both issues.

East Stroudsburg Press Sold

Sale of the *East Stroudsburg (Pa.) Morning Press* to the Monroe Publishing Company of Stroudsburg, Pa., publishers of the *Stroudsburg Record* and *Times Democrat*, an evening newspaper, has been announced. Both newspapers are to be published from the same plant.

The New Building of THE MILWAUKEE JOURNAL

described on pages 6 and 7 is a complete manufacturing plant. From paper storage to mailing room, edition follows edition—undelayed, on time. There is no wasted movement. There is no wasted time. The high speed presses are enabled to run without interruption from start to finish of each edition by means of

MAGAZINE REELS

PATENTED JAN. 12, 1915

manufactured by Kohler Brothers, who developed and patented them. These magazine reels have eliminated wasteful delay; both by replacing an exhausted roll with a fresh roll of paper without stopping the press, and by the substitution of automatic tension for the ancient hand method where an error in judgment meant web breaks and consequent loss of invaluable time.



KOHLER BROTHERS

Engineers and Manufacturers

WRIGLEY BUILDING—NORTH CHICAGO

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY

As It's Done In Syracuse

The POST-STANDARD (Morning)

The JOURNAL . . . (Evening)

The HERALD . . . (Evening)

formerly required print paper rolls that in width measured $72\frac{1}{2}$ "
 but now use rolls that are - - - - - 68 "
 thus reducing their paper bills $6\frac{1}{4}\%$ by saving - - - $4\frac{1}{2}$ "

How did they do it? By adopting 12 ems columns and installing the WOOD DRY MAT process.

The Syracuse Telegram also has 12 ems columns, but requires 70" rolls, thus wasting 2" of paper because the wet mat steam table method, as yet in use in its plant, requires paper of that size. By using WOOD DRY MATS the Telegram could save nearly 3% of its paper bill.

Place whatever monetary value you will on the saving of time in getting to press, the improved typography, and the elimination of a primitive and laborious mat-making operation—all of which the WOOD DRY MAT has made possible—and the result will be an enormous annual saving in dollars to the three Syracuse dailies.

*With your 1925 print paper contract now under consideration,
 figure what the Syracuse idea will save you,—and act now.*

WOOD FLONG CORPORATION

501 FIFTH AVENUE

NEW YORK CITY

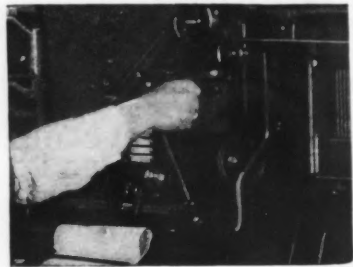
THIS PAGE IS A PRACTICAL DEMONSTRATION OF WHAT CAN BE DONE ON THE MODEL 26 LINOTYPE

This 30 point Bodoni Condensed caps and lower case
will run in the two auxiliary magazines



TOUCH A BUTTON and the keyboard action shifts from the auxiliary to the main magazines. The operator can *immediately* start setting from one of these magazines carrying, for example, 12 point Bodoni Bold with Italic.

If he wants to set another head in the 30 point or a correction-line, he has only to touch the keybutton to shift back to the auxiliary and he is ready to set the desired line *at once*. While the Model 26 is as fast as any machine on straight matter, it is particularly adapted to composition in which many faces are employed such as catalogues, job work, newspaper headings and ads.



LIFT A LEVER and the other main magazine is ready for use. *Not an instant's delay*. No wait for matrices to distribute. Every matrix will go back to its proper magazine without further thought or attention. In this case the lower magazine carries 12 point Bodoni Book with Italic and Small Caps.

If more faces are needed, any of the magazines can be changed *in a few seconds*. The main magazines are interchangeable with each other and with those of any Linotype using the standard Model 5 magazine. The auxiliary magazines are interchangeable with those of the Single Keyboard Models 14 and 22.

MIXED FACES *CONTINUOUSLY COMPOSED*. All the faces in the *Model 26*, in the *auxiliary* as well as *both main magazines*, can be combined in the same line if desired. The operator sets from all magazines continuously, bringing any magazine into position by a touch of the keybutton or the magazine shift lever.

CONTINUOUSLY DISTRIBUTED. After use the matrices are all automatically returned to their proper magazines. The words "*Mixed Faces*" in 30 point in the paragraph above, were set in the same line with the roman and bold face which follow it and the matrices composing this line distributed to the two main magazines and the two auxiliaries while the operator was setting succeeding lines.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

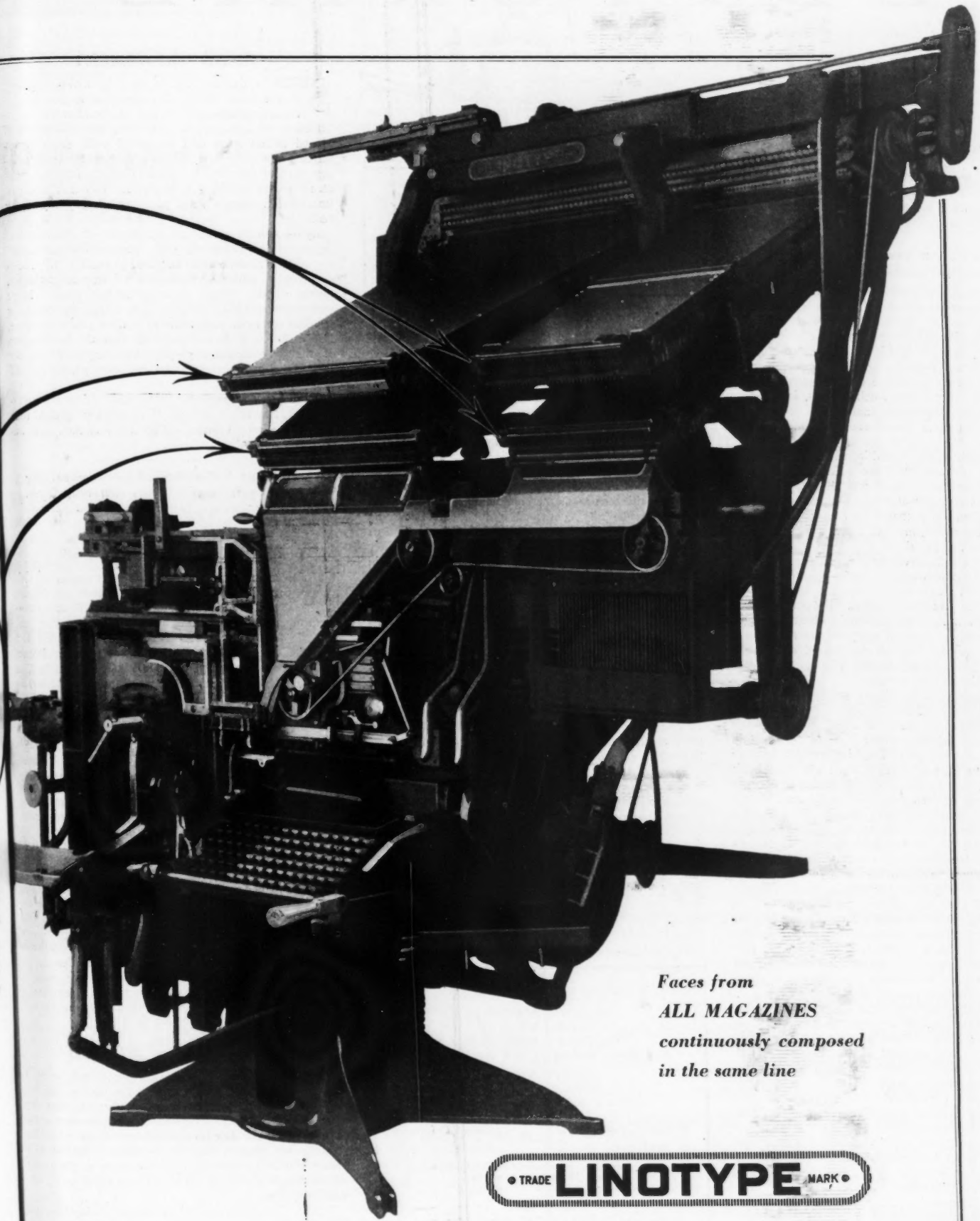
SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD



*Faces from
ALL MAGAZINES
continuously composed
in the same line*

TRADE **LINOTYPE** MARK



930.24.1172

EDITORIAL

DREAM STUFF

A BOY works for weeks, running errands or selling sample soap, to earn enough money to buy a small rifle. He wants the rifle to shoot a bear. He wants the bear's hide to make a coat. He wants the coat to protect him when he is prospecting for diamonds on Baffin Island. He wants diamonds to sell to a rich old man in Maiden Lane, thus to dispel father's worries and ugliness about expenses, to buy mother a silk dress, sister a baby grand piano and for himself a little red wagon with a gold star on the dashboard.

Boys live in a dream world.

In candor they tell intimates of their fancies.

Men, also, have a dream life in business. They are not so confiding as boys, and call their reveries "ideas," "hunches," "schemes," "prospects," "service," but they like to have it said that they are "men of vision."

It is when you have in some measure penetrated a man's dream world that you are able to do important business with him. You have caught some shred of his vision, and cater to it. Such dreams, in balanced minds, are not the impractical fantasies of youth, to be sure, but constructive imagination of builders and seekers.

We hear much of the "hard-headed business man," the "cautious conservative," the man who bases all calculations upon "cold fact," and there is a legend that such are the super-men of commerce and trade. The sophisticated know that such men are really unimaginative, uncreative, in truth cowardly parasites on the activities of the world.

The builders are the dreamers.

Nothing so entrances men as stories of dreams come true. Last night there was a Sphinx Club dinner on the roof of the Waldorf-Astoria. Several hundred advertising men and editors gathered to hear Brisbane, Prince of Dreamland, talk of the power of the printed word. In his snappy English, he poured out stories of audacious business adventure. His audience was motionless in the web of romance.

Years ago he bought for \$15,000 a lot over in Jersey City; the land rents for \$45,000 per year now. "I tell that story to Texas boomers," he said.

Twenty years ago his friend Nathan Straus told him that his brothers were laughing at him because of his dream to open at Macy's Store a savings bank for customers, thus to make possible a charge account system for many patrons who resisted the store's cash payment plan. Brisbane found the scheme had been poorly advertised, and wrote a page ad, carrying a fantastic picture, to sell the banking idea to Macy's customers. In the course of time millions rolled in. Dream come true!

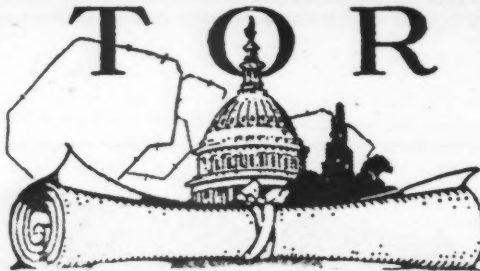
Because of his friendship for the Barrymore family Brisbane asked Klaw and Erlanger, years ago, to give a job to young Jack Barrymore, then a struggling newspaper artist. He wrote a page ad, displaying the line "Greatest of the Barrymores," featuring the picture of the youth, surrounded by all the famous Drews and Barrymores, and the theatre turned business away and the dream has been coming true ever since.

"I am building a 30-story apartment house," said Brisbane. "I have the best architect in New York on the work, and I have retained another famous architect to represent my personal ideas. Foolish manufacturers and merchants, who know nothing about the technique of advertising, think that they are able to get along without the special skill of the architects of publicity and selling—you advertising men. You know how to make men rich."

Several hundred New York advertising men are working better today for having drunk from Brisbane's golden goblets last evening. He gave them nothing tangible, no definite hunches or leads, but he set their minds on fire. Dreams!

When you lose your boyhood imagination, you are old. When the magic of the world of fancies has been exploded and you have come down to the mere realities of life, believing only in things you may actually sense, purpose and usefulness are palsied and your course is run. This is true in all walks; it is doubly true in journalism and advertising where the idea is the whole thing.

If you do not understand what has been written, do not pass the copy.



PROVERBS

Chapter XVII—27

He that hath knowledge spareth his words; and a man of understanding is of an excellent spirit.

OUR BIG SERVICE

EDITOR & PUBLISHER has in preparation a number which we believe will cause a sensation among national distributors of merchandise and all concerned in advertising. It is a complete census of the retail outlets of the cities and towns of the United States where daily newspapers are published. Nothing like it has ever been attempted by any trade organization, trade paper or indeed the government itself, although the information is of necessity to those who distribute goods in the states and Canada.

That this is to be a contribution of the greatest value to the science of merchandising and advertising was co-incidentally confirmed by incidents occurring this week at the annual meeting of the Association of National Advertisers, at Atlantic City. F. M. Feiker told the delegates that business men are working in the dark in the vital matter of distribution of merchandise. They do not know, and no work has ever been printed to tell them, just what are the retail outlets of this broad land. He said that such a census would cost a million.

At the time he was speaking EDITOR & PUBLISHER was engaged in putting into type a complete census that we have been working on for many months. It will make a book of some 300 pages, and will be sent only to regular subscribers of EDITOR & PUBLISHER as one of our 52 weekly numbers. You will hear more about it in succeeding issues. Its magnitude and thoroughness will astound the business world.

No man is able to sit at a sales manager's desk in a city and imagine the possibilities of trading centers among 110,000,000 people. This book tells him a magical story.

EDITOR & PUBLISHER is committed to the principle that advertising and selling is not a haphazard, guess and by-gosh operation, but is a department of trade subject to definite rules, standards and practices. We speak for scientific methods in advertising, bringing it more and more into the field of pure investment, minus speculative hazards. Our national Space Buyers' Guide, now in press, will be a sound contribution to that science.

November 22, 1924

Volume 57, No. 26

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dawling, Promotion Manager.

George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.

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

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

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.

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

NEWS TREATMENT

SUCH is the day's grist of abnormalities among people made drunk, hysterical or looney by excessive gratification of the senses, idleness, or the boredom of unearned wealth, that the characters of spiced fiction seem dull compared with every newspaper's news subjects. If the average drama and moving picture scenario, let alone popular fiction, seems strained and unreal, it is due to the fact that balanced imagination cannot keep pace with every-day crazy realities.

Lying behind individual symptoms of madness and degeneration which we call "human interest copy" are the tremendously interesting studies of social psychology, pathology, analysis of human emotions, causes of the effects observed in the news. More and more morbid conditions are being described, or selected for news presentation, in their scientific sense. For instance, it is inconceivable that the newspapers of this day would over-play the "mystery" of the Jack-the-Ripper case as did the newspapers of the last generation.

Some news writers and many news editors increasingly deal in the technique of complexes, rather than pure sensation. Causes, rather than effects, are important information.

"Only the highly civilized can bear to have their follies ridiculed," says Bernard Shaw. Speaks pretty well for the comic and cartoon devouring public of the U. S. A.

MAIL-ORDER BUSINESS

WE revert continually to the great neglected field of mail-order houses for newspaper advertising activity. Some Sunday newspapers are showing this business in increasing volume, but the rank and file are not pressing for it. Consider the fact that the sales of the two leading mail-order houses in this country aggregated \$41,063,000 in October, as against \$31,448,000 in September and \$37,743,000 in October, 1923.

Every advertising man knows what mail-order houses spend to print and distribute catalogs and keep their mailing lists in order. What can newspapers with broad territory coverage do for these enterprising concerns?

Sharpen your pencil and show some figures to your local mail-order houses. Local merchants, of course, want you to exclude mail-order business in their behalf. Even if you do suppress mail-order advertising will that prevent its development? Instead of attempting to hold back this form of trading your local retailers had better get into the game and use your newspaper to do things for them that no catalog can do for any distant mail-order house. There are important success pockets to be opened in this field by live advertising men.

The selling psychology of the train butcher is to get into your hands the article he seeks to sell. Copy which makes you so familiar with the object to be sold that you mentally accept it, is good advertising.

VERY SIMPLE INDEED

CARL C. DICKEY in *World's Work* writes a brief for the press agents. He denies that they are a barnacle on the newspaper or that they pour forth a continuous stream of poisonous propaganda. Ivy L. Lee is so impressed by what Mr. Dickey has written that he reproduces the article in one of his little monographs. He saves us the trouble of reading the Dickey article by summing up its conclusions, thus:

"(1) The propriety of propaganda depends upon the honesty of purpose and methods by which it is carried on.

"(2) The effectiveness of propaganda depends upon the skill with which this honesty of purpose, together with the wisdom behind it, is made apparent."

That's what Mr. Lee says Mr. Dickey's findings boil down to. Very simple, indeed, we should say. Right is right, wrong is wrong—but who is to be the judge? Our guess is that the press agent's employer will decide all vital questions of "honesty of purpose."

CLIMBING

SIXTEEN years after his initiation into newspaper work, Nephi C. Christensen succeeded Kenneth Duncan, resigned,



N. C. CHRISTENSEN

as news editor of the *Salt Lake City (Utah) Deseret News*. Mr. Christensen began his newspaper career as the "devil" in a country newspaper office, employed by a man of varied experience in the metropolitan journalistic field. There he gained a working knowledge of practical-

ly every department of the business, including the mechanical and business problems, at the same time pursuing his studies and gaining an education.

Returning from the larger cities he purchased the country paper on which he received his early training, editing and managing it for six years.

Prior to this his career was seasoned with a year's service with American troops during which time he did miscellaneous writing for a number of papers.

Early in 1923 Mr. Christensen was forced to dispose of his holdings on account of illness. He then spent several months in outside work in the advertising field.

Regaining his health he came to the *Deseret News* in September, 1923, joining the copy desk. In the spring of 1924 he was advanced to head of the desk and began his duties as news editor Oct. 1 of this year.

PRESS ASSOCIATION NOTES

UNITED PRESS ASSOCIATIONS has started publication of a weekly house organ called "Unipep."

Gus Robbins has been transferred from the New York office of the United Press to be chief of a new bureau just opened by the United Press at New Haven, Conn.

Ralph G. Sucher, head of the Washington Press Service, and Mrs. Sucher, are parents of a son. Mrs. Sucher is a daughter of Senator Robert M. LaFollette.

Max Rhoads has been placed in charge of the newly opened Washington office of the Jewish Telegraphic Agency at 510 McLachlan Building.

John H. Rowland, formerly in charge of the Boston bureau of the United Press, is now writing articles on hunting in the Maine woods for the *Boston Transcript*.

F. A. Smothers, formerly of the United Press, Chicago bureau, has been appointed chief of the Lincoln, Neb. bureau, succeeding L. D. Harrop, who goes to Detroit, replacing Max Buckingham, transferred to St. Louis, where he relieves Herbert Little, who joins the United Press Washington staff.

Clein Randau has been appointed United Press business manager in charge of the central division, with headquarters at Chicago. C. B. McCabe has been made his assistant.

CHANGES OF OWNERSHIP

A. W. McBride has purchased one-half interest of F. M. O'Furey in the *Iowa Falls (Ia.) Sentinel*.

Miss Mae Hamilton has leased the *Marcus (Ia.) News* and is now its editor and publisher. Miss Hamilton was formerly the editor of the *Storm Lake (Ia.) Pilot-Tribune* and later the *Sac City (Ia.) Bulletin*.

Edward Taylor formerly business man-

ager of the *Miami Herald*, has purchased the *Melbourne (Fla.) Times*.

Port & Terminal Publishing Company, Inc., of Whitestone, New York, publishers of *Port & Terminal*, a national monthly publication devoted to the exploitation of American ports and the development of American inland waterways, has purchased the *Queens County (N. Y.) Jackson Heights Herald*.

M. O. York, formerly with the *Brush (Col.) Morgan County Republican* has purchased the *Weldonia Tribune*.

Howard Africa, Kanawha, Ia. has purchased the *Sanborn (Ia.) Pioneer* from W. E. Hefly, who has been editor the last eight years. Mr. Hefly has joined the staff of the *Estherville (Ia.) Democrat*.

ASSOCIATIONS

NEWSPAPER CLUB OF NEW YORK is making arrangements for a Christmas entertainment for the children of club members. Charles Ham-bidge of the *New York Times* is chairman of the program committee.

Winter Golf League of Advertising Interests will hold its twenty-third annual tournament at Pinehurst this year from Jan. 10 to 17. Officials of the League are: President, Frank Finney; vice-president, Babe Meigs; secretary, Charles Hoyt; treasurer, Bill Hotchkin; chairman trophy committee, Doc. Gardner. Those in charge of the various districts are Bill Hamilton, New York; John Eagleson, Philadelphia and the South; Nelson Peabody, New England; Walter Hoopes, the West.

Credit Managers' Association of New York City Publications gave a dinner and theater party, Nov. 18. The dinner was served at the Advertising Club. Credit managers of all the New York City newspapers are members of this association and meet once a month to discuss matters pertaining to advertising credits.

Wilmington (Del.) Advertising Club has set on foot a project to curb untruthful and misleading advertising in that city. The matter has been placed in the hands of a special committee. Among other things planned by the club is a course in advertising which will probably be opened to non-members, as well as members.

Better Business Bureau of the Baltimore Advertising Club recently elected Dwight Burroughs, president; C. R. Wattenscheidt, first vice-president; Herman J. Cahn, second vice-president; Norman M. Parrott, secretary-treasurer; and Leonard Weinberg, counsel.

Texas Managing Editors Association which comprises all the papers in the state taking the Associated Press report, either lease wire or pony, will meet on Nov. 30 and Dec. 1 at Austin. Edgar T. Cutter, superintendent, Central Division, Associated Press, and Ray Baumgardner, correspondent at Dallas, and other A. P. men will be present and there will be a full discussion of A. P. service and means by which it may be improved.

ON THE MECHANICAL SIDE

DAVID B. ROBERTSON, linotype machinist on the *Passaic (N. J.) Daily News*, recently celebrated his 37th year with that newspaper.

In New Orleans it's **THE ITEM**

ADVERTISING AGENCY AFFAIRS

THE sales manager or advertising manager who submits the best plan for co-ordinating his advertising campaign with the work of his organization will be awarded a trophy by the Fairall-Battenfield Advertising Agency, of Des Moines, Ia., according to a recent announcement. The trophy will be a silver loving cup.

Plans must be submitted in written form to the Des Moines Advertising Club and the plans must have been actually tried and proved effective.

The award will be announced at the first meeting of the Advertising Club held in May.

Hudson C. Grunewald, formerly with the Grunewald Interests in New Orleans, has been appointed account executive by Bauerlein, Inc., New Orleans advertising agency.

Marion C. Nelson, business manager of the Salt Lake City office of the L. S. Gillham Advertising Co., Salt Lake City and Los Angeles, has been appointed manager of the company, succeeding Col. Roy Bourne, who has resigned to accept a position in the commercial department of the Utah Power and Light Co. Col. Bourne is widely known in Salt Lake City newspaper circles. He was until a few years ago managing editor of the *Deseret News*.

Sterling Beeson, Inc., a new advertising agency, has been established with offices at 605 National Bank Building, Toledo, O. Sterling Beeson, president, was formerly vice-president of Myers-Beeson-Golden, Inc. Other officials are Frank A. Kapp, vice-president; John O. Munn, vice-president; and H. Reed Sturgeon, secretary-treasurer.

Lucien M. Brouillette, advertising agent, formerly at 76 W. Monroe street,

Chicago, is now located at 5 LaSalle street, Chicago.

Fred L. Foster, formerly of California, has joined the staff of the Hugh McVey Advertising Company, Wichita, Ka.

Ernest F. Butler, previously of the Wood, Putnam & Wood Company, has joined the Greenleaf Company, advertising agency of Boston.

Lennen & Mitchell, Inc., advertising agency formerly located at 366 Madison avenue, New York, on Nov. 24 will move to larger quarters at 17 East 45th street. The agency will occupy the entire 9th floor.

Merrill Rogers, formerly with the Patterson-Andrews Company, Inc., New York, has joined the copy department of the Harry C. Michaels Company, New York advertising agency.

M. L. Applegate has resigned from the *Chicago Herald Examiner*, where he has been associated for the last five years to join the Chicago staff of Albert Frank & Co., advertising agency.

The James Fisher Company, Ltd., Montreal, has purchased the Montreal business of Smith, Denne & Moore, Ltd., advertising agency. The change of ownership becomes effective Jan. 1.

The Anfenger-Jacobson Advertising Company, St. Louis, Following the recent death of D. L. Jacobson, has changed its name to the Anfenger Advertising Agency, Inc.

Frank J. Coupe has become vice-president of Corrance, Sullivan & Company, New York advertising agency, having resigned as vice-president and sales manager of the Sonora Phonograph Company, Inc.

Don't be fooled by an Imitation
Use the Mat with a Reputation

"Premier"

Reg. U. S. A. Pat. Off.

The Best Dry Mat on the Market

Publishers—

The PREMIER MATS have stood the test for over ten (10) years and are used by the leading publishers throughout the U. S. A. and New York City.

Send for free samples, and write us if you are using a standard casting or tubular Box. The PREMIER will sell itself to you after trial test.

PREMIER FLONG COMPANY

KARL HAGENBACHER
P. O. Box 671, New York, N. Y., City Hall Station
Sales Office: 258 Broadway

McKAY OF SALT LAKE CITY TRIBUNE DIES

General Manager of Western Daily Was A. P. First Vice President 1919-1920—Began Newspaper Work in Cheyenne

Ambrose N. McKay, 56, general manager of the Salt Lake City (Utah) Tribune and first vice-president of the Associated Press from April 1919 to April 1920, died at Salt Lake City, Nov. 18, after a short illness.



A. N. McKay

For 14 years Mr. McKay has been associated with the Tribune, during which time that newspaper became one of the strongest in the West.

Born in Canada in 1868, he spent all his early life in the Dominion. Following graduation from the University of Toronto in 1890, he came to the United States, and worked on newspapers in Cheyenne, Salt Lake City and Denver. Prior to going to the Tribune he was managing editor of the Salt Lake City Herald for 11 years.

Obituary

JAMES H. GRUNDY, 73, for 30 years connected with the editorial staff of the New York World, died at his home in Brooklyn Nov. 13.

FRANK PARKER, 55; editorial writer on the New York Evening World and author of the comedy "Mr. Hickey," now in rehearsal, died in New York Nov. 14. He came to New York 20 years ago as correspondent of the Pittsburgh Gazette, after a newspaper career on Pacific Coast dailies. In addition to work on the staff of the Evening World, he had served on the staffs of the New York Globe, New York Sun, and the New York Tribune.

ARTHUR M. MORTON, 62, who rose from police reporter on the old St. Paul (Minn.) Globe to secretary to Chief of Police John Clark and later city editor of the St. Paul Dispatch, died Nov. 10, at a St. Paul hospital.

LEE HUTCHINS, 62, native of Dubuque, Ia., whose father, Stilson Hutchins, founded the Washington Post and who was at one time part owner of the Washington Times, died recently in Washington, D. C.

WALTER G. ACKERMAN, 73, an employe of the Oregon state printing department for many years, died Nov. 3 at his home in Salem.

NELS C. LARSEN, reporter for the Provo (Utah) Herald died recently. He was also Provo correspondent for the Salt Lake Tribune.

W. H. "BILLY" NELSON, 73, for many years editor of the Smith Center (Kan.) Smith County Pioneer, died at his home in Smith Center recently.

WILLIAM ROBERTSON, 48, for 15 years a newspaper man of Cleveland, and former real estate editor of the Cleveland Plain Dealer died at Cleveland on Nov. 11 after a two years' illness.

GEORGE H. BABBITT, 75, veteran Chicago newspaper man, died in Chicago Nov. 12. He was for many years on the staff of the old Chicago Chronicle and the Inter-Ocean and was at one time time with the Chicago Tribune. He was exchange editor of the Chicago Daily News at the time of his death.

ARTHUR G. MCCOY, 37, St. Paul newspaper artist, died Nov. 11. He studied art in New York under James Montgomery Flagg. He joined the art staff of the St. Paul Dispatch-Pioneer Press in 1917, after a connection with Duluth papers.

CHARLES EUGENE CRIST, 75, pioneer

Nebraska newspaper editor and publisher, died recently at Eustis, Neb.

S. B. "BEN" BISHOP, former publisher of the Coffeyville (Kan.) Democrat, and recently of Tulsa, Okla., died following injuries received in a motor car accident.

GUNNAR PEDERSON, 36, Des Moines, Ia. newspaper man, was drowned last week while fishing near Bemidji, Minn.

JAMES WHARTON, who died in Chicago recently was formerly publisher of the old Hiawatha (Kan.) Messenger and was a pioneer Kansas editor.

A Tribute

TO EDITOR & PUBLISHER:—Within 48 hours the news columns have carried announcements of the deaths of four good newspaper men, each of whom deserves more than the casual obituary note. As a close personal friend and former co-worker of Gus Karger, Frank Parker and Bob Beecher, may I be permitted to say a word on the occasion of the almost simultaneous passing of all three?

It is given to few of our craft to be as widely known, as well beloved and as sincerely respected, within and without the profession, as was Gustav J. Karger. He had the confidence and good will of hundreds of leaders in public affairs, a confidence which he never betrayed. Dishonest men in public life feared but respected him. To his fellow newspaper men he stood as a model of journalistic and personal integrity, kindly tolerant of the frailties of others, helpful, modest and unassuming.

Frank A. Parker coveted no higher honor than the right to call himself "a good newspaper man." That right he earned to the fullest. Almost unknown outside of the ranks of the craft, there have been few newspaper workers with so many friends in the profession as he leaves. He lived and breathed the very atmosphere of journalism; of life in the broad sense he was an observer but not a participant. He preserved in a high degree the detachment which he, in common with many others, regarded as essential to the journalist's independence and integrity. All who knew Frank Parker knew something of his generosity and helpfulness. Those who knew him best would place his unselfish, unremitting, loving devotion to his family and dependents first among the traits which went to form the character of this big-hearted, broad-minded newspaper man.

The accident of the inheritance of a considerable fortune took Robert Livingston Beecher out of the ranks of newspaper workers just as he was arriving at the cross-roads where journalism and literature diverge. A man of unusual natural endowments, he combined painstaking thoroughness with high imaginative qualities and facility of expression. Never a fast worker, he could with difficulty adjust himself to the pace of the modern newspaper, but some of the most original, finished and entertaining pieces of reporting of the period from 18 to 25 years ago came from his pen, preserved only in their anonymity in the files of the Herald and Globe. In recent years Beecher had lived mainly in Bermuda and Europe, returning to America about two years ago from Vienna. To the numerous stories and reviews which he wrote for American and European periodicals, many critics have given high praise. He had turned to playwriting and was engaged on a new dramatic composition when he died on Nov. 15, at Saranac Lake.

And now Ed Caldwell! Caldwell, Parker, Beecher, of the old Globe copy desk. Caldwell was head of the desk, Parker second in command, and Beecher reading copy when I was city editor, back in 1906-07.

A good newspaper man, Ed Caldwell was. He had no illusions, but he never grew cynical; his sense of humor saved him. A clean-cut, lovable, loyal friend and a craftsman to his finger-tips.

FRANK PARKER STOCKBRIDGE.

Collins Returns to N. Y. World

James S. Collins, who last year was with the Boston American, has returned to the staff of the New York World, where he was previously engaged and is now acting as day city editor.

Good Typography in Newspaper Advertisements

From "GOOD WILL," published by The Kalkhoff Company, New York City

GOOD TYPOGRAPHY might at first glance seem to be no concern of the newspaper or magazine that is paid to publish an advertisement. Yet there are certain publications that refuse point-blank to print an advertisement that does not come up to certain typographic standards.

One such publication is The New York Times. We have before us the latest edition of their book of regulations governing the use of type and cuts. A large part of our readers doubtless know of these regulations and know that it is impossible to get into The Times with an ugly type display or an engraving with poor printing qualities.

Why does The New York Times make these regulations? The obvious answer is that they do not want the appearance of their advertising pages messed up. But the real reason goes deeper than this. It must make itself as profitable a medium as possible to those who use its services. The Times has done many things to make itself a forceful advertising medium, and not the least of these has been its effort to make its advertising as effective typographically as possible. The prestige of The Times as an advertising vehicle is only one more proof that better typography brings better results.

COOLIDGE AND TAFT PAY TRIBUTE AT PASSING OF GUS J. KARGER

Both Attend Funeral Services for Veteran Cincinnati Times-Star Washington Correspondent Who Died in Capital Last Sunday

THE passing on Sunday last in Washington of Gus J. Karger, widely known newspaper man and since 1906 Washington correspondent for the Cincinnati Times-Star came as a shock to his many friends in public life and in the newspaper field, although his death was not unexpected.

President Coolidge and Chief Justice Taft joined in paying full meed of tribute to his newspaper capabilities as well as to his personal charm and worth.

The President, in a letter of condolence to Mrs. Karger, seemed to strike the note of tragedy in the newspaper reporter's career when he wrote:

"Like most of the men of his profession, he lived a public life while enjoying little of the recognition it brings to those who devote themselves to it in other capacities."

The President and Mr. Taft were among many of those high in Washington official life who attended the funeral services held Monday before the body was taken for burial to Cincinnati, where Karger started his eventful newspaper life as a "printer's devil" in the early eighties.

The Chief Justice, for years a close, warm friend of Karger, accompanied the body on its last, long journey to the grave, although the United States Supreme Court was in session at the time.

A beautiful tribute of one friend to the memory of another was the following penned by Mr. Taft, and appearing in the Washington Star:

"I mourn the death of Gus Karger as a warm and very intimate friend. He was a man of exceptional qualities. Born 58 years ago in Berlin and brought up in a German-speaking home, he was educated in the schools of Ohio. He was American to his finger tips. He made himself. He began as a reporter on a German Democratic newspaper called the Volksfreund of Cincinnati, doing police court work and practically all of the city news there was to do. Then he became a reporter on the Cincinnati Post, finally city editor, and then the Columbus correspondent of that newspaper. His ability, his fidelity and his industry widened his field into work at Washington, where he has been for a full 20-odd years, at one time doing congressional work for the United Press. Then he became the correspondent of the Cincinnati Times-Star, for which for near a score of years he has been the sole Washington correspondent.

"He had a very wide experience in the great political center of this country and came to know well every public man. He was close to a number of the Presidents. They trusted him, as well they might. While he was a Republican, he had more than most correspondents, a real judicial mind and a very great sense of responsibility in what he said through the columns of his paper. I have watched him grow in his power of description and statement and soundness of conclusion. He made his signed letters most interesting and a great feature of the Times-Star and wielded a wide personal influence in Ohio, Kentucky, West Virginia and Indiana that was noteworthy. His personal qualities of loyalty, frankness, sense of

humor, courage and lovable companionship made him a friend one rejoiced to have. Prosperity or disappointment, success or failure made no difference with Gus. He was bound to his friends with hooks of steel. He had been so long in the Capital of the country, was so experienced and so wise through that experience that he was valued greatly by his associates of the journalistic profession.

"They recognized his worth and leadership by making him president of the National Press Club and one of its active managers. He was one of the deans of the Washington correspondents. With him journalism was a profession. He did not permit himself to be diverted from it by temptations of office or business. He was at the height of his power and usefulness. The position he had won for himself enabled him to write the telling truth and to draw fair and useful conclusions from it. He never made his contributions to his journal the vehicle of personal dislike or prejudiced attack. He was broad and generous and liberal. He was a strong man physically and mentally, and it is a real loss that we are not to have for many more years the assistance that he could render to the cause of publishing the truth from Washington to the large community which he reached, without fear or favor. One needs almost a lifetime to secure such a pulpit. And now in full strength he is taken from us. His home life was brimming with sweetness. It is sad to think of the bereavement of the loving wife and the void his death makes in his happy family."

Honorary pall bearers at the funeral included, besides Mr. Taft, Assistant Secretary of War Dwight L. Davis, U. S.

Senator Frank B. Willis, of Ohio, Representatives Theodore E. Burton and Nicholas Longworth, of Ohio, and many well known Washington correspondents.

The active pall bearers were U. S. Senator Simeon D. Fess, of Ohio; Edwin W. Gableman, Carl D. Ruth, Leroy T. Vernon, Levi H. David, and Ben Murch.

Edward Richardson Caldwell

Edward Richardson Caldwell, of the editorial staff of the New York Evening World, died Nov. 18 of septic pneumonia at his home, Verona, N. J. He left a widow, three sons and a daughter. Before he entered journalism as a writer for the Boston Advertiser, he had been an organist in several Boston churches and had composed marches and other musical works. He joined the New York American in 1899, and the next year became feature editor of the Chicago American.

Daily Decreases Capitalization

The Times Publishing Company, publishers of the Pawtucket (R. I.) Times, has decreased its capital stock from \$750,000 to \$690,000, according to an amendment filed with the original charter. The stockholders propose to effect the reduction by the purchase from each stockholder of two-twenty-fifths of their shares at a price to be fixed by the board of directors, but not to exceed \$100.

New Los Angeles Agency

The Commerce Advertising Bureau, 922 Santee street, Los Angeles, has been organized by Barton Manbert and E. Fred Franklin.

LA NACION AUDITS CIRCULATION

Certified Figures Carried Daily Although Not Demanded by Law

BUENOS AIRES, Nov. 15.—La Nacion, daily morning newspaper of Buenos Aires, which has from time to time inaugurated methods of journalism pertinent to the great dailies of North America, has taken another forward step by publishing, daily, its certified circulation figures. This sets a precedent in South America and is unique in that there are no laws or customs in South America requiring it.

The newspaper's first statement of circulation included figures for 1920, 1921, 1922 and 1923 and the first nine months of 1924 together with the circulation of each day in September. The statement certified by two public accountant organizations of world reputation as well as a leading Argentine accountant, show the present daily average circulation to be 188,835.

Within the last year the newspaper has adopted North American ideas of make-up. Its news columns, display advertisements, and classified sections are prepared in the exact manner of North American dailies.

Another new feature recently inaugurated was a full page of news pictures while many new features obtained by contract from syndicates of the United States have added to the brilliance of inside pages.

To get the 1925 EDITOR & PUBLISHER International Year Book, send subscription for the Year—\$4.00.

Link Churches with Golden Rule Day

The Near East Relief, 151 Fifth Avenue, New York City, has obtained the cooperation of hundreds of publications in giving prominence to Golden Rule Sunday, December 7.

Churches of your town already have full information about the object of Golden Rule Sunday. Publishers can help the same good cause by suggesting to churches that they link their local advertising with this object on December 7.

Special layouts for a page of advertising are available from some of the mat services.

Make plans to put your paper in line with the popular interest in this Near East charity for boys and girls.

This suggestion is offered with the good wishes of

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

The Cathedral Towns of England

ST. ALBANS

St. Albans, of immense historic importance and architectural charm, lies in the pleasant wooded hills of Hertfordshire. The present picturesque little town has charming old streets radiating from the spot on a steep hillside where stands the great abbey church, mainly built of Roman red bricks taken from the ruins of the important city of Verulamium just below.

St. Albans Abbey has the second longest nave among the English Cathedrals and a great deal of its early Norman structure remains today very much as it was built out of the broken down walls of Roman Houses.

Visitors to London should not fail to visit this charming old town.

London & North Eastern Railway
from King's Cross Station, London

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

H. J. KETCHAM
General Agent

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

MOST NEWS

The largest morning daily circulation
in Pittsburgh

The Pittsburgh Post
MORNING AND SUNDAY

Daily Circulation....130,891
Sunday Circulation....182,313

Member A. B. C.

RUSSIA USING RADIO TO TRANSMIT NEWS

"Rosta," Russian Telegraph Agency Sending Daily Report to 20 Papers Within 400 Miles of Moscow —To Enlarge Service

Successful news distribution by radio telephone has been in operation in Russia for more than three months. The Russian Telegraph Agency ("Rosta"), the official news agency of the Soviet Government, made an experimental installation last summer of 20 radio receiving stations in newspaper offices within a 400 mile radius of Moscow. The successful operation of this service for the simultaneous delivery of the Rosta news report from the central broadcasting station at Moscow has encouraged the Russian agency to extend the radius of this equipment. By Jan. 1, it plans to establish 20 additional receiving stations, covering a radius of 800 miles, serving newspapers from Archangel, on the edge of the Arctic Circle, down to Nikolayev by the Black Sea, and from Minsk on the western border to Samara on the Volga.

The apparatus for this equipment is entirely of Russian construction, manufactured in the factories of the Leningrad Electrical Trust.

In addition to this development of radio for news transmission, the Russian Telegraph Agency is extending the mechanical equipment on its wire circuits. A new battery of printer telegraphs recently purchased in England has been installed. Last week an American engineer left New York to supervise the installation of Kleinschmidt Printer Telegraphs in the Rosta offices in Moscow, Leningrad and Kiev.

The Russian Telegraph Agency serves the entire press of the Soviet Union from Murmansk to Armenia and from Moscow to Vladivostok, with an estimated circulation of more than 4,000,000 daily. The increase in the mechanical equipment of the agency has been made necessary by the rapid extension of its world-wide news service and the increasing demands of its client papers. In addition to its own foreign bureaus, maintained in New York, London, Paris, Berlin, Peking, Tokio, and many other centers, Rosta has contracts with the United Press Associations, for North and South American service, and with Reuters, Havas and Wolff in Europe.

Local newspaper circulation in the territory of the Soviet Union showed a great increase during the past year. Three papers, published in Moscow, the *Izvestia*, *Pravda*, and the peasant paper, *Krestyanskaya Gazeta*, have a daily circulation of more than 300,000 each. The factory workers paper, *Gudok* (The Whistle), has over 200,000, and two Leningrad papers, *Pravda* and *Krasnaya Gazeta*, over 100,000. Successful papers are published in other centers, for instance the *Ural Worker* at Yekaterinburg, 62,000; the *Communist*, Kharkov, 80,000. A popular daily called *Bednota* (Poverty) belies its name with a circulation of 60,000.

All these, as well as the many smaller provincial journals, take the daily Rosta report.

N. Y. TELEGRAPH NOT FOR SALE

Persistent Rumors Denied by Edward Russell Thomas, Owner

A persistent rumor circulated in New York this week that the *New York Morning Telegraph* had been sold brought a vigorous denial from Edward Russell Thomas, owner of controlling interest in the paper.

Under the heading "Morning Telegraph Not For Sale; Rumors False" a 2 column front page box Wednesday morning declared:

"Once more rumors have been circulated that the Morning Telegraph has been sold or is about to be sold.

"All such rumors are without the slightest foundation."

"The Morning Telegraph is not for sale" Edward Russell Thomas, owner of this newspaper stated last night. "I will not sell it,—on the contrary I am giving it all my personal attention and hope to build it up so it will occupy a still greater place in the life and community which it already dominates."

Daily to Aid Crippled Children

The *Providence* (R. I.) *Journal*, together with the Providence Exchange Club and the school department, has obtained a list of children in the city of Providence who have either never attended school or who have been obliged to drop out on account of their physical condition. These cripple children will soon be placed in position to receive the benefits of a regular school education through a drive to be conducted by the *Journal* to provide funds to transport the children to and from school.

LEAVES LONDON TIMES

Sir Campbell Stuart, Managing Director, Relinquishes Post

Sir Campbell Stuart, managing director of the *London Times*, relinquished that post on Oct. 31, when his contract with the paper came to an end.

On Nov. 1, Sir Campbell sailed for Canada, where he will again get into touch with things in his native land preparatory to buying a well-known newspaper there. It was Lord Northcliffe who appointed Sir Campbell Stuart to the post of managing director of the *Times*, after he had confided the management of the *Daily Mail* to him.

Denver Printing Firms Merge

Sam T. Greene & Co., one of Denver's largest printing, publishing and direct-mail advertising houses, took over the plant of the Globe Printing Company,

Denver, Nov. 8. The two businesses are merged under a capitalization of \$125,000 and will operate under the name of Sam T. Greene & Co. J. H. Hinckle, former owner of the Globe Printing Company, will be president of the new firm; R. H. Byrum, vice-president of the old Sam T. Greene Company, will continue as vice-president of the new firm, and Sam Greene, formerly president of the Sam T. Greene Company, will be secretary and treasurer of the consolidation.

Shenandoah Merger

Donald McGiffin, managing editor of the *Shenandoah* (Ia.) *Tri-Weekly Sentinel-Post*, has announced the consolidation of the *Shenandoah Daily World* with that paper. The *Sentinel* will be edited by C. N. Marvin in the former office, while the *World* building will be devoted exclusively to job printing plant. McGiffin recently acquired controlling interest in the *Post*.

Ready for December 1st Delivery

New Ludlow Black Series

MATRICES for the new and exclusive Ludlow Black series of type faces as used in the display lines of this advertisement are almost ready for delivery in the 18, 24, 36 and 48 point sizes, and orders are now being accepted for December 1st shipment. Other sizes of the series are under way and will be announced as completed.

From among the many new typefaces cut by the Ludlow Company recently, none has created a greater interest than Ludlow Black, for it provides the printer with a powerful, distinctive typeface that can be produced on the Ludlow in slug lines quickly and as needed in endless quantities and with faces that are always new.

Any printer or publisher contemplating the purchase of any quantity of a bold face series in single display types should first learn the many merits of the Ludlow System of display composition and test its speed for meeting his own display requirements.

Although speed and economy of produc-

tion are important qualities of the Ludlow System, still its cardinal features are grounded in the true character and high quality of its typefaces and in the fact that with the Ludlow you always print from clear-cut well proportioned new type that is always type high, and in sizes ranging from 6 to 60 point, including bold, extended, and in beautiful italics with the full kerning effect but with no kerns to break off. These features add dignity and a subtle quality to the Ludlow-set paper that result in increased prestige and advertising value to the paper.

Ask us for specimen pages of the Ludlow Black Series and other recently cut Ludlow typefaces.

Ludlow Typograph Co.
2032 Clybourn Avenue
CHICAGO

San Francisco
 Hearst Bldg.

New York
 World Bldg.

A. N. A. HEARS ABOUT CIRCULATION

(Continued from page 5)

merely told by the salesmen to watch for an announcement in the newspapers. Some people thought it was a show coming to town, others an advertisement for a new cigar, and still others were certain it was a stunt engineered by Ford manufacturers.

On the second day teaser copy was placed in the newspapers consisting of 2 column advertisements simply stating: "Oh Henry! the Favorite of New York." This copy was placed on four consecutive pages of the newspaper, the advertisement on each page stating a different city in which the mysterious Henry was the favorite.

The next day the teaser copy was repeated increased to 2 columns on each of 8 pages of the newspapers.

By Friday of the week, the salesmen had reached all jobbers and supplied all retail candy dealers with at least one carton of the confection. On that day a full page was purchased in the newspapers, using a picture of the candy bar, and telling its story.

"By the appeal to curiosity and the use of newspapers," Mr. Glossinger said, "we obtained a world of publicity at small expense."

"By this method we have broken down sales resistance so completely that every dealer is ready to buy. They scarcely even mention the price."

On Wednesday morning two speeches crammed with suggestions were made by F. M. Feiker, operating vice-president of the Society for Electrical Development, and Homer J. Buckley, president of the Buckley-Dement Company.

Feiker's address called for action from the convention floor when he talked on the question "Shall the Government Undertake a Census of Mercantile Establishments?" The United States, he said, was a master of production problems and statistics but very little was known on the study of distribution.

He called for suggestions from the delegates as to what kind of distribution statistics ought to be obtained by the Government should it undertake a retail census, and a resolution was passed referring the matter to the standing committee for consideration. Mr. Feiker's attention was called to the Market Research which is now being made by EDITOR & PUBLISHER for early publication, giving space-buyers distribution information on more than 1,000 North American markets.

Mr. Buckley speaking on "New Developments in Direct Mail" urged advertisers to use more care in answering inquiries which come from copy placed in magazines.

"The day is gone when you can stick an advertisement in the Saturday Evening Post and pray God to do the rest," he said. "The high cost of selling is an indictment of the advertising business."

"What national advertising needs is more intensive selling at the point of purchase, and elimination of waste, wherever you can find it. Resolve to answer every inquiry at least 24 hours after it is received."

C. B. Nash, Standard Sanitary Manufacturing Company; H. W. Harney, Dennison Manufacturing Company; and William N. Taft, editor of the Phila-

delphia Retail Ledger, also addressed the convention.

Speakers at the annual banquet held Tuesday evening were Festus J. Wade, Jr., Mercantile Trust Company, St. Louis, Mo., on "Transportation—the Key to American Business Opportunity," and J. Henry Scattergood, Public Utility Commissioner, Pennsylvania on "Europe After the Dawes Plan and America's Opportunity."

In addition to A. N. A. officials at the speakers table were included Herbert S. Gardner, Gardner Advertising Agency, and president of the American Association of Advertising Agencies; James O'Shaughnessy, A. A. A. secretary; H. K. McCann, C. D. Newell, Newell Emmett Company and Dr. R. E. Rindfusz, Periodical Publishers' Association.

When professional entertainers disappointed the program committee, four delegates got up an impromptu act and musical. They were H. F. Barnes, General Electric Company, A. T. Preyer, Vick Chemical Company; C. C. Agate, Manhattan Electric; and N. E. Olds, Cleveland Products Company.

R. K. Leavitt of the Onyx Hosiery Company, chairman of the membership committee reported at just before the close of the final session that there had been a substantial increase in membership as a result of an active campaign carried out during the past year. This campaign is being continued.

A suggestion was made by Walter Weedon; George W. Blabon Company, that the association underwrite a scientific and carefully edited book on color printing.

Those attending the convention included:

- C. C. Agate, Manhattan Electrical Supply Company.
- Wm. B. Akin, Gulf Refining Company.
- W. S. Ashby, Western Clock Company.
- A. H. Ashe, E. R. Squibb & Sons.
- N. C. Bamburg, Brooklyn Chamber of Commerce.
- L. H. Bartlett, Eastman Kodak Company.
- A. H. Bartsch, American Bosch Magneto Corporation.
- B. S. Beach, American Radiator Company.
- C. F. Beatty, N. J. Zinc Company.
- E. B. Bedford, Oneida Community, Ltd.
- H. C. Bennett, the Bassick Company.
- A. Berwald, E. I. du Pont.
- H. M. Bourne, H. J. Heinz Company.
- R. Boyd, E. R. Squibb & Sons.
- W. K. Burlen, New England Confectionery Company.
- H. C. Bursley, Murphy Varnish Company.
- F. H. Camp, Log Cabin Products Company.
- W. S. Campbell, Scott Paper Company.
- W. Carley, E. I. du Pont de Nemours.
- O. B. Carson, American Hard Rubber Company.
- C. P. Catlin, Remington Arms Company.
- C. F. Chapin, Vick Chemical Company.
- L. F. Chadeayne, Radio Corporation of America.
- E. T. Chester, Peet Bros. Company.
- Miss Ida Clarke, Scott & Bowne.
- T. B. Colby, Berry Brothers.
- Wm. M. Cooper, American Sales Book Company.
- Miss M. A. Creamer, Stephen F. Whitman.
- Homer Curtis, Cheney Brothers.
- Grant Davis, National Metal Molding.
- W. H. Dawson, Atlas Powder Company.
- M. Dennings, E. I. du Pont de Nemours.
- C. W. Dreppard, Hamilton Watch Company.
- T. F. Driscoll, Armour & Company.
- Dr. B. L. Dunn, Oneida Community, Ltd.
- J. Eisler, Knox Hat Company.
- F. Arthur Elsey, Colgate & Company.
- C. F. Farnham, American Stove Company.
- Mark L. Felber, Firestone Tire & Rubber Company.
- R. N. Fellows, Addressograph Company.
- F. S. Fenton, Coopes Bros. & Zook.
- P. B. Findley, Western Electric Company.
- Miss K. M. Flannagan, La France Mfg. Company.
- C. L. Forgey, Berry Brothers.
- R. G. Foster, Todd Protocograph Company.
- Harry L. Gage, Mergenthaler Linotype Company.
- A. A. Gerpheid, Aluminum Goods Mfg. Company.
- R. S. Gildart, General Fireproofing Company.
- Leo C. Giles, Ditto, Inc.
- N. S. Greensfelder, Hercules Powder Company.
- Wm. B. Griffin, Holmes & Edwards Silver Company.
- E. T. Hall, Ralston Purine Company.
- H. W. Harney, Dennison Manufacturing Company.
- Wm. A. Hart, E. I. du Pont de Nemours.
- A. T. Hugg, Detroit Steel Products Company.
- E. K. Hunt, Champion Coated Paper Company.
- H. R. Hutchison, Detroit Steel Products Company.
- L. E. Jamme, Hilo Varnish Company.
- C. A. Jayne, Atwater Kent Mfg. Company.
- Dr. J. Whipple Jenks, Alexander Hamilton Institute.
- A. W. Johnson, Lewis A. Crossett Company.
- S. Johnston, E. I. du Pont de Nemours.
- D. F. Kahn, Estate Stove Company.
- E. M. Keeler, Mallory Hat Company.
- F. Keeler, E. R. Squibb & Sons.
- R. P. Kelley, Autocar Company.
- P. E. Kendall, Long-Bell Lumber Company.
- A. C. Kleberg, Valentine & Company.
- Wm. Knust, National Lead Company.
- K. W. Kulicke, Atwater Kent Mfg. Company.
- C. W. Landis, Hercules Powder Company.
- Bernard Lichtenberg, Alexander Hamilton Institute.
- L. C. Lincoln, Sonora Phonograph.
- W. S. Lockwood, Johns-Manville, Inc.
- F. W. McElroy, Alpha Portland Cement.
- W. H. McLaughlin, Walter Baker & Company.
- G. McMiller, E. R. Squibb & Sons.
- N. R. Naas, Auto Strop Safety Razor Company.
- R. E. Mercer, Lowe Bros. Company.
- Norman O. Mick, Burroughs Adding Machine.
- H. F. Miller, Goulds Mfg. Company.
- R. E. Miller, Hamilton Watch Company.
- C. T. Morgan, Compagnie Generale Transatlantique.
- C. D. Munson, International Silver Company.
- Miller Munson, Hoover Company.
- C. B. Nash, Standard Sanitary Mfg. Company.
- Geo. B. Norton, Coopes Bros. & Zook.
- H. B. O'Brien, International Silver Company.
- Miss M. E. O'Connor, Fisk Tire Company.
- Chas. Oswald, the White Company.
- C. A. Palmer, Insurance Company of North America.
- J. H. Platt, Kraft Cheese Company.
- E. D. Reed, F. F. Dalley.
- A. C. Reiley, Remington Typewriter.
- Walter S. Rowe, Estate Stove Company.
- A. H. Sampson, White & Wyckoff.
- Wm. H. Schaeffer, Coopes Bros. & Zook.

- Carl J. Schumann, Hilo Varnish Company.
- W. Silbersack, A. S. Boyle Company.
- E. R. Smith, Fuller Brush Company.
- W. G. Snow, International Silver Company.
- G. Lynn Sumner, International Correspondence Schools.
- J. A. Taylor, W. S. Quinby Company.
- P. L. Thomson, Western Electric Company.
- Tim Thrift, American Multigraph Sales Company.
- W. K. Towers, Paige-Detroit Motor Car Company.
- R. L. Twitchell, Carnegie Steel Company.
- Stanley Van Wic, Beech-Nut Packing.
- I. P. Walker, Standard Sanitary Mfg. Company.
- R. A. Ware, Log Cabin Products Company.
- De Ver P. Warner, Warner Bros. Company.
- Miss M. G. Weber, Fisk Tire Company.
- Theodore Weicker, E. R. Squibb & Sons.
- A. D. Welton, Continental & Commercial Bank.
- W. P. Werbeim, Pratt & Lambert.
- L. W. Wheelock, Stephen F. Whitman & Sons.
- A. G. White, Brown Shoe Company.
- Elmer T. Wible, Pittsburgh Steel Company.
- J. S. Wichert, Mellin's Food Company.
- F. W. Willcox, General Electric Company.
- Walter Will, Sterling Range & Furnace Corp.
- G. W. Williams, Jr., Postum Cereal Company.
- Stanley F. Withe, Aetna Life Insurance Company.
- Robt. F. Wood, Autocar Company.
- Mont. H. Wright, John B. Stetson Company.
- A. L. Zeitung, International Silver Company.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

The most successful of all newspaper consolidations.

THE NEW YORK HERALD New York Tribune

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

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

THE PHILADELPHIA RECORD
Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!



Cooperative Marketing

Each month one or more articles and many news items concerning activities of Western cooperative marketing associations.

WESTERN ADVERTISING
566 Market St., San Francisco
6 months' trial subscription \$1 with Big January Annual

first!
-in circulation
-in lineage
-in reader interest
-in proved results

The Indianapolis NEWS

10,385,277

Possible Customers

in an area of only 49,204 square miles

New York State, containing 10% of the entire population of the country, is the most populous state in the Union. In *New York State*, there are 207.7 people per square mile—all possible customers. These people are of all kinds—but all have one point in common—they are looking for new and reliable merchandise to buy—in short—they are looking for what you have to sell.

There is no reason why the people of *New York State* should take the trouble to seek out your product. They are waiting for you to tell them all about your proposition—and to tell them in their daily newspapers where it can be seen by all.

The per cent cost of intense cultivation of *New York State* is lower than that of any other territory for three reasons—first, because of the density of the population; second, because of the enormity of wealth, nearly \$37,000,000,000; third, because of the unexcelled transportation facilities enabling quick distribution either by rail or water.

The daily newspapers of *New York State* are anxious to help you to get your share of the great wealth that is contained within the boundaries of their state. The newspapers, listed below, will localize your appeal. They will prove of valuable service to your retailers. Use them now and use them often.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News(E)	21,982	.08	.08	*Middletown Times-Press(E)	6,714	.03	.03
*Albany Knickerbocker Press(M)	33,239	.10	.10	*Mount Vernon Daily Argus.....(E)	9,293	.05	.05
*Albany Knickerbocker Press(S)	53,649	.14	.14	*Newburgh Daily News(E)	11,591	.05	.05
*Amsterdam Recorder-Democrat(E)	7,502	.04	.04	*New Rochelle Standard-Star(E)	7,741	.04	.04
††Auburn Citizen(E)	6,429	.04	.035	*The Sun, New York(E)	253,763	.60	.54
*Batavia Daily News(E)	8,737	.04	.04	†New York Times(M)	352,100	.70	.685
*Binghamton Press(E)	32,006	.09	.09	†New York Times(S)	569,623	.90	.882
*Brooklyn Daily Eagle(E)	67,946	.22	.22	†New York Herald-Tribune(M)	270,159	.594	.576
*Brooklyn Daily Eagle(S)	77,939	.22	.22	*New York Herald-Tribune(S)	316,585	.6435	.624
*Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18	†New York World(M)	378,807	.595	.58
*Buffalo Courier(S)	118,603	.25	.22	†New York World(S)	559,779	.595	.58
†Buffalo Evening News(E)	125,618	.25	.25	†New York Evening World(E)	314,489	.595	.58
*Buffalo Evening Times(E)	93,202	.21	.21	*Niagara Falls Gazette(E)	18,103	.055	.055
*Buffalo Sunday Times(S)	89,844	.21	.21	*Port Chester Item(E)	4,359	.03	.03
*Buffalo Express(M)	51,288	.14	.12	*Poughkeepsie Star and Enterprise.....(E)	12,110	.05	.06
*Buffalo Express(S)	53,362	.15	.14	*Rochester Times-Union(E)	64,727	.20	.18
*Corning Evening Leader(E)	8,613	.04	.04	*Syracuse Journal(E)	42,103	.14	.14
*Elmira Star-Gazette Advertiser.....(E&M)	33,102	.11	.11	*Troy Record(M&E)	22,621	.06	.06
*Geneva Daily Times(E)	5,052	.04	.04				
*Gloversville Leader Republican.....(E)	852	.035	.035				
*Ithaca Journal-News(E)	7,411	.04	.04				
*Jamestown Morning Post.....(M)	11,112	.04	.035				

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

GOOD CLASSIFIED SHOULD ANSWER QUESTIONS BEFORE THEY ARE ASKED

It May Cost More But It Gets Results—Cutting Out Vague, Hackneyed Phrases and Adding Important Details Adds to Efficiency of Medium

By RALPH W. ELDEN and CHARLES O. CHATTERTON

EVER live on a farm—"a ranch" out West? Well, it makes no difference whether you have or not. You know that when the hogs are in the wood pasture and Farmer Jones wants to show them to a neighbor, he steps down the lane and at the pasture gate he calls, "Po-o-eh! Po-o-o-eh! Po-o-o-o-o-o-o-eh!"—and they come scrambling. Then a few grains of corn, scattered thin to preserve the spell and presto!—there they are in the corral—"barnyard" back East.

Now a good many classified advertisers seem to think that classified advertising is like that call—"Po-o-o-o-o-eh, or like a handful of corn strung out thin. Just a tolling device to get them into the place,—"we'll run an ad and toll 'em in—sell 'em afterward."

Who is responsible for that attitude? I don't know. The town-crier antecedents of classified maybe—or the telegraph companies (they began charging by the word), or the natural disposition of the untrained advertiser to get by as cheaply as he can.

One thing is sure. The disposition to regard classified as tolling, rather than salesmanship, is costing the newspaper lineage and the advertiser results.

Here! Let's transfer the scene from the newspaper columns. Let's get the problem out in the open where we can see it.

SCENE—A Furniture store. CHARACTERS.—Mr. Affable Salesman, Mrs. Ready-to-Buy a Davenport. "Good Morning, Mrs. D. I'm delighted to have you come in. The davenports I phoned you about have just been uncrated."

"Yes, isn't it! I felt sure you would like that one. And really, Mrs. D., that is a very fine davenport. Made by a good concern with whom we have dealt for years. Well made and priced right. I don't know when we have had a better bargain."

That's the end of that scene. No price, no details of construction, no suggestion of harmony with other furniture, or draperies. Just a davenport for sale.

Here is the ad that matches that kind of salesmanship.

For sale. Beautiful davenport, Mohair covered. Bargain—priced right. Main 7409.

Oh, of course, Mrs. D. asked a lot of questions and our friend Affable answered every one of them. Perhaps he made a sale—if he did it was forced on him.

Try this:

Yes, Mrs. D., that davenport is made by the A. C. Blank Furniture Company. Not a large concern, but known for their pride in sturdy construction and attractive design."

"Here, let me show you—(turning davenport upside down). See that oak frame, screwed, glued and dowelled together, strong as a bridge. And the spring construction (point after point). Compare this construction and material with that in this cheaper one. And the Mohair! Here is the secret of a durable

fabric (explaining). The price is \$200, but the quality is there! It's far cheaper in the long run and it matches the draperies we sold you last month."

There—you can tell I don't know davenports—but here's the idea. No woman or man gets any kick out of an ad that reads, "Davenport for Sale." There are too many other ads that read the same way and such ads leave too many questions unanswered. Put them in competition with an ad that reads:

"Mohair Overstuffed Davenport, size 54 in. Best quality taupe Mohair. Three loose cushions. Frame—white oak, screwed, glued and dowelled. Springs—best double-locked, double jointed, back-action. Bought at (name store) eight months ago. Carefully used and shows no wear. Cost \$200.00, have paid invoice. Sell for \$130.00 to first 'early bird.' Mrs. D. B. Jenks, 129 Rose St. MA 0422."

Get the idea!

Someone is looking for a davenport today! She is scanning the classified columns. She finds ten davenport ads and chooses three. Which three? You know! The three that show the best salesmanship. The three that tell the most!

And so it is with houses, automobiles, washing machines and most anything you may name.

There is competition in classified, among the ads themselves. Ten ads, 20 ads, all describing substantially the same article. But most of the ads don't describe—they say, "we've got something. We call it a French horn—or a vacuum cleaner. Come over and see it." "No chance", says the buyer. "Here's a fellow that has just what I want. I can fairly see it as I read his ad. I must hurry out there, before someone beats me to it."

Isn't classified advertising salesmanship? I'll say it is. But in the classified columns the questions must be answered before they are asked.

Now from the advertisers' standpoint, its results he wants. And if a three line ad runs a week and drags in some straggling inquiries, while a seven line ad brings 'em running to buy the first day, which ad is the more economical?

Service is the idea. It isn't space the classified department sells,—it's service—results—action! And, if the advertiser doesn't understand that classified is salesmanship, let's tell him so. Results: more lineage; quicker results; more classified buyers; more satisfaction all around.

Make no mistake here. The advertiser must be educated. He must be shown that real facts are what count.

He wants to sell his saxophone? Well, who made it? What's the finish? What key does it play in. (Guess I don't know too much about saxophones, either).

What kind of a case? What's the price? Yes, sure! I want to know the price—right now. Think I want to go to the jumping off place to see a horn that isn't priced?

Oh, yes. Here's another little thing. Advertisers seem to think that the expressions, "most beautiful", "greatest bargain", "priced reasonable" and so on, mean something. Are we afraid to tell them they don't? Mark this! You can't beat the game by silence. Every advertiser that uses those phrases that arouse unconscious suspicion because of their vague indefiniteness—every advertiser that expects to get results from an ad that says merely "Ford for Sale" is being fooled. He is fooling himself to be sure, but the kick back hits the paper.

Education is the thing! And the reward is more satisfaction for everyone and more business.

CRAIG NAMED EDITOR

Former N. Y. Herald and Times Man to Direct Wall Street News

William Warren Craig, for several years financial editor of the *New York Herald* and at one time in charge of the financial news department of the *New York Times*, will become editor of the *Wall Street News* on Dec. 15, according to an announcement made Nov. 14 by Melvin J. Woodworth, president of the New York News Bureau Association.

Mr. Craig has been engaged in editorial work and financial writing in New York for the last 15 years. Joining the *New York Sun* upon graduation from Lafayette College in 1909, he was attached to the *Wall Street* staff until he went to the *New York Times* four years later.

After the merging of the *Sun* and the *Herald*, Mr. Craig became financial editor of the combined paper, and this connection was maintained until he withdrew about two years ago to engage in specialized advertising.

ROBERT L. BEECHER

Former New York Herald and Globe Writer Dies at Saranac Lake

Robert Livingston Beecher, 57 one-time reporter and copyreader on the *New York Herald* and the *New York Globe*, died at Saranac Lake, N. Y., Nov. 15.

He was a son of Charles McCullough Beecher of New York City, who was a nephew of Henry Ward Beecher, the celebrated preacher. The younger Beecher inherited to marked degree the literary tradition of the Beecher family, which found its most popular expression in Harriet Beecher Stowe's "Uncle Tom's Cabin." On his graduation from Princeton, in 1898, young Beecher joined the staff of the *New York Herald*, on which he served as reporter and copyreader for several years, going thence to the *Globe*, where he remained for three years, retiring upon the death of his father to take over the management of the family properties.

While on the *Globe* he wrote his first widely read piece of fiction, a story called "The Telegram," which was published in *Collier's Weekly*, and several years later was accorded the unique distinction of being reprinted by the same periodical at the request of many readers.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION
167,395

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

GREATEST GAIN

During the month of October, The New York Sun showed a greater gain in advertising lineage than any other New York evening newspaper.

The Sun

280 Broadway New York

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

The Plain Dealer

has the Largest Circulation of Any Cleveland Daily Newspaper

205,569

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

Over—

200,000

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

"FIRST IN PUBLIC SERVICE"

The World.

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

The Evening World

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

EVENING HERALD

Los Angeles, Calif.

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

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

ADVERTISE ALL MERCHANDISE OF MERIT IN THIS LIST OF Southern Dailies

The South offers more to the National Advertiser than ever before. It is established upon a secure basis of diversified production and trade. The South's substantial and varied industrial progress has created a dependable year-round sales field for articles and merchandise of all kinds.

While the development of the South has already reached a point which insures stability to the advertiser, yet the known natural resources of the section are so abundant that a much greater development is in prospect.

The South is rapidly becoming a live stock section and is believed by experts to be the future corn raising region of America.

The Southern States have a coal reserve of one quarter of that of the total country, and are mining 150,000,000 tons per year.

They have 2,575,000,000 tons of workable iron ore and mine, annually, about 10 per cent of the total for the whole country.

Four-sevenths of the lumber cut in the United States comes from the South.

Water power estimated at over 8,000,000 horse power, still awaits development in the South.

The South has resources beneath the surface, waterpower to turn its wheels of industry, ports to dock the shipping of all oceans, a climate that permits three crops a year and a soil to grow unlimited variety of products; all this helps to make—

THE SOUTH—AMERICA'S GREATEST MARKET

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
ALABAMA							
**Birmingham Age-Herald (M)	33,184	.08	.08	**Greensboro Daily News (S)	31,592	.07	.07
**Birmingham Age-Herald (S)	41,448	.10	.10	**Raleigh News and Observer (M)	22,921	.07	.07
**Birmingham News (E)	76,312	.18	.18	**Raleigh News and Observer (S)	33,403	.07	.07
**Birmingham News (S)	86,185	.18	.18	**Winston-Salem Sentinel (E)	15,025	.06	.06
**Mobile News-Item (E)	11,722	.05	.05	SOUTH CAROLINA			
**Mobile Register (M)	20,824	.07	.07	**Columbia Record (E)	16,107	.05	.05
**Mobile Register (S)	33,130	.085	.086	**Columbia Record (S)	15,907	.05	.05
FLORIDA							
***Daytona Daily News (ES)	3,165	.03	.03	**Columbia State (M)	24,246	.06	.06
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)	**Columbia State (S)	24,442	.06	.06
**Miami Herald (M)	13,300	.06	.06	**Greenville News (M)	20,190	.065	.06
**Miami Herald (S)	21,681	.07	.07	**Spartanburg Journal (E)	3,940	.05	.05
**Orlando Sentinel (M&S)	5,965	.035	.035	**Spartanburg Herald (M)	6,726	.05	.05
†St. Petersburg Independent (E)	6,007	.04	.04	TENNESSEE			
**Tampa Times (E)	15,176	.05	.05	**Chattanooga Times (M)	24,189	.08	.08
**Tampa Tribune (M&S)	24,783	.07(.088)	.06(.078)	**Chattanooga Times (S)	24,726	.08	.08
GEORGIA							
**Augusta Herald (E)	15,095	.05	.05	†Nashville Banner (E)	54,189	.11	.11
**Augusta Herald (S)	15,554	.05	.05	†Nashville Banner (S)	53,069	.12	.12
**Macon Telegraph (M)	26,822	.07	.07	VIRGINIA			
**Macon Telegraph (S)	27,376	.07	.07	**Danville Register and Bee (M&E)	12,128	.05	.05
**Savannah Morning News (M)	21,372	.06	.06	**Danville Register (Sunday)	7,184	.05	.05
KENTUCKY							
**Lexington Leader (E)	19,395	.06	.06	**Newport News Times-Herald (E)	7,326	.05	.05
**Lexington Leader (S)	19,368	.05	.05	**Newport News Daily Press (S&M)	5,622	.05	.05
**Paducah Sun (E)	8,616	.04	.04	**Roanoke Times & World-News (M&E)	24,993	.07	.07
NORTH CAROLINA							
†Asheville Citizen (M)	14,066	.055	.055	**Roanoke Times (S)	16,894	.06	.06
†Asheville Citizen (S)	14,540	.055	.055	**Stannton News-Leader (M), Leader (E)	6,424	.035	.035
**Greensboro Daily News (M)	24,423	.07	.06	** A. B. C. Statement, Sept. 30, 1924. ** A. B. C. Statement, April 1, 1924. † Government Statement, Sept. 30, 1924.			



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

VERY little that appears in modern magazines about newspapers is live copy. But Samuel Strauss, who was at one time connected with the *New York Globe*, went out after a front-page story which the editor of *The Atlantic Monthly* has used to open his magazine for November under the head "Things Are in The Saddle."

In Part III of this story Mr. Strauss turns to the press, which he spells with a capital "P." If I were looking for a paragraph to play up in a headline I should select this:

The newspapers are losing the ability to lead citizens. They are exchanging it, more of it each year, for the ability to lead buyers. To business, a newspaper strike has come to be of grave consequence. A week's interruption of a city's newspapers, and business is damaged. Without the facilities for daily advertising, the custom of stores, of places of amusement, falls off dangerously. The power of the Press is not growing less; the power is being shifted; the Press is powerful still, but not so much to direct men how to think, how to feel, how to vote, as to direct them how to buy.

A good reporter should have not so much a nose for news as an eye for news. He ought to be granted the privilege of standing where he pleases so long as he tells accurately what he sees from that spot. Mr. Strauss has left the regular bunch correspondents about the press, wandered off by himself, and found a spot where things look different. Consequently, he gives *The Atlantic* a good story from one angle—but there are others.

IN *The Year Book and Register of the Parish of Trinity Church in the City of New York for 1923* will be found this interesting statement by the Rector, the Reverend Caleb Rochford Stetson, D. D., "Never in the lifetime of most of us has so much attention been given by the public press to religious matters and to theological discussion. This in itself is significant."

HOUGHTON, MIFFLIN, AND COMPANY of Boston announce for immediate publication "Publicity and the Public School" by Clyde R. Miller, Director of Publications, Cleveland Public Schools, and Fred Charles, member of editorial staff, *Cleveland Plain Dealer*.

JOHN M. K. ABBOTT, who was formerly on the staff of the *New York Times* but is now an editorial writer on the *Wichita* (Kan.) *Daily Eagle*, contributes a picturesque sketch of William Allen White, editor of the *Emporia Gazette*, to the *Outlook* for November 5. The portrait which illustrates this sketch certainly has human interest.

PARKING place should be found somewhere in the advertising department for "How Much Horsepower Has An Automobile Advertisement?" by Kenneth M. Goode. This circular is a reprint from an article in *Sales Management*, and comments upon fifty current advertisements of automobiles and suggests a new idea in judging circulation and copy values.

FOR the reference library "Who's Who in the Nation's Capitol" (Ransdell, Inc., 1315 C street, N. W., Washington, D. C.) is almost a necessity. It is the purpose of the publishers to bring out new editions of this volume with every change of Congress. The present volume has but few sins of omission and none of commission.

THE School of Journalism at the University of Oregon publishes for the newspaper folk of that state *Oregon Exchanges*. Incidentally it is the official publication of the Oregon State Editorial Association. The current issue opens

with an article of interest to every copy desk, whether in Oregon or out, for it is a plea to wage constant battle for brevity. The typical bits of waste of space that are given in the article might well be incorporated in an official style book or posted on the bulletin board of the city room.

EDGAR A. GUEST, whose column in the *Detroit Free Press* is syndicated to over one hundred and fifty newspapers, opens *The American Magazine* for December with an article "Good Losers I've Known." "Eddie" confines his remarks to losers in sports and in business; he makes no mention of those who lose at the poker table.

THE riders on the pony express on the famous overland route were frequently carriers of news dispatches for the papers of the period. Consequently, "The Pony Express," by William Lightfoot Visscher (Rand, McNally & Co.), deserves a place in the historical section of the newspaper library.

At a time when the air mail is attracting so much attention this volume will help the editorial writer to recall the famous rides and riders who blazed the westward way from St. Joseph, Mo. At this place most of the Eastern newspapers had correspondents to collect news delivered by riders of the pony express. These same correspondents often forwarded important news dispatches to Western papers. One newspaper correspondent at St. Joseph who achieved distinction for his feats was Henry Villard, who then represented the *New York Tribune*, but later bought the *New York Evening Post*.

The illustrations deserve special mention. Possibly the most interesting is the reproduction of a packet of election news announcing the success of Lincoln at the polls, which was forwarded from St. Joseph to the *Rocky Mountain News* at Denver.

The volume, though recalling the danger days of a thousand thrills, is not without items of humor. Artemus Ward, who was then editing *Vanity Fair*—possibly the greatest humorist weekly America has ever seen—was asked what he would take for 100 nights on the Pacific Coast. By way of the pony express he sent the laconic reply, "Brandy and water."

WHEN I reviewed "Some Newspapers and Newspapermen" by Oswald Garrison Villard (Alfred A. Knopf) for EDITOR & PUBLISHER I mentioned the fact that if I were reviewing the book for *The Yale Review* I would comment in a different vein. If any of the readers of this department would like to see how the idea was carried out they will find it in the current issue of *The Yale Review*, along with my comment about "The Evening Post—A Century of Journalism," by Allan Nevins (Boni and Liveright). These reviews bear the head, "Some Newspapers in General and One in Particular."

THE office boy has just put on my desk "The New Publisher," by R. T. Porte (The Porte Publishing Company, Salt Lake City, Utah). Briefly, this volume is a tale of twelve cities and is a collection of articles published in *The Inland Printer* during the present year. It will be mentioned more in detail in a later issue.

BERT MOSES has some interesting things to say in *Newspaperdom* for Nov. 13, about the liberty of the press. His contribution is a reply to a paper by Stuart H. Perry on "Contempt of Court" read at the late meeting of the Inland Daily Press Association. Of this paper Mr. Moses says:

As a brief to file in the court house, it was close to 100 per cent faultless, but as a plea to the heart of the man who believes in the Square Deal it falls flat.

HAROLD CARY gives managing editors something to think about with his contribution "Deadbeating the Editors" in *Collier's Weekly* for Nov. 15. He tells the story of how an inventor of publicity hoaxes rigs the stage and matches his wits against the newspapers. For several columns he lets run a story about Harry L. Reichenback, whom he tags the "king of hoaxers," and who has obtained thousands of columns of free newspaper publicity about motion picture stars.

How Reichenback plants his fiction and fools reporters certainly makes interesting copy for *Collier's*. One of the liveliest bits of copy in the story is how Reichenback made a chorus girl a star in one week on a bet with Louis De Foe, the dramatic critic. I finished the article, however, with a feeling that Reichenback may have fooled Cary just as much as he has doubtless fooled the city desk.

ROBERT LOUIS BURGESS in the *Midmonthly Number of The Survey* for Nov. 15, tells about an interesting newspaper experiment which he tried as editor of the *San Jose* (Cal.) *News*. After a consultation with the owner of the paper he originated a Community Editorial Plan whereby every important "opinion-group" in the community was invited to elect an associate editor of the paper.

These contributing editors represented their respective groups in the community editorial column, which had the place of honor on the editorial page. The editor's own column was set in smaller type and had no preferred position. An interesting side-line was found in the fact that the labor unions were surprisingly apathetic in view of all their criticism of the press. Lack of space prevents me from letting the story run. Mr. Burgess, however, sums up results of his experiment in his concluding paragraph:

It seemed to me then, and it still seems to me, that the community newspaper plan conserves the best features of private proprietorship, that is, initiative, profit-rewarded enter-

prise, and simple swift decisions on financial and technical details, at the same time that it confers the benefits of public democratic participation in one of the most important processes of modern life.

THE copyreader who writes newspaper heads leads a simple life compared with his brother on a medical journal. The following head recently appeared in *The Journal of the American Medical Association*:

The Phenoltetrachlorophthalein Test for Hepatic Function

Cloverleaf Weeklies Now Tabloid

The *Cloverleaf Weeklies of St. Paul*, which include the *Cloverleaf American* and the *Cloverleaf Weekly*, have been recently changed to tabloid size. They are published by the *Cloverleaf Newspaper*, of which M. McC. Ashbaugh is chairman of the board; N. W. Reay, managing director; C. D. Bertoleto, advertising director, and W. H. Neal, manager. The company also publishes the *St. Paul Daily News* and the *Omaha Daily News*.

Maine Plans to Advertise

A state-wide movement to advertise Maine was started at a conference of leading citizens of the state last week at Augusta. The attractions of the state as a playground, its industrial advantages and its advantages to the builders of homes will be emphasized in the campaign, which is sponsored by Governor-elect Ralph O. Brewster. Cities will appropriate money, and the state legislature will be asked to make an appropriation of not less than \$25,000 for the project.

Changes to Eight Columns

The *Wilmington* (N. C.) *Star* appeared last week in eight-column form, having changed from the old seven-column page. The *Star* is the oldest daily newspaper published in North Carolina. The *Star* also announced acquisition of the N. E. A. service, which will supplement its night Associated Press leased wire service.

35,434

Net paid (1923) Average.
An increase of
47% in 7 Years.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.
National Representatives

Marbidge Bldg. Lytton Bldg.
New York Chicago

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Columns	Radio
<p>"If You Believe It, It's So!"—Daily.</p> <p>"Direct from Broadway"—A weekly theatrical survey.</p> <p>"Between the Lines"—About Authors & Books.</p> <p>Tri-Feature Synd. Service, 110 W. 40th St., N. Y.</p>	<p>CURRENT RADIO</p> <p>Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.</p> <p>American Radio Relay League, Hartford, Conn.</p>
Editorials	Religious Features
<p>DAILY SERVICE, TIMELY TOPICS</p> <p>Bold Editorial Service, Harrisburg, Pa.</p>	<p>A "DIFFERENT" SUNDAY SCHOOL LESSON</p> <p>The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.</p> <p>The Ellis Service, Swarthmore, Pa.</p>
Fiction	Theatrical
<p>"STORIES"</p> <p>Lewis Wilson Appleton, Jr., 2048 East Wilmot St., Philadelphia, Pa.</p>	<p>"DIRECT FROM BROADWAY"</p> <p>A weekly column by one of New York's best informed theatrical personages.</p> <p>Tri-Feature Synd. Service, 110 W. 40th St., N. Y.</p>
<p>LET US BUILD YOUR CIRCULATION.</p> <p>Famous stories by famous authors.</p> <p>Service for Authors, 33 W. 42d St., New York.</p>	

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day 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

PASTOR EVADES TRY AT EDITING DAILY

Binghamton (N. Y.) Press Asks Him to Create a Paper "Worth 15 Minutes of a Christian's Time"— Criticism Retracted

Is a modern newspaper unfit to occupy 15 minutes of any Christian's time?

The Rev. D. Stanley Shaw of Tabernacle M. E. Church, Binghamton, N. Y., didn't think so, but now he has changed his mind.

During the course of a recent sermon, Pastor Shaw made the above remark about newspapers in general, and there was no question mark attached to his statement. He went further, and particularly referred to the *Binghamton Press* as a happy example of a newspaper unworthy of a Christian's serious attention.

The Press immediately challenged Pastor Shaw to take charge of the paper for one day to demonstrate his idea of what a newspaper should be. The daily offered to turn over its entire plant and staff to his control and give him full co-operation in every way.

Dr. Shaw scoffed at the idea as a trap. As evidence of its sincerity the Press then offered to donate \$1,000 to any activity the minister's church might dictate if he would assume editorial direction. The following morning at 10 o'clock Dr. Shaw notified the Press by telephone that he would arrive at noon to direct the afternoon's issue. When informed that this would be mechanically impossible, and that under the Press offer he would be required to take charge when staff began work at 7:30 in the morning, he immediately gave a statement to the *Binghamton Sun*, opposition paper, accusing the Press of unfairness.

Two days later Pastor Shaw called at the Press office, expressing a desire to end the controversy, and after being shown some of the workings of the plant, he declared that he had made his remarks from the pulpit without fully considering their effect and without any general knowledge of newspaper making, and apologized.

Later, at his weekly prayer meeting he told members of his congregation he had made a mistake and praised the management of the Press.

PRESS WANTS TRAINED WRITERS—MERRILL

(Continued from page 9)

for any one man to master all of these departments?" was one final question asked Mr. Merrill.

"I have never known but one man capable of it," he replied, "and I doubt whether there will ever be another for reasons that I can explain. Mr. Hearst started newspaper work in his college days. Without any need for working at anything, he plunged into the hardest kind of work before he finished his college term. All the modern innovations and expansions of the newspaper business began when he did, and many of them were begun by him, working as he often did, sixteen hours a day. Finding intense joy in the work, he either invented or mastered every new, modern newspaper department or idea as it was born and grew with it. He knows by name thirty or forty kinds of type used in a newspaper composing room. He knows what the printing presses will do better than the foreman of the pressroom. I speak literally. I have personally seen him go into the pressroom and adjust a press to produce a paper in a sectional form which the foreman himself had said the presses could not do. Mr. Hearst said to the protesting foreman: 'Come on down into the pressroom and I'll show you how to do it,' and he did.

"He knows photography and color printing so that he can give explicit directions even to his experts. If you look at the illustrations of his magazines, as well as his papers, you will see that they are not only better in kind than

most others, but different in kind from all others. His way of illustrating has made just as great a sensation in England as here, and is now imitated by the best Paris publications.

"He also has reported many great events for his own newspapers, like the battles in Cuba, the coronation of George V., and Admiral Dewey's funeral. His editorials advocating the Selective Draft after we declared war, and when the leaders of both parties in Congress were opposed to any departure from the old volunteer system, changed the sentiment of the country, I sincerely believe. They were published in more than 50 papers from the Atlantic to the Pacific with a petition to Congress which in three weeks was signed by two million people.

"Of the highly specialized departments of the larger newspapers I do not believe that any young man coming into the business now could acquire complete mastery even if he had the unique genius of a Hearst, who grew up with these modern newspaper developments and originated many of them.

"You think, then, that big newspapers will become more and more departmentalized in their internal organization?" the writer queried.

"They will have to be, but under one chief, as a newspaper requires a single directing mind as much as an army. I think that higher and higher rewards will be paid for specialized or extraordinary ability in seven capacities: writers, artists, art directors, editorial executives, advertising executives, business and labor organizers, circulation managers."

"What kind of newspaper is the more successful—the conservative or the progressive," the interviewer asked.

"All newspapers to succeed must be both enterprising and progressive, must constantly change, and contently improve," replied Mr. Merrill. "But a progressive paper may be highly conservative in its editorial opinions. I think a newspaper must be somewhat radical to have much influence or to do much good. But its radical views must always be based on common sense and good morals. Conservative editors often express only the opinions that conservative people already hold without thinking. Radical editors sometimes make people think and thus a public opinion is formed that is stronger than courts, or Congress, or Presidents. Happily all our great papers are now independent of party shackles.

"As to material success of conservative or radical papers, there is no rule. Look at the tax reports the Government has just published. Are there two better types of conservative papers in the United States than the *Chicago Daily News* and the *New York Times*? According to the tax reports, Victor F. Lawson's *Daily News* made \$1,494,612 profit last year, and the *New York Times* \$2,886,030 profit. Are there two better types of progressive—or sometimes called radical—papers than the *Chicago Tribune* and the *Hearst papers*? According to the tax reports, the *Chicago Tribune* profit in 1923 was \$3,285,709, and the *Star Company*'s (owner of Mr. Hearst's *New York papers*) \$3,777,179."

To Give Advertising Course

An advertising school will be conducted this winter by the Advertising Club of Kansas City, Mo. The department of journalism of the University of Kansas and the school of journalism of the University of Missouri will cooperate in supplying lecturers.

Barry Heads Old Time Printers

Edward P. Barry of the *Indianapolis News* was re-elected president of the Old Time Printers' Association at a recent meeting of the association held in Indianapolis. Other officers elected were Robert E. Darnaby, vice-president, and William A. Greene, secretary-treasurer.

Chicago Specials Nominate Flaherty

Robert H. Flaherty has been proposed by the nominating committee of the Newspaper Representatives Association of Chicago for the presidency of the organization. The election is to be held Dec. 8.

Why Keep On Paying This Tax?

Everybody expects to pay some taxes, but why impose unnecessary taxes on yourself?

Do you realize that every time you drive your car on an unpaved highway you are actually taxing yourself one to four cents a mile?

This is the cost of increased repair, tire and gasoline bills.

Highway research has definitely established these facts.

Each year you tax yourself in this way a good many dollars.

Instead of spending this money for increased transportation costs, why not invest it in Concrete Highways and pay yourself some dividends?

Concrete Roads and Streets pay for themselves in the saving they effect on the cost of motoring.

Their maintenance cost is so low that this saving alone returns good dividends on the investment, year after year.

You are imposing an unnecessary tax on yourself from which you get no return, by failing to work for more Concrete Highways.

Not in a long time have general conditions been so favorable for carrying on such public works as permanent highway building.

Your highway authorities are ready to carry on their share of this great public work. But they must have your support.

Tell them you are ready to invest in more Concrete Highways, now.

PORTLAND CEMENT ASSOCIATION

111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

WHAT THEY ARE SAYING

THE VALUE OF NEWS

"OF the ties which bind a reader to a newspaper and establish that stability, I place news first and without any rival. In 1896 the Times adopted the slogan 'All the News That's Fit to Print' as the simple statement of the purpose of the new publisher, Adolph S. Ochs. It was at a time when 'yellow' journalism was at its height and large numbers of persons judged newspaper enterprise by the flagrancy of news 'fakes.' That period in newspaper history is largely passed, but in the last 20 years there has come a development of the newspaper feature, comic or otherwise, which in many journals has overshadowed the news as a basis of circulation. Comics and signed features and departments have their day and lose favor; rival newspapers may buy them overnight and shake the circulation structure of a paper built upon such an appeal to readers. News alone has a value which never changes. It holds an interest which lasts throughout the pages of a newspaper and does not end after some much advertised feature has been glanced at. News is the indispensable element for which there can be no substitute, for which nothing else can compensate."—Louis Wiley, Business Manager, *New York Times*, Before New York Advertising Clubs.

* * *

SAVINGS BANK ADVERTISING

"WE have abandoned the idea of simply advertising about the bank—as having such officers and so much deposits; we try to put the human touch in our advertisements. We want to see that every piece of advertising copy is of itself specific service to the reader. It should contain some helpful suggestion that might be beneficial to the reader whether he ever comes to the bank or not. If we can do that, we are doing advertising that is worth while. We can buy space—that is easy, but we will not buy the good-will of a man unless we do something for him or show our willingness to do something for him. In every advertisement we print we try not only to buy space, but also to buy the good-will of every fellow who reads it, and we think we are succeeding."—William E. Knox, President, American Bankers Association, before Advertising Club of New York.

* * *

WHY ADVERTISE?

"IT is only the foolish merchant today who does not believe in the value of advertising and who does not recognize it as necessary for the continued growth of his business. It is no longer a question of, Shall I or shall I not advertise? but simply a question of, To what extent and in what way shall I advertise? Circulars, novelties, calendars, direct mail, all have their appeal, but when all is said and done and when results are compared with the cost the merchant realizes that the local paper is the best and cheapest method of letting the buying public know what he has to sell. Trying to do business without advertising is like winking at a girl in the dark."—Charles Lane in *Palisade* (N. J.) *Palisadian*.

* * *

NEWSPAPER SUCCESS

"EVERY great American newspaper contains the life blood of some great newspaper man although his personality is submerged today in the impersonal journalism that has developed. Success for a newspaper is the result of reputation for character just as it is in an individual. To make character for itself, a newspaper must be willing to stand criticism and not be swayed by political, social or any other considerations. * * * Newspapers today are subordinating too many things in order to get business."—Frank P. Glass, publisher, *St. Louis Star*, before University of Missouri School of Journalism.

FLASHES

Among other devices that show how notably civilization has improved our morals are cash registers, combination locks, burglar alarms, etc.—*Columbia* (S. C.) *Record*.

A girl in an up-to-date evening gown ought to look spiritual. At least, there isn't much of the material about her.—*New York American*.

Bootlegger stabbed two men in New Orleans. That was more considerate than selling them bootleg.—*Pittsburgh Press*.

Another good intelligence test is a stock that promises dividends of 20 per cent.—*San Francisco Chronicle*.

"People no longer take opera glasses to the theater." "For the reason," suggested Miss Cayenne, "that so many of the shows are sufficiently embarrassing at a distance to prevent any wish for a nearer view."—*Kansas City Star*.

Driving with one hand gets some men in jail; others in church.—*New York American*.

What New York needs against criminals is fewer dead lines and more live wires.—*New York World*.

The time is ripe to pay off the Chinese for their mah jongg by sending over a boat load of cross-word puzzle books.—*Columbia* (S. C.) *Record*.

The man who says conversation in this country is languishing evidently never drives while his wife occupies the back seat.—*Pittsburgh Press*.

Women governors aren't rare; every man has one.—*Columbia* (S. C.) *Record*.

Nobody who looked over the income tax list can accuse the rich of parading their wealth.—*James J. Montague* in *New York Herald-Tribune*.

Sufficient biography:—"He always felt important after a lodge meeting."—*New York Telegram and Evening Mail*.

The jury which tried Congressman Hill decided that cider was not intoxicating. A movement already has been started to make the apple the national emblem instead of the eagle.—*Chicago-Tribune*.

The great Greenwich telescope was useful in discovering a crack in a London church steeple. It might be of even greater help if it could single out Cabinet Ministers who have bats in their bellies.—*New York World*.

You can't tell by watching the boss whether he is deliberating or loafing.—*New York Telegram and Evening Mail*.

No man is ever too busy to hear you tell what a wonder he is.—*New York Telegram and Evening Mail*.

A bull ran amuck in the streets of Greater New York the other day and was shot to death by the police. That is one of the penalties of being a bull and not a taxicab driver.—*H. I. Phillips* in *New York Sun*.

West Virginia's Mountains

Symbolic of Her Power

WEST VIRGINIA has an area of 24,022 square miles of majestic mountain slopes and fertile productive valleys.

The mountains of West Virginia have done much for the State in the matter of wealth production. Not only are they store houses of great mineral resources but indirectly have influenced the various other phases of West Virginia's progress.

West Virginia boasts one of the finest grazing regions in America in her fertile valleys, whereas no finer blue grass farms can be found anywhere in the world.

The valleys between the mountains possess soil of unexcelled fertility. Not only has it proved favorable for the growing of vegetables and cereal crops, but it has also made of West Virginia, a foremost fruit growing region.

Lastly, but not least, these picturesque mountains, annually, attract to their numerous resorts thousands of wealthy visitors who add their buying needs to those of the native West Virginians.

Reach all West Virginia through these dailies.

		Rate for Circu- lation lines	Rate for Circu- lation lines		
Bluefield	*Telegraph (M)	11,005 .05	Martinsburg	*Journal (E)	4,830 .03
	*Telegraph (S)	15,752 .06	Morgantown	†Post (E)	5,065 .025
Charleston	*Gazette (M)	19,619 .07	Parkersburg	*News (M)	7,261 .025
	*Gazette (S)	23,493 .08		*News (S)	8,840 .025
Clarksburg	**Telegram (E)	9,479 .04		*Sentinel (E)	7,751 .03
	**Telegram (S)	11,797 .045			
Huntington	**Advertiser (E)	11,176 .04			
	*Herald-Dispatch .. (M)	14,803 .04			
	*Herald-Dispatch .. (S)	14,482 .04			

**A. B. C. Statement, April 1, 1924.

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

BBUDGET making days are with us. In some offices the expenditures for 1925 have been estimated, in others the job, toughest of the year, has been left, like Christmas shopping, to the last day. That's a mistake which, in some way, without being clubbed, we avoided making this year.

Our budget is in and without setting up our method as a model we will describe it briefly. Delivery costs we figured to be the same in 1925 as in 1924 because our organization can take care of the increase in circulation we expect. We are not banking on any change in postal rates.

Estimates for office maintenance were just as easily figured, and we went on to the promotion expense which is always the most difficult. When a paper has a promoted circulation to maintain the problem to solve in estimating promotion expense is. When does promotion cease to be maintainance? Or, putting it another way, How much circulation must be put on to take care of natural losses?

When this question is answered with a fair degree of accuracy we have the cost of actual maintenance and the probable cost of necessary promotion. From this point we had but to consult the publisher on how much more business he wanted in 1925, so we could figure on the probable cost, which added to our maintenance and necessary promotion expense gave us our total for the year.

In making a budget we give the delivery department all the money it requires because the paper is entitled, above all, to quick, complete coverage regardless of expense. The size of the necessary and extra promotion items depend upon the paper's age, circulation-making ability, and competitive conditions.

Authorities on publishing costs differ widely on what percentage of a paper's total expenditures the circulation department should be allowed. Our opinion is that when a department can operate on about 20 per cent it is doing well.

Many circulation managers still try to get along without closely figured budgets. We used to do that—but never again. Make a budget by all means; get it definitely approved and stick to it. And in making it, here's a good tip: allow for unexpected emergencies so that in case of a fight you will have a cushion to fall on.

California circulators seem to be exercised over combinations between metropolitan and small town dailies. The situation there may merit all the attention being given it, but as it exists elsewhere we can see little, if any, danger from such combinations either to newspapers or advertisers.

When a big city daily circulates in a town extensively and has to maintain a complete carrier organization which covers the same ground as the local paper,

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

why shouldn't the two co-operate in delivery and pass the saving on to the readers? That's all a combination means. That's the sort of arrangement the *Indianapolis News* had for years with many Indiana papers, and the News may still have these combinations in force. Both the News and small town papers received just about as much revenue, both gained in circulation and gave readers value that was really appreciated.

Such deals are open to abuse just as are all other methods, and when abused the circulation managers' association or A. B. C. should investigate and take whatever action may be necessary. But to condemn the combination of large and small papers altogether seems to us an unwarranted procedure.

Apropos of what we wrote above about the I. C. M. A. taking action we believe it's time for the national and state organizations of circulators to set up committees to which could be referred disputes for adjudication. It's also about time to formulate a code of ethics for the business. Co-operation and arbitration are in the air more than ever before, and we should take advantage of this propitious time to eliminate tactics that are generally recognized as being not only unethical but extremely wasteful. This we believe can be done without in any way hampering wholesome and necessary competition.

The Pittsburgh papers are experimenting with a joint delivery system which, if successful, may revolutionize distributing methods. We are pulling for the plans to make good because we believe the present competitive method of delivery that is generally used to be archaic and far too costly.

The *San Francisco Call* and *Bulletin* are getting out very attractive carrier papers. They are printed on high grade book stock, the make-up is excellent, the type large enough and clear, and the illustrations are interesting.

The contents? Both are full of directions, advice, rules, and don'ts, so that they appear to be instructive papers. The boys in San Francisco may like that sort of thing. But we believe that boys everywhere want that which hands them a laugh or a thrill and anything else stands little chance of being read.

How about asking the boys themselves what they like to read and then give them that? Instructions sandwiched in subtly would get over much better, we believe.

Two million share days in Wall Street create unusual interest in financial pages. Bankers, brokers and investors make excellent prospects at such a time as this for papers with strong financial and business sections. Office ads calling attention to the stock and bond tables, analytical stories, and forecasts of the probable trend in prices can be employed now to good advantage. Neat, restrained circulars to investors and a telephone solicitation of all executives or members of the Chamber of Commerce will bring good results.

Now is also an opportune time to advertise the theatrical, movie, and music departments. Co-operative stunts with theatre and concert press agents make for effective and inexpensive publicity.

Papers with large home delivered circulations can well afford to check all stops thoroughly. Such checking helps keep the delivery efficient and results in getting back many readers who stop for trivial reasons.

The men checking stops, if they are properly coached in the art of asking questions indirectly, can get information for the editor that will help him strengthen the paper.

In a penalty envelope that requires no postage we received from a Southern postmaster what looked to us like a solicitation for a direct by mail advertising service. The circular did have some directions and advice on how circular matter should be handled, but the object of the communication was undoubtedly to boost a letter-writing concern.

Some time ago we received an order for a change in address in a penalty envelope from an officer of a Federal Reserve Bank. The subscription was a personal one. And the Federal Reserve Banks are private institutions.

Such apparent misuse of the franking

privilege shoots up the cost of running the Post Office Department, and newspapers are made to bear a large part of the burden.

As we pointed out here recently, publishers' committees working on the postage problem ought to investigate the franking privilege.

Pancoast Transferred to Chicago

Chalmers L. Pancoast, who has been in charge of the eastern advertising office of *Liberty Magazine* since its establishment, was this week transferred to the home office in Chicago. Nelson R. Perry, formerly with *Saturday Evening Post*, has been appointed eastern representative of Liberty. Mr. Pancoast has been in the eastern advertising field for the *Chicago Tribune* interests for the past seven years and had charge of the Tribune's eastern office for four years prior to his connection with the magazine venture of the Tribune and *New York Daily News* publishers.

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

how
smart
are
you?

Everyone likes to test his mental resources and agility. Here's a series of "puzzlers" as instructive as they are entertaining.

DO YOU KNOW?

By W. H. Tingley

Daily questions on History, Politics, Timely Topics, etc. Send for sample sheet.

Readers' Syndicate, Inc.
799 Broadway New York City

Our Features:

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Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

YOU MUST TELL THE BUSINESS MEN OF YOUR TOWN ABOUT

BUSINESS

If you don't it will COST YOU MONEY

John T. Flynn's *Daily Business Reviews* deal with fundamental business conditions of vital interest to every business man. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of *Iron Age*, *Dry Goods Economist* and a score of other nationally known business publications.

Write for Particulars to

Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 W. 39th St., New York City

again
ON THE
San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-719 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

Mr. Publisher
or
Business Manager

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

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

Peoria Star Co.
Peoria, Ill.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By JOE CUNNINGHAM

He's the Man Behind "Rufus McGoofus" and "Dumb Bells"



JOE CUNNINGHAM, creator of the Ledger Syndicate's comic strip "Rufus McGoofus," began his career as office boy to the art director of the *Public Ledger*. Thereafter Joe flitted in and out of every other department of that newspaper until the local room became his rock of rest. Several years of general reporting, with assignments from the sports department followed. Then he took another fling at art.



JOE CUNNINGHAM

For about a year he did layouts and retouching on the *Philadelphia North American* and the *Philadelphia Evening Times*, then went back to reporting, this time on the *Evening Telegraph*. The *Reading (Pa.) News* offered him a combination of specialties, politics, police and court house during the week and a sports cartoon review on Saturday. After a year he returned to Philadelphia as sports cartoonist and sports writer for the *North American*, where he remained until the war. After the war Joe married, opened an office, and did free lance art work. Joe's office was a combination art service and selling agency. Among the articles sold were pliers, plate glass, egg boxes, freight rate guides and ventilators. His selling was supplemented by professional after-dinner speaking before business organizations. He has also managed football teams and admits that he plays a terrible game of golf, also that he is a very successful fisherman. While Joe was busy selling and after-dinner speaking, his dominant purpose was the creation of a successful newspaper comic, and his first big strip, "John Sapp—Demobilized Doughboy" was produced immediately after the Armistice, for the *Ledger Syndicate*. But this war comic had to be withdrawn as soon as the A. E. F. veterans be-

came reabsorbed into the general population.

Cunningham's worries were ended as soon as he produced for the *Ledger Syndicate* "Rufus McGoofus" the strip that features "the man with the funny troubles."

He draws also that *Syndicate's* popular comic, "Dumb Bells."

Mr. and Mrs. Cunningham are the proud parents of what Joe describes as "two half-backs who will be among Walter Camp's All-American selections in 1938."

Tabloid Weekly a Success

The *Beverly Hills (Cal.) Citizen*, a weekly published in tabloid form as an experiment, recently completed its first year of successful publication. It is printed on machine finished book paper and carries fine screen halftones. George R. Barker, editor and publisher, was for 20 years publisher of the *Sandpoint (Idaho) Pend d'Orcelle Review*. He declares the paper has demonstrated that a tabloid weekly can be produced at a profit.

Ad Censorship Brings Arrest

Strict censorship of the classified columns of the *Los Angeles Examiner* resulted in the arrest recently of two men. "Dr." Roy A. Cain was sent to jail on a charge of violating the city ordinance regarding raffles, following an investigation started when his ad was refused. J. C. Nottage was arrested after advertising in the newspapers for a woman companion, using the name of "Mrs. J. C. Nottage."

N. D. Waters Starts Own Agency

Norman D. Waters, formerly with Munro & Harford, Inc., Robbins Publishing Company, and the Frank Presbrey Company, is opening the Waters Advertising Agency, with headquarters at 37 West 39th street, New York City. The Ellis & Turell Sales Company, the Stability Mortgage Company, and the Mitchell Fashion Company and Designing School have placed their business promotion work with the new agency.

Supply of Raw Material Essential to Industrial Supremacy

ILLINOIS for many years has occupied a leading place because of the importance and variety of its manufacturing industries. This prominent industrial position is largely due to the abundant supply of valuable essential raw materials found within the area of *Illinois*.

Of all the basic materials necessary for continuous manufacturing and commercial activity, bituminous coal ranks foremost in importance. Rich deposits of bituminous coal underlie two-thirds of *Illinois*—ranking it third in mineral output.

The coal property mining value of *Illinois* is estimated at \$160,000,000. Estimated resources underlie the surface of the state, to the extent of 240,000,000,000 tons, only about one per cent of which has so far been used up.

Illinois is also a large producer of petroleum and natural gas.

A state of such abundant wealth of resources is surely worth cultivating in any national advertising campaign. There is only one safe and reliable way to thoroughly cover *Illinois*—namely, through the dailies listed below, which have a wide-reaching and effective influence throughout the state.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
***Aurora Beacon-News	(E) 16,982	.06	.06
†††Chicago Herald & Examiner	(M) 335,747	.55	.55
†††Chicago Herald & Examiner	(S) 1,050,949	1.10	1.10
†††Chicago Daily Journal	(E) 120,449	.26	.24
*La Salle Tribune	(E) 3,230	.025	.025
*Moline Dispatch	(E) 10,680	.045	.045
***Peoria Star—(E) 29,102	(S) 21,733	.075	.06
*Rock Island Argus	(E) 10,605	.045	.045
*Sterling Gazette	(E) 5,734	.04	.04

***A. B. C. Statement, April 1, 1924.

*A. B. C. Statement, Sept. 30, 1924.

†††Government Statement, April 1, 1924.

NEW YORK IS AMERICA'S PRINTING CENTER

City Contains One-Fifth of Entire Industry, Report Shows—Annual Output \$400,000,000—Wage Total \$72,000,000

New York City is by far the largest printing center in America—containing a fifth of the entire industry, employing one out of every seven industrial workers in Manhattan, and being approximately as important as its four closest rivals (Chicago, Philadelphia, Boston and St. Louis) combined, according to the report of an intensive study of the printing industry in this area made public by the Committee on Regional Plan of New York and its environs.

"There has been much talk of a change which is supposed to be occurring and many people appear to be under the impression that New York is rapidly losing position in the printing industry," the report says. "The truth appears to be that in spite of the very rapid development in such cities as Chicago and St. Louis, New York's share of the printing industry of the country remains substantially unimpaired."

Other outstanding facts revealed by the investigation, which is part of the economic and industrial survey preliminary to the drafting of a plan for the future development of New York City and the area in New York State, New Jersey and Connecticut within a fifty mile radius of New York's City Hall, follow:

The number of employes in the printing industry in New York and its environs increased from 42,000 in 1900 to 73,000 in 1922.

More than \$72,000,000 is paid in wages annually in the printing industry in New York and its suburbs, and the value of the annual output of the industry is in excess of \$400,000,000.

Nearly three-fourths of the industry in the New York region is concentrated in Manhattan, south of 59th street, but during recent years there has developed the tendency to move to the roomier and cheaper New Jersey, Queens, Westchester County and Connecticut suburbs of New York.

The printing industry in Brooklyn has recently suffered a radical decline, having lost more than a fourth of its employes between 1917 and 1922; Brooklyn, however, leads all other sections in the metropolitan region as a place of residence for employes of printing establishments, retaining printers whose places of work have been removed to Manhattan, Queens or New Jersey.

Ultimately Manhattan will probably surrender a large volume of printing to its environs—Queens, New Jersey, and the Westchester-Connecticut region. Unless this region faces an important and permanent discrimination in real labor costs, New York and its environs is not seriously threatened with a loss of periodical printing.

The report, a volume of 54 pages and 11 maps and diagrams, was prepared by Dr. A. F. Hinrichs, of the Department of Business Economics at Columbia University.

Exploding Steam Table Wrecks Plant

A steam table used in drying matrices exploded last Saturday in the plant of the *Edwardsville* (Ill.) *Intelligencer*, an afternoon newspaper, doing damage estimated at \$5,000 to the building and machinery. A woman clerk in the business office suffered a slight injury when a heavy piece of metal, blown through the roof of the mechanical department, came through the ceiling of the business office, grazing her.

Fire Razes Ohio Paper's Plant

A fire starting in the job printing office of the *Metamora* (O.) *Record* on Nov. 9, destroyed four buildings, including the Record plant, the postoffice and the only hotel in the town, entailing a loss of \$50,000. The plant of the Record will be rebuilt.

\$5,000,000 AD FUND URGED

Would Raise Lancashire Cotton Industry from Depression, Says Ad Man

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

As a cure for the depression from which the cotton industry is at present suffering in Lancashire, Edgar Osborne, the Manchester advertising agent, told the British Association of Managers of Textile Works that there was need of a \$5,000,000 advertising campaign.

He declared that the present problem in the cotton industry was almost entirely a selling problem and advocated that manufacturers should put themselves into direct communication with the world markets and the problems of selling.

To do the thing properly would cost one million pounds for a five-year cam-

paign. It would mark the death-knell of the wait, wait, wait spirit which seems to permeate a large section of the industry today, he stated.

Brooklyn Wants Name in Papers

H. Edmund Bullis, of the Brooklyn Chamber of Commerce, has started a movement to put Brooklyn back into the news. He believes Brooklyn has lost much valuable advertising, because "the crimes, achievements and scandals of that city are broadcast by newspaper correspondents and press associations under New York date lines."

Klan Paper Suspends

The *Tall Corn American*, published at Hartley, Ia., in the interests of the Ku Klux Klan, has been suspended and the plant has gone into receivership.

Complete Portland Oregonian Index

Three members of the faculty of the University of Oregon, Dr. R. G. Clark, Dr. H. D. Sheldon and Dr. James H. Gilbert, have completed an index of the *Portland Oregonian* from its first issue, Dec. 4, 1850, to 1909. An index already existing continues from 1909 to the present time. The work done by the University of Oregon professors occupied three years and they were assisted by several graduate students. The work was financed by the university in the interest of historical research.

New State Press Organ

The first issue of the *Mississippi Press*, a four-page publication devoted to the interests of the Mississippi Press Association, appeared recently, with Birney Ives of Columbus, Miss., as editor. It will appear monthly.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

For Sale.

Monotype Composing Equipment. Type and Rule Caster, Keyboard with repeater and light unit. Complete equipment, late models, used but good; equal to new in appearance and working qualities. Thomas W. Hall Company, Inc., 512 West 41st St., New York. Phone, Chickering 2307.

Monotype Molds.

Printers' Outfitters
Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Monotype Molds.

Three 2 E Monotype Molds, 6, 8 and 10 pt. Have never been used. Cost \$175 each. Will sell for \$125 each. The Times-Herald Company, Port Huron, Michigan.

For Sale.

Hoe perfecting press. Sixteen pages of eight columns or twenty pages of seven columns. Four curved pieces and metal furnace. Now printing above 12,000 daily and Sunday. Speed 18,000. Can be seen running on floor. Will sell cheap to make room for larger press. The Meridian Star, Meridian, Mississippi.

For Sale.

Duplex double steam table with gas boiler, guaranteed first-class condition; best cash offer takes it for immediate sale. Write or wire Capital News, Lansing, Mich.

Used Newspaper Presses

Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.

Hoe Right Angle Quadruple Press, prints 4 to 32 pages.

Hoe Sextuple Press, prints 4 to 24 pages.

These three presses cut off pages 23 1/4 inches long, print 7 or 8 columns to the page.

PRESSES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.

PLAINFIELD, NEW JERSEY

441 Monadnock Block CHICAGO 1457 Broadway NEW YORK

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

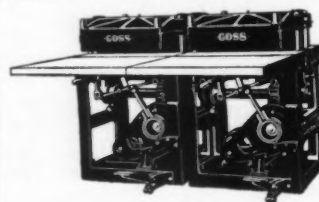
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century



Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.

Goss

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

USED BY THE

TULSA WORLD

TULSA, OKLA.

We refer you to them for their opinion



MAIN OFFICE: Fisher Building, 343 S. Dearborn St. CHICAGO
EASTERN OFFICE: Marbridge Building, Broadway at 34th St. NEW YORK

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.

709-719 Palace Bldg.,

Minneapolis

Minn.

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

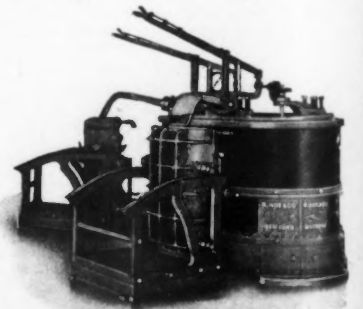
If it's a Hoe, It's the Best

R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 South Dearborn Street CHICAGO, ILL.

7 Water Street BOSTON, MASS.



DOLLAR PULLERS

\$\$\$

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

A GOOD stunt for a small city daily follows. Every Sunday run a small classified ad in the nearest big city paper advertising the farms for sale in your local territory. Say that your paper carries many farm for sale ads and that by writing to you the writer will be furnished free of charge a copy of the paper. Play this up to the local real estate men and send them a list of the names and addresses of those who replied to your ad. The realtors will feel that you are working for them and the increased ads will more than pay for the cost of the ad and the small extra trouble. An added wrinkle is to write to those who replied and suggest that they subscribe for a short time to your paper and thus be advised as to the farm bargains in your county.—Elmer D. Randall, Kingston (N. Y.) *Daily Freeman*.

"Ask 'Em to Buy Something for the Car for Christmas" is a good slogan to approach the automobile accessory dealers when planning advertising for the holiday season. Trade journals will boost this idea and the advertising salesmen can couple up the idea of giving something that will be used every day instead of the prosaic neckties, cigar-smoking jackets and the other things that fill the column supplements.—Ivan L. Re Veal, Danville, Ill.

Through a "Drive a Car This Fall" campaign, with reading matter on this subject, and a large page spread, the *Washington (D. C.) Times* has been boosting its classified automotive section ads and featuring used cars.—C. M. Littlejohn, Washington, D. C.

This is about the time of the year when the housewife thinks of stocking up on canned goods for the winter. The average woman, however, has a natural hesitation in asking her groceryman whether she can get a reduction in price by buying in dozen or case lots. Advertising men can increase their grocery advertising by getting grocers to use bigger space to offer canned goods in dozen or case lots at a discount. Grocersmen in Olean who are following this plan are reaping a harvest.—Henry R. Helsby, Olean, N. Y.

A new sort of contest to spur on carriers to better service was successfully conducted by a mid-western paper. Subscribers were asked to mark a ballot indicating service given them by their carrier as "Good," "Fair," or "Poor." On the returns received, prizes were awarded the various carriers.—B. A. T.

In order to "Make This a Radio Christmas," one of the Washington, D. C., papers has secured considerable co-operative advertising utilizing two full pages from the radio dealers of the city, with

Give your
Radio
Readers
Listening in on the
United States

by Robert D. Heial
Washington D. C.

REG. U. S. PAT. OFFICE

the banner, "Make This a Radio Christmas."—C. M. Littlejohn, Washington, D. C.

Some newspapers have realized the advantage to be obtained by using some of their smaller features in the classified section. The plan serves to relieve the

HUNCHES

\$\$\$

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

DON'T forget to write the pumpkin stories! Your rural subscribers can be interested by short stories on who raised the largest pumpkins or squash. Your society editor will also find that big Thanksgiving parties held in the country make good copy. It pays to get as many names in the paper at this time of the year as you can. And send a marked copy to the non-subscribers whose names are printed.—R. John Gibler, St. Louis, Mo.

"The Mirror" is the one column box heading of a series of articles appearing each Sunday in the *Muskogee Daily News*, using the worthwhile women of Muskogee for the subject matter. They express appreciation for their efforts to attain greater things for the city along all lines—namely: musical, educational, civic, philanthropic, charitable, athletic, et cetera. A picture is carried with each article.—Mrs. V. B. Gowman, *Muskogee Daily News*.

The *Fitchburg (Mass.) Sentinel* city hall reporter gets advance tips on golden and silver wedding anniversaries by looking up marriage records of 1874 and 1899 at the Vital Statistics Bureau.—M. T. D.

A small feature that will be appreciated alike by radio and football fans, is the weekly publication of a small box, announcing sporting and other events of the week to be broadcast by the various stations. Be sure and specify meters of the stations, in order that the fans may readily tune in.—A Sauer, Logansport, Ind.

Features on hunting and trapping are timely just now. Be sure to include the hunting laws, experiences of local hunters, and stories you can get from the sporting dealers. Sporting dealers can

RECTOR'S RENOWNED RECIPES

by
GEORGE RECTOR

son of the famous restaurateur

These are the dishes that made "Rector's" illustrious on two continents.

The Chicken Sauté invented to celebrate the premiere of "Peter Pan."

The Lobster Cocktail prepared specially for the Infanta Eulalie of Spain.

Write for Samples.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

monotony of the page as well as drawing every reader's attention to that section.—B. A. T.

When you get right down to the heart of things the real thing to watch on any newspaper is the circulation. This feature if properly handled will be the best dollar puller that the thoughtful business manager has up his sleeve. Here is a live suggestion to hand on to your circulation manager when he gets a new start. Wrap the paper in a colored wrapper and put the address on it and see that the proper route boy gets it. He will not miss getting this new start due to the colored wrapper and the paper has started a new subscriber off feeling that his little help is appreciated.—Hil F. Best, *San Luis Obispo (Cal) Herald-Telegram*.

supply you with tips for stories, and such a feature will create interest. Everyone likes to know who is the best rabbit (or bear!) hunter in town.—R. John Gibler, St. Louis, Mo.

Under the heading "Can Clubmen Cook? Here's Rare Feast!" the *Los Angeles Examiner* recently carried a story concerning three well-known clubmen who recently prepared a banquet at Catalina Island for their friends. Parallel columns carried photos of the men together with favorite recipes of each one. Men in other cities who are prominently known and who make a hobby of culinary art can readily be unearthed for similar features.—Harold J. Ashe, Long Beach, Calif.

The journalistic tyro who has made up

START 1925

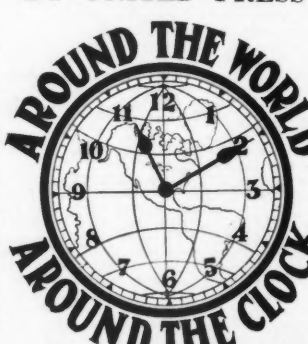
with

HERMAN BERNSTEIN'S CLOSE-UPS

of Europe and the Near East
(Jan. 5th First Release)

Federal Feature Syndicate
160 Fifth Ave. New York

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

his mind that the mere edge of service has but been touched by present-day practises and who, with the spirit of the cathedral builder, proposes to reach a definite object will have no trouble in finding ladders on which to climb. The woods are dimly full of bewildered men and women of all ages who are merely chasing newspaper jobs for what they will yield in profit. They represent futility. The prepared boy with a big idea, passionate in altruistic ambition, is the man of the future.

Under the heading of "Rediscovering Los Angeles" the *Los Angeles Examiner* is running a series of three or four hundred word reminiscent stories in which some old citizen describes an incident or period of the early days. Each story is illustrated with an old photo of a section of the city years ago, or in some cases a photo of a building or place described in the story. Such an idea could be employed equally well by any newspaper in any part of the country.—Harold J. Ashe, Long Beach, Cal.

Children's Cross-Word Puzzles

Three Times a Week
Gauged Especially for Their
Entertainment and Understanding

Puzzles for Adults

In Accordance With Official
Cross-Word Puzzle Rules
Six Times a Week

Wire to
Metropolitan Newspaper
Service

Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK CITY




The World's Greatest Newspaper Feature Service

Supplying a complete and
exclusive daily illustrated
feature service to news-
papers throughout the
United States and in foreign
countries.

Write for samples and rates





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CLEVELAND, OHIO

All-Star Features

Comics
Magazine Pages
Editorials
Special Articles
Fiction

Send now for
THE GREEN CATALOG
of
KING FEATURES
SYNDICATE, INC.

M. Koenigsberg, President
NEW YORK CITY

As every newspaper editor and sport writer expected

We have
The Right
Angle

The CHRISTY WALSH SYNDICATE

17 East 42nd Street, New York

Secured and hereby offers the one baseball serial all others tried to get

WALTER JOHNSON'S OWN LIFE STORY

36 illustrated installments by the idol of baseball's greatest awakening.

Nothing escapes the memory or the frank reminiscence of this Modest Man of Baseball Destiny—as he recalls each difficult step in a career, replete with honors and disappointment—from the day he arrived at the National Capital, young, frightened, ungainly and homesick—to the hour of his glorious World Series triumph—a seasoned master, confident, happy and an honor to his life profession.



Of his first game in 1907 he writes:

"I'll never forget that bewildering afternoon. It was back in 1907. Joe Cantillon often jokes about it. He was manager then. The game was over . . . fans were chasing across the field . . . the other players had gone and left me on the bench alone . . . in the excitement I followed the crowd through the gate.

"Not far from the ball park Cantillon overtook me. . . . 'Where you going, boy?' he asked. When I told him the hotel, he replied that I was only five blocks in the wrong direction. But that wasn't the worst of it. . . . I had no carfare!"

Of his last game in 1924 he writes:

"Our clubhouse was like a madhouse. . . . I felt like having a good cry. . . . and I'm not ashamed to admit I had it. The day of days. . . . denied so many times. . . . had come at last. Only two days previous the fans applauded when I was knocked out at New York. . . . but I knew it was meant for sympathy. . . . they thought I was 'through' . . . that's what hurt. Then came the last chance. It seemed my entire baseball reputation depended on those three final innings at Washington. . . . I knew what everybody expected of me. . . . I saw my wife, my mother, the President, and thousands of fans. . . . When Kelly fanned I grew stronger. . . . when he fanned again I felt nothing could beat me. . . . Before I realized it I was sitting in the clubhouse. . . . worn out and dazed, but happy. And I was more nervous after that last game than I was before my first game 18 years before."

"I was the biggest rube who ever broke into baseball"

One of many candid comments, by Walter Johnson—baseball's greatest pitcher, who 18 years later finds the President of the United States and a nation of baseball lovers paying tribute to his glorious record.

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