

THIS ISSUE:—HOW TO BUILD A NEWSPAPER LIBRARY.



EDITOR & PUBLISHER



1884 *The Newspaper Advocate* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

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. 58. No. 5

NEW YORK, JUNE 27, 1925

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

10c Per Copy

What Sells Advertised Goods?

Good merchandise poorly advertised in a good market will not, as a rule, sell well, while inferior merchandise well advertised in a good market will have a demand that will last just so long as it takes people to discover its inferiority—but, good merchandise well advertised in a good market wins and holds a demand that is increasingly profitable.

In *all* cases, advertising plays an important part.

When the merchandise is “right,” and the advertising copy is “right,” there is still another important factor—the medium.

Merchandise is poorly advertised if it is not advertised in the most effective mediums, and these mediums are known by the volume of advertising they carry. Advertising volume proves advertising productivity, because experienced advertisers do not advertise except for *results*.

Advertisers in the Chicago market have proved to their satisfaction that The Chicago Daily News is the most effective sales medium among Chicago daily papers—and accordingly place a greater volume of business in The Daily News, year after year, than in any of its daily competitors.*

To reach the vast majority of financially competent households of Chicago, follow the lead of successful experience and advertise most in

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

*In the first 5 months of 1925 The Chicago Daily News published 6,637,263 agate lines of display advertising—1,491,821 more lines than were published by the daily newspaper having the next highest lineage record.



COMICSⁱⁿ COLOR



STANDARD of AMERICA

NEA Comics in strip form, page size (black and white) and in colors, have the greatest reader following in the world.

Over 800 papers with 8,279,249 circulation (more than 40,000,000 readers) use NEA Comics, the standard of all comics in America.

The characters in the four page, ready-print color comic sections are noted for their originality and clear-cut humor.

"Our Boarding House," by Ahern, "Freckles and His Friends," by Blosser, "Out Our Way," by Williams and "\$alesman \$am," by Swan, form a sure-fire circulation building feature that appeals to every member of the family.

Samples and rates on request

NEA SERVICE, Inc.,

MAIN OFFICE

1200 West Third Street, Cleveland, Ohio



THE WORLD'S GREATEST NEWSPAPER FEATURE SERVICE



“Lost, strayed or stolen”—

- ¶ Stories of real heart interest might be written from hints to be found in the classified columns, among the want ads—a child crying on a door-step because her dog has run away, or some fine old family reduced to taking in boarders—
- ¶ But for the space buyer these human-interest recordings in the classified section of The Sun mean more than a lot of tabloid stories to be read. Sunpaper Classified is a matter-of-fact guide, pointing the way straight to the heart of a city of three quarters of a million people—an index of their wants and needs.
- ¶ For The Sunpapers are the papers nearest the hearts of Baltimoreans. Three times as many classified ads appear in the Sunpapers as in all other Baltimore papers combined.
- ¶ And so, of course, it is The Sunpapers that the wise national advertiser will use when “selling” Baltimore.

Average Net Paid Circulation for May, 1925

Daily (M.&E.) . . . 244,862
 Sunday 185,525

Everything in Baltimore Revolves Around

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

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

THE
MORNING



EVENING

SUN
SUNDAY

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

To thicken your sales volume in Philadelphia

Philadelphia stands foremost among American cities as fertile ground for advertising campaigns.

The majority of Philadelphia families live in separate dwellings, most of them own their homes, and all of them are responsive to any advertising that offers them ideas and ways for improving their home facilities and equipment.

More than half a million separate homes in the Philadelphia area constitute a vast market for paints, for home supplies and equipment, for electric washing machines and electric pianos, for furniture and carpets, for soaps and toilet articles, etc.

If you make or sell anything for the home, and it is on sale in Philadelphia, thicken your sales volume by constant advertising in the newspaper that goes daily into nearly every Philadelphia home—The Bulletin.

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



518,357 copies
a day

Average daily net circulation for the year ending December 31, 1924.

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

NEW YORK
814 Park-Lexington Bldg.,
(46th Street and Park Avenue)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.,
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market St.

KANSAS CITY, MO.
C. J. Edelman, Verree & Conklin, Inc.,
1100 Davidson Bldg.



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 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58

NEW YORK, JUNE 27, 1925

No. 5

26 Reasons for Big General Advertiser's Use of Dailies to Sell Candy

Results at Half-Way Mark in Year's Test Please Life Savers, Inc.—M. H. Bates, Advertising Manager, Lists Points Favoring Newspaper Space

TWENTY-SIX arguments favoring the selection of newspapers as advertising media have been massed by M. B. Bates, advertising manager of Life Savers, Inc., Portchester, N. Y., candy firm.

Life Savers last February reached a decision to put newspaper advertising to a year's microscope test. With the half-way mark now near, Mr. Bates is willing to declare results have been "entirely satisfactory."

"On the fact side there is this to say," he declared:

"January, no newspaper advertising; sales increase—nil. February, newspaper advertising began; increase in sales over the corresponding period in 1924 was small. March, the second month of our newspaper advertising, was the biggest month in our history, breaking all precedent in volume of business. This volume we do not credit to newspaper advertising entirely. We choose to believe that newspaper advertising had but a most minor part in the March sales record. April showed a sales increase over last April of nearly 30 per cent. This makes us most optimistic in respect to the probability that the next eight months will show us increases in sales that will more than justify our decision to use newspaper advertising for our consumer work this year."

Approximately 300 newspapers make up the Life Saver list. The appropriation calls for expenditure of \$500,000 exclusively in this one media.

"We chose newspaper advertising," Mr. Bates said this week, "because we believed it had 26 outstanding points in its favor, although we have no quarrel with any other meritorious media."

Life Savers' 26 points, as enumerated by Mr. Bates, follow:

"1. *Use of Advertising Appropriation by States:* One of the principal reasons was based on a desire to spend an adequate sum of money in those States that, according to our asset figures, seemed most likely to produce the most favorable sales result, and in those States that by our computations had been relatively neglected in our consumer advertising."

"2. *Sectional Test of Different Copy Appeals:* We had selected four major copy ideas about Life Savers. We wanted to find out something as to their relative worth and ability to increase sales. To test the relative efficiency of each idea it was obviously essential that separate markets be chosen for their use. For this purpose only a sectional or local advertising medium could serve us."

"3. *Exclamatory vs. Explanatory Copy:* Most of the advertising on Life Savers during the past few years has been somewhat exclamatory; that is, we have advertised Life Savers as a delightful confection, and in a simple, brief manner, referred to some of its uses. To create new consumer demand, the need for an explanation as to the merits of Life Savers in respect to the many uses to which they could be put, became increasingly evident. Out of this evident need grew our 'Explanatory' or 'Reason-Why' copy. In our opinion such copy can be more advantageously used in newspapers and magazines than in other mediums of national significance."

"4. *Exclusive Use Provides Test of Relative Worth:* In the past, other meritorious national advertising mediums have been successfully employed by us, no one of which, however, is definitely known to us to have an outstanding worth over the others. We do know that their cost has borne a satisfactory relation to the income derived from our sales. By the exclusive use of newspaper advertising during 1925 we should know whether or not newspaper advertising can, let us say for example, produce for every dollar spent, \$12 worth of business instead of \$10 worth the other mediums have produced. If the newspapers, by the means of this exclusive test this year, can produce more sales per dollar, it is obvious that we shall consider newspaper advertising as relatively more efficient."

"5. *Previous Satisfactory Experience:* For three years, prior to Jan. 1, consistent newspaper advertising has been done by us in a great many cities throughout the New England States. There is nothing in our sales record for those three years which discloses the fact that newspaper advertising is inefficient or uneconomical. This experience, and the known experience of other successful newspaper advertisers, aided us in our decision to employ newspaper advertising throughout the United States."

"6. *If Good for Initial Introductory Work, Why is Not Newspaper Advertising as Good for Consistent Re-Introductory Work?* Many advertisers depend upon newspapers in the initial marketing of a new product. Why, therefore, we argued, cannot newspapers be steadily and successfully employed to maintain and increase sales in markets that have been previously developed?"

"7. *Adaptability to a Policy of Being 'Slow But Sure.'* Newspapers can be used in such a manner that it is quite simple to profit by any mistakes that are made. You can limit your mistakes

to a few units of population, rather than run the risk of committing a national advertising error of plan or policy. You can feel your way along in small or limited markets. You can add markets and you can eliminate markets. You can 'creep before you leap' and your obligations, if newspaper advertising is used, can cease at the end of each day."

"8. *Too Many Mediums—Too Much Inefficiency:* Every appropriation has its limitations. If our advertising appropriation had been too greatly divided among several mediums, no one medium would have had adequate opportunity to do the job of selling expected of it."

"9. *Fresh Interest of Readers Through a Change of Mediums:* We believe our advertising copy would be more interesting and have more 'news' value if it appeared in a medium read by many of the same persons who had been seeing our advertising in other mediums."

"10. *Facility in Changing Newspapers in the Same Market:* Perhaps a single newspaper in some city is proving ineffectual. You may wish to continue your advertising in that city, despite the inefficiency of that one newspaper. A change from one newspaper to another may be desirable. Then again, you may wish to seek a new market, represented by the circulation of another newspaper in the same city. Perhaps you may have a copy idea that is more suitable for use in a morning newspaper, and a switch from the evening newspaper would be desirable. This facility in changing newspapers was a consideration also in our interest in newspapers."

"11. *Urban Circulation:* According to our computations, the percentage of urban circulation to total circulation of newspapers is greater than the percentage of urban circulation to total circulation of magazines. Advertising, customer susceptibility, and product accessibility, must co-ordinate. If, therefore, your

product is much more accessible to urban readers of a medium than it is to rural readers, urban circulation becomes an important factor in your selection of advertising mediums."

"12. *No Special Population Groups Required:* Every literate person is a logical prospect for Life Savers. Every reader of a newspaper, therefore, is a sales prospect. Because Life Savers are a high class product, without a special class appeal, we do not consider it absolutely essential to our plans that we use for our advertising the choice selection of population largely represented, in our opinion, in the circulation of some national advertising mediums."

"13. *Better Control as to Duplication of Circulation:* No more than one newspaper need be used by us in a single unit of population. The duplication of circulation of that one newspaper with newspapers used in other cities, is most inconsiderable. Because of this, we can control the amount of money spent per 1,000 readers in any community."

"14. *Greater Amount of Circulation Per Dollar for 'Explanatory' Copy:* By controlling the number of newspapers, the size of space and the frequency of the use of that space, we can spend as little or as much as we like per newspaper reader. The rate per line per million circulation of newspapers is, as a matter of statistics, known to be lower than the million rate of magazines. While the number of newspaper readers we can reach for an expenditure of \$1 is greater than the number accessible for the same cost among magazines, their relative worth to us has not yet been fully determined. This worth, by our exclusive use of newspaper advertising, is now being tested."

"15. *Greater Amount of Circulation Per Unit of Population for 'Explanatory' Copy:* Statistics again are called upon to state that it would take the Chicago circulation of a very large number of magazines to even reasonably approach the circulation of a single Chicago newspaper."

"16. *More Consistent Reader Interest:* We must have our daily newspaper. It's a habit. We are inclined to believe habitual readers of newspapers become habitual users of products consistently advertised in newspapers. And, we think, newspaper reading is a bit more habitual with most folks than is the reading of other mediums."

"17. *Local Advertising for Local Customers of Local Retailers:* For years we have been spending time, money, and effort to build up a good local retail business right here, for example, in Chicago, and in practically all other cities throughout the United States. In our thinking on this subject we sought to find a good means of exploiting to our advantage the splendid condition of retail distribution and consumer demand that had been created over a period of 12 years in this city, for instance. A Chicago retailer does not buy Life Savers to KEEP; he buys them to SELL. The more we can help that retailer to sell more Life Savers, not nationally, not statewide, but locally, the more Life Savers he will buy. Who buys the greatest number of Life Savers from that retailer? Residents of the city

(Continued on page 37)

Merle B. Bates sums up the value of newspaper advertising space in this way:

"We are inclined to believe habitual newspaper readers become habitual users of products consistently advertised in newspapers. And, we think, newspaper reading is a bit more habitual with most folks than is the reading of other media."



BREAK IN NEWSPRINT PRICES APPEARS AT HAND—BELGO DOWN TO \$65

July 1 May See Reduction All Along the Line, Experts Believe—Tonnage Now Available at \$3.25 Per Cwt.

A BREAK in newsprint prices appears at hand.

With a soft tendency reported in the spot market for almost a year, and with many economic reasons available favoring a cut in contract rates, word came this week from Montreal announcing a reduction by the Belgo-Canadian Paper Company from \$70 to \$65 a ton, effective Jan. 1, 1926.

Announcement of a new price six months ahead has no precedent and Belgo-Canadian's action is called mystifying by Dominion and American authorities.

In New York, newsprint experts see in it definite signs of a general lowering of price by big sellers even before the new year begins.

In some authoritative quarters, in fact, opinion was expressed this week that July 1 would see a \$5 slash all along the line for the remaining months of the year.

"We consider Belgo-Canadian's announcement clearly forecasts the 1926 price," one man in close touch with the market said to EDITOR & PUBLISHER:

"It may also set the price for the remaining six months of 1925."

Elsewhere EDITOR & PUBLISHER was informed that both United States and Canadian tonnage is at present available at \$3.25 per cwt., and plenty of it. He would not disclose whether this price was contract or spot. It is known that spot prices have touched that figure.

A New York state mill recently offered a price of \$3.25 per cwt. at mill on the spot market and suggested the possibility of making a price of \$3.22½.

Spot market quotations show 50 tons of 18½ inch Norwegian newsprint selling at \$3.50 f.o.b. cars Philadelphia, with the price going as low as \$3.25 on carload lots of 20 tons f.o.b.

The whole tendency since December, 1923, has been that prices were about to soften. But no large reductions have occurred, although economic reasons have called for such a move. At the first of this year prices dropped from \$75 a ton to \$70.

Many mills have been running at short capacity. There has been far too much development and increased capacity to permit sale of 100 per cent newsprint production.

Thus the question has long been not "will the break come," but "when will the break come."

Now comes Belgo-Canadian, with a capacity of nearly 400 tons a day, offering a \$5 reduction effective in 1926.

Inquiry among other big sellers failed to bring out any definite information in regard to their price intentions. The statement was generally given out that the subject had not as yet been given consideration. Rumors tell of a recent newsprint meeting in Toronto, where the decision was reached to hold fast to \$70. But times have changed.

Of course the theory is speculative, purely, but experts assume it quite natural to suppose the chances are decidedly in favor of competitors to Belgo-Canadian making earlier announcements of cuts to attract the good will, which otherwise would go exclusively to the Canadian concern, which has taken the first step on the down scale.

A large reduction is not anticipated, for the reason that many of the smaller mills, unable to keep pace, may drop newsprint production and turn to more profitable fields. Then the pendulum would swing precipitately back to high prices.

Price in newsprint, it is well known, hinges on mill position and operating expenses. No two mills can claim the same production costs. A fair profit must be allowed in order to keep the majority of mills working and to prevent a drastic cut in production, which,

taxed by big demand, would cause a discouraging upward rush.

Those in position to know, however, doubt whether many mills would be forced to discontinue if the standard price came down to \$65. Some few would be forced into other lines, but profit would accrue to the majority at the lower figure, it is believed.

Production of newsprint by North American mills between January 1 and May 31, 1925, totalled 1,254,269 tons, an increase of 51,000 tons over the same period in 1924 and of 114,000 tons over the 1923 production during those months. Imports of newsprint during the period Jan. 1-April 30 from all countries to the United States totalled 475,119 tons, of which 446,804 tons came from Canada. Last year, during the same time, total imports were 444,872 tons, of which Canada supplied 401,784 tons. Imports from Europe were therefore more than 30 per cent behind their 1924 figures this Spring.

Production of United States and Canadian mills, which reached a new high point with its April total of 261,572 tons, ran only slightly behind this total in May, which marked the second highest production on record. Production for the first five months of 1925 is 4 per cent ahead of the 1924 period and 10 per cent more than during the corresponding period in 1923. Shipments are not quite keeping pace with this production and mill stocks at U. S. and Canadian points amounted on May 31, 1925 to 5.5 days' average production.

Publishers' stocks on hand and in transit amounted on April 30, 1924, to 36 days' supply at present rates of consumption.

According to the Newsprint Service Bureau, to which credit is due for these data on production and consumption, newspapers of more than 100,000 circulation averaged 30 pages daily and 113 pages Sunday during May, 1925, exactly the same sizes that the May, 1924, averages showed. Circulations have made a slight advance since a year ago.

SWARTZ HOME FROM EUROPE

Extra Dividend Declared After Intertype President's Return

H. R. Swartz, president of the Intertype Corporation, New York, returned Friday, June 12, on the *Berengaria*, from a two months' business trip in England and Germany.



H. R. SWARTZ

Mr. Swartz said that in his opinion England's pledge between France and Germany was the biggest step forward in European affairs since the Dawes plan, and that he did not see how the United States can remain in a neutral position in European affairs without becoming a victim of intrigue.

The Board of Directors of the Intertype Corporation meeting June 16, declared a regular quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on common stock, payable Aug. 15, 1925, to stockholders of record at the close of business on Aug. 3, 1925. Intertype sales so far this year have exceeded all past records of the company, Mr. Swartz stated.

STRONG BUYS IN KANSAS

Acquires Pittsburg Sun, Which He Worked on as a Youth

John H. Strong, who ten years ago was a "cub" reporter on the *Pittsburg* (Kan.) *Sun*, has purchased that paper from W. A. Beasley, owner for the past eight years.

After leaving the *Sun*, Strong went east, and finally settled down in Erie, Pa., where he joined the staff of the *Erie Dispatch Herald*.

Cowles Visits New York

John Cowles, associate publisher of the *Des Moines Register and Tribune-News* visited New York this week.

TAX BOARD UPHOLDS GOOD WILL VALUE

Allows Item of \$37,500 in Johnstown Democrat Capitalization Representing A. P. Membership, Trade Name and Circulation

The good will of the *Johnstown Democrat* may not have been sufficient to elect its owner, W. W. Bailey, a Representative from the Twentieth Congressional District over Anderson H. Walters, but it is weighty enough to save him several thousand dollars in taxes.

The United States Board of Tax Appeals has handed down a decision favoring the appeal of W. W. Bailey, publisher of the *Johnstown Democrat*, against charges for what the Income Tax Commissioner asserted were deficiencies in income and profits taxes for 1919 and 1920. Mr. Bailey, in certifying to the amount of this capital and the profits derived from this morning newspaper had listed the "good will" of his paper as an asset of \$98,668.64.

A field agent of the income tax unit reduced the good will value so included to \$37,500, and subsequently the Commissioner eliminated the item entirely. Mr. Bailey received a bill to pay a difference of \$2,347.25 and \$526.85 for his 1919 and 1920 taxes, respectively.

He appealed and the board's decision upheld him. The opinion reads in part as follows:

"The Associated Press franchise acquired by the taxpayer from the predecessor business and owned and used by it for business purposes from that time certainly has a substantial money value. The present taxpayer testified that he considers such franchise worth at least \$50,000 and that he would not sell it for \$100,000. The trade name and circulation of the newspaper published by the taxpayer have considerable value.

"In the light of all the evidence, the board is of the opinion that the taxpayer is entitled to have the value of good will in the amount of \$37,500, the maximum permitted by the statute, included in the computation of its invested capital for each of the years 1919 and 1920 for the purpose of determining its liability for income profits taxes for such years."

AKERSON TO WASHINGTON

Assistant M. E., Minneapolis Tribune, Succeeds Hart—Other Changes

George E. Akerson, assistant managing editor in charge of the *Minneapolis Morning Tribune*, has been named Washington correspondent of the Tribune and other papers, succeeding Charles C. Hart, recently named Minister to Albania.

Ben Phillips, for several years assistant managing editor in charge of the *Evening Tribune*, has been named assistant managing editor in charge of both morning and evening editions. Dowsley Clark, political writer becomes night editor in charge of the morning edition, and William Bastedo, day city editor, day editor, in charge of the evening edition.

Neil E. Kelly succeeds R. B. Pixley, resigned, as night city editor, and Alexander M. Jones succeeds Mr. Bastedo as day city editor. Russell J. White, day rewrite man, and Robt. H. Purcell, night side reporter have resigned.

HON. ALICE GRAHAM WEDS

Daughter of Lord Atholstan, Montreal Star Publisher, a Bride, June 18

The Hon. Alice Graham, daughter of Lord Atholstan, publisher of the *Montreal Daily and Weekly Star*, was married to Bernard M. Hallward of England, Thursday, June 18.

The wedding took place in the Church of St. Andrew & St. Paul. On the occasion Lord Atholstan gave a holiday and an extra week's wages to his entire staff and donated a quarter of a million dollars to charity.

CORRECTIONS IN TABULATION OF NEWSPAPERS, THEIR CIRCULATIONS AND RATES

Population			ILLINOIS		Net Paid	5,000-
City	Trade Area	Date Estab.	City	Paper	Circulation	Line Adv. Rate
23,834	61,336	1891	GalesburgMail	9,773x	.03*
INDIANA						
16,300	40,600	1877	ColumbusRepublican	4,812	.03*
KENTUCKY						
267,981	668,948	1869	LouisvilleHerald	39,243	.09
		1878	Post	61,007	.09
			Combined daily..(me)	40,414	.09
					79,657	.14
MASSACHUSETTS						
22,282	48,500	1893	North AdamsHerald	3,418	.025
		1843	Transcript	9,691x	.0375
21,951	40,000	1890	NorthamptonGazette	7,245x	.03
9,238	1870	North AttleboroChronicle	2,100	.016
MISSOURI						
447,747	700,000	1854	Kansas CityJournal	151,647	.20
		1905	Post	160,928	.25
			Sunday edition ... (s)	177,044	.29
			Combined daily..(me)	312,675	.38
NORTH CAROLINA						
24,418	300,000	1875	RaleighTimes	10,189	.04
OHIO						
7,621	30,000	1883	UrbanaCitizen	695	...
		1854	Democrat	4,560	...
			Combined daily..(me)	5,255	.02*
TEXAS						
7,626	35,355	1903	DentonRecord-Chronicle	2,236	.029

TRANSFORMING "MORGUES" INTO LIBRARIES

Newspaper Reference Executives Discuss Index and Clipping Systems at Annual Meet—William Alcott, Boston Globe, Named Chairman

THE newspaper index, brought to its highest point by the *New York Times*, and utilized in modified form by many other newspapers, is taking its place beside and often ahead of the clipping collection that until recently made the backbone of the usual newspaper reference department. The index, properly kept, and in conjunction with the handy bound volumes of the paper, is being found to possess all of the advantages afforded by the clippings, without the obvious drawbacks of easy destruction and loss inherent in the latter. Clippings, however, with all the difficulties attendant upon their collection, protection, and eventual selection, continue important in the reference department scheme of most newspapers.

All of these phases of newspaper library labors were discussed at length this week in annual convention of the newspaper group of the Special Libraries Association, meeting at Swampscott, Mass.

Officers were elected as follows: Chairman, William Alcott, *Boston Globe*; vice-chairman, John H. Miller, King Features Syndicate; secretary, Agnes J. Peterson, *Milwaukee Journal*; treasurer, Maurice Symonds, *New York Daily News*; committee chairmen, executive and methods, Joseph F. Kwapil, *Philadelphia Public Ledger*; membership, John Miller; ethical standards, Paul P. Foster, *Boston Herald*.

An important point brought out by Joseph Kwapil, librarian of the *Philadelphia Public Ledger*, during round table discussion led by Paul Foster, librarian of the *Boston Herald*, was the value of scrap books in chronological order on important personages and subjects.

W. A. Rogers, *Providence Journal*, offered solution for permanently marking cuts, composed of two ounces copper sulphate, ten ounces water and one-eighth ounce gelatine, applied with a pen, then dried and washed.

The importance of discarding all old clippings and keeping them up to date was told by Maurice Symonds, librarian of the *New York Daily News*, written requests for clippings or other matter to be taken from reference room, signed by the city editor, was favored by William Alcott, librarian of the *Boston Globe*, as a protective measure.

Mrs. Alice Lundberg, librarian of the *Portland (Me.) Express-Advertiser*, was unable to attend, but her address was read by Miss Petersen.

According to the system Mrs. Lundberg uses, cuts, photos and clippings are filed separately to save disturbing others when only one is desired. Under the Dewey system ten classifications are used—general works, philosophy, religion, sociology, philology, natural science, useful arts, fine arts and history, each being given a subject number beginning with 0 and ending with 900.

Speaking on "Preserving Newspapers for the Future," Mr. Symonds explained the experiments conducted by the New York Public Library, whereby it was discovered that newspapers treated with a transparent Japanese tissue are proof against deterioration for a period of a century, compared to the twenty or forty years comprising the life of ordinary newspaper files. With the pasting on a glass topped table, the operator wets the glass with water and lays down a sheet with a pasting machine. Rice paste goes on top of tissue sheet, then the dampened newspaper page, and on top of this another tissue sheet with paste on top of that. When dry, the whole is placed between cardboard mats and subjected to pressure for several hours, run through heated mangle, tissue edges trimmed and sent to the binder.

Attending the session were: Wilbur F. Coyle, *Baltimore Sun*; Maurice Symonds, *New York Daily News*; Walter E. Murphy, *Boston Post*; John Goetz, *Boston American*; John Miller, King Features Syndicate, Inc., *New York*; Richard

Meyer, *New York Daily Mirror*; James W. Wells, *New York World*; Miss Evelyn E. Pine, *Springfield Union*; W. A. Rogers, *Providence Journal*; R. T. Pusch, *New York Sunday American*; Paul P. Foster and Willard E. Keyes, *Boston Herald*; Mrs. Anna Trenchard, Columbia School of Journalism; Miss Agnes J. Petersen, *Milwaukee Journal*; Miss Jennie Welland, *New York Times*; A. B. Goodes, *Scranton Times*; Joseph F. Kwapil, *Philadelphia Public Ledger*; William Alcott, Joseph S. Crandall, Esther Tomelins, Mrs. L. L. Tower, Theresa Connors and Dora Weeks, *Boston Globe*.

Fourteen new members include: W. Frederick Berry, *Christian Science Monitor*; C. Fred Cook, *Washington Star*; Miss D. A. Hartman, *Brooklyn Eagle*; John Goetz, *Boston American*; Miss Alma Jacobus and Miss Alice M. Hitchcock, *New York*; Harry Spence, *Cincinnati Enquirer*; W. F. Coyle, *Baltimore Sun*, and Ralph Williams, Miss Josephine Carson, *Philadelphia Ledger*; Lee A. White, *Detroit News*; Mrs. Emilie H. Condon, *Oakland Tribune*; A. E. Lyons, *Kansas City Journal Post*, and C. A. Hayden, *Calgary Herald*.

BALTIMORE SUN CARDS AND CLIPS, ALSO HAS ANNUAL RUNNING INDEX

By WILBUR F. COYLE

Librarian, A. S. Abell Company

OUR first step is to go over the paper and by quickly marking the various items indicate the subject, or cross subjects, under which each item is to be indexed. This may take an hour, but generally an hour and a half and in the case of the Sunday edition three to three and one-half hours, when possibly from 550 to over 700 separate markings are necessary. For the new items cards are immediately typed, while for stories or subjects that are already in the cases cards must be "plucked" from the index, the additional matter entered and the card returned to its proper place with other cards in the cabinet.

The system employed by the *Baltimore Sun* is, after all, very simple, that is we aim to make it simple by sticking in the main to the alphabetical theory. Where occasion demands we "break up" certain subjects into sub-divisions and cross-index as far as the volume of work will permit. Under "France," for instance, we have 64 subdivisions so far this year. Going down the line from Amnesty and Apaches we wander through the whole alphabet. "Germany" we have to date made 48 subdivisions and there are hundreds of other subjects with the same proportion of sub heads under a general guide. Our index except where subdivisions are introduced, is not only alphabetical but chronological.

As explained we do not utilize a new card for each entry of a given subject but we "pluck" the card from the files and make the additional notation on that card.

Editorials are carried as a separate unit and on the cards we aim to give a brief digest, resume or summary of each editorial.

Sports are likewise in one unit, but classified and given liberal subdivision treatment.

I think the *Sun* does what no other paper has attempted as a finishing touch to its index. At the end of the year it sets typists to work who copy the whole index on long sheets, in duplicate. These sheets are later bound most substantially. They comprise four great books. The paper used is the best and the bound indexes are supposed to last forever and a day. Duplicate volumes are placed in a vault. The *Sun* has been doing this since 1919. That year the index was embraced in one volume—now it comprises four.

The *Evening Sun* index is not typed as described because, among other things, there is a limit to the expense to which one should go to accomplish even a good thing and because, in a sense, a reference found in the morning *Sun* will oftentimes guide to a story of the same period in the evening edition. The one index book under certain circumstances serves a double purpose. The *Evening Sun* is, of course, indexed as carefully as the morning edition, the difference being that the accumulated cards of the former are

kept at hand for instant use from year to year, while those of the morning edition are wrapped and stored after the bound volumes referred to come from the binders.

The size of the card we use is 5 x 2 1/2 with approximately four or five entries on each and there are 100,000 cards utilized annually. To retype this mass accurately and with reasonable speed is indeed a vast task. The whole must be proof-read, mistakes corrected, sheets kept immaculate and the work speeded. The whole job is done in the office—that is, it is not farmed out—although two extra typists are employed.

To consider and discuss The *Sun* index—with particular reference to the card system without taking into account the clipping filing bureau would simply leave half the subject untouched. While the two are separate and distinct in their preparation they are utilized as one in the sense that both contribute to the final result.

It is very difficult to decide which is the more important—the card index or the clipping equipment. The card index gives reference to stories, large and small, in the back and current files of the *Sun* papers that are kept in the library. The card entry gives the date, page and column of a given article. This index (in connection with the bound files) is a per-

manent record and is therefore more enduring than the clippings.

The latter are filed alphabetically under names or subjects and are numerous cross-filed by means of duplicate clippings. These cuttings, from various editions of both papers are filed together in envelopes under proper subjects and each clipping is stamped not only with the date, but the paper (morning or evening) from which it is taken. The edition is also indicated. It is a great advantage to go to the cabinets and pull forth this accumulated information culled from several papers and various editions. These clippings may be (and almost invariably are) taken temporarily from the Library by members of staff and utilized in the editorial rooms and the public under supervision also has access to some of the material. But clippings accumulate like snow flakes and eventually they "bulk up" to such an extent that from time to time the card index must be consulted and the bound files utilized. No matter how carefully the clippings are filed and how scientifically the subdivisions are made, more or less confusion and mixing is bound to result from many persons of many departments handling the cuttings, which in some instances are lost or entirely worn out. It is comforting, therefore, to know that in the last analysis we have the card index and files to fall back upon. Right here I may add that clippings filed are not all taken from the *Sun* papers but from various sources, magazines and other newspapers, etc. We do not, of course, card index all *Sun* editions, but only those termed the regular *City* or the standard edition—morning and evening. We do, however, clip the several editions and endeavor to keep a rather complete record. Aside from this the library has charge of binding the *Sun* papers which is done each month and all editions are included. Hence, if we should fail to clip a story we still have the files of the several editions.

Pictures are filed numerically. In this connection we utilize an alphabetical card index—the number say, 100 on the card of "John Smith" directs to envelope 100 which contains the pictures and cuts of said "John Smith." Views of countries, states, cities and hundreds of other subjects are included in our pictorial collection.

NAME OFTEN LEAST IMPORTANT ASPECT OF PICTURE, FOR FEATURE PAGES

By JOHN H. MILLER

Librarian, King Features Syndicate

AS librarian of the King Features Syndicate my work has to do chiefly with the illustration of Sunday magazine pages. It is a matter of thoroughness rather than of speed so that when pictures are placed in the hands of the editor he is assured that he has the best available material on the subject. It necessarily follows that one must not be content with merely filing a person's photograph under the name of that person because commonly the person's name is of the least importance. It is what the photograph illustrates that counts. That is why you will often see displayed on a page a photograph which has nothing to do with the story but which is published because it is striking and illustrates a certain point in the story.

A photograph should be read just as carefully as you would read your morning paper beginning at the left hand side of the print and finished at the right hand side. After carefully noting points of interest in the photograph it should be indexed under those respective headings so that when an editor makes a request for photographs the records will show exactly what is available.

A portrait of a beautiful woman means much more to me than her name. She may have a beautiful back, pretty eyes, blond hair, perfect teeth, shapely limbs, a fascinating smile, etc. All these things interest me and I would be neglecting my duty if I failed to make out a card for each of these respective headings.

You can readily understand why I have chosen the numeric system which, among other advantages, allows me to manipulate 3x5 typewritten cards rather than legalized envelopes which would have to be handwritten. Where five entries are necessary five cards are made out; but under an alphabetical system five envelopes would have to be made out, four of which would be empty. Then too, the numeric system allows one to file a person's photograph under his or her name and at the same time place the photograph in an envelope containing a subject to which it properly belongs. For instance, John Jones is a parachute jumper. A studio photograph of Jones, under my system, would be filed in the envelope on parachute jumping with a card made out under his name, since we are only interested in this particular John Jones be-

cause he is a parachute jumper, even though the photograph filed is a portrait.

Fifty photographs of women doctors are filed in an envelope on "Women Doctors," a card being made out for each person's name and referring to the envelope on "Women Doctors." Under an alphabetical system I would be obliged to file each of these photographs under the name of the person and cross-index under "Women Doctors," which would be impractical for our purpose. The latter operation would also require the use of fifty envelopes and six inches of filing space. The numeric system would use one envelope, two inches of filing space and fifty 3x5 typewritten cards, showing a saving of 49 envelopes, four inches of filing space, at the same time keeping the photographs together so that they could be given out at a moment's notice.

To get back to the numeric system, a person of prominence is given one envelope. Where there is only one photograph of a person or a good halftone, it is placed in an envelope with ten or twelve photographs of persons of whom there is also but one photograph in the files. In this way there is a saving of from nine to eleven envelopes and at least one inch of filing space. As the photographs in such an envelope accumulate, the envelope is again revised, certain of the photo-

graphs such as duplicates, prints of the deceased, damaged prints, etc., are thrown away. Should a person whose photographs were formerly filed in such an envelope suddenly spring into prominence, causing several photographs to be received, that person's photographs are given an entirely new and separate envelope.

Each photograph bears a number corresponding to the envelope in which it is to be filed. Numbers corresponding to the various subjects are soon committed to memory, making it unnecessary, many times, to refer to the index cards which are numbered practically the same as the Dewey system, without the decimal point.

Four groups of cards are filed, namely, Personalities, Geographic, Miscellaneous and Art. The Art section has two divisions, one containing the artists' cards which list under each artist's name any of his paintings that may be on file. The second division contains the titles and subjects of paintings on file.

An envelope is preferred to a folder because the person filing is obliged to pull out the envelope far enough to make absolutely sure it is the proper envelope, thus eliminating any risk of misfiling. A legal-sized envelope is used, owing to the number of large photographs published.

to depend on these alone. A published newspaper index with no digest would obviously be of little value. Articles on the same case appear day after day, sometimes year after year. A certain amount of summarizing is necessary to identify the specific phase of the situation that is treated each day.

Each worker, as she finishes her assigned topics, checks off the articles she has covered on the "official" copy of the paper, using her initial as a check mark.

When every indexer has finished her subjects, there always remain some miscellaneous articles not in any specifically assigned field. The editor, therefore, goes over the official copy of the paper and distributes these articles among the staff, bearing in mind the varying abilities and experience of the indexers and the quantity and complexity of their regularly assigned subjects, trying to arrive at a relatively even distribution of the work. The articles so assigned are marked in red pencil with the initial of the indexer, subject headings are designated if necessary, and the "official" copy, thus marked, goes back to the indexers until each in turn has cleared up the miscellaneous articles that are mark-

ed for her. It is then returned to the editor for a final checking up and discarded.

Index entries are typed on thin white slips two inches by five inches. These slips are collected from the indexers every day by the junior assistant, who throws them into a preliminary alphabet preparatory to editing by the editor in charge.

Upon the editor, who edits as she files, rests the responsibility of welding the component parts into an harmonious whole. Uniformity of subject headings, accuracy, explicit summaries of articles, and a proper allotment of space in the Index on the basis of relative importance of subject matter are particularly dependent on her supervision. Cards are arranged in dictionary style, with careful indications of types and indentions to be used to distinguish between main headings and subdivisions.

On the night of the last day of the quarter, the first of the copy is sent to the composing room. This consists of the first few letters of the alphabet, followed by later letters until the last of approximately 60,000 cards have been sent. Next comes the reading of the proof.

TIMES INDEX STAFF IS ORGANIZED LIKE A CITY EDITOR'S FORCE

By JENNIE WELLAND

Editor of The New York Times Index

SINCE the work of compiling a published index is so different from that of organizing and maintaining a clipping file, it may be of interest to know how the editorial department of the *New York Times Index* is organized and how it functions.

The editorial staff is composed of eight persons,—the editor, a first assistant to the editor, five indexers, and a junior assistant.

As in the news department, certain writers are held responsible for following up assigned stories, so on the Index staff each indexer is responsible for all articles on assigned subjects. For instance, one person takes care of all articles on the League of Nations, another Taxation, another Education, and so on.

Subjects headings are assigned by the editor when the worker is inexperienced or when a new subject whose heading is not obvious presents itself. The editor does not mark every subject heading for every article in each day's paper. When an indexer has handled a subject for a short period of time she becomes familiar with the headings that cover it, and it would be a waste of time for the editor to mark each article. When difficulties arise, the editor is consulted, but indexers are expected to be guided to a certain extent by former indexes and to develop a certain amount of initiative. In the case of the clipping file the department head or one of his assistants is usually at hand to aid in consulting the records; in the case of the published index there is no personal contact, no opportunity to explain. The indexer must be able to visualize the points of view of all types of workers who consult the index in his selection of a heading.

Confronted with what becomes an unmistakable demand for a change in heading, the indexer must do so, always taking the precaution, however, to insert a cross-reference from the old heading to the new, and an explanatory note under the new heading to indicate where the material may be found in previous indexes.

The problem of summaries is another one which is peculiar to the published index as distinct from the clipping files. Having read the article, the indexer, in addition to deciding on her subject heading, must select the outstanding points and express them clearly and concisely. Here, too, she must bear in mind that her work goes out to the world at large in cold type. Accuracy is of primary importance. Good judgment and an adequate command of the English lan-

guage are indispensable. Headlines are helpful, and so are the summaries which usually form the first few sentences of a newspaper story, but care is taken not

DOING THE WHOLE JOB, AND SIMPLY, IN A ONE-MAN LIBRARY

By MISS EVALYNA E. PINE

Librarian, Springfield Union

THE index of the *Springfield* (Mass.) *Union* was started in 1912. It covers the morning and Sunday editions and the editorials of the evening edition. In general, the index follows the same plan

that was originally adopted although improvements have been made.

The index is kept alphabetically on five by eight cards. All items under each subject heading are in chronological order.

At the end of the year the complete file of cards is copied on sheets of typewriting paper and bound into book form. A carbon copy is made which is also bound and given to the public library for use there and as a precautionary measure. Doing it in spare time, which is very limited, the typing takes at least six months. Printing or the new system of photographing the cards are to be preferred.

In spite of the fact that the *Union* is becoming a metropolitan newspaper, news of local interest is emphasized in the index.

The index must serve the reporters, the editorial writers and the public. It must also serve the school boy and girl who visit the local newspaper office to prepare their current events assignment.

In accordance with this policy of brevity all international news is arranged under such general headings as European Affairs, China, Japan, League of Nations, Arms Conference, Foreign Trade and Foreign Relations. In addition to all the countries included in the continent of Europe I put England under the general heading, European Affairs. If a personage of any country dies, assumes or resigns office or does anything of importance it is also listed under the name.

I do not find cross-indexing to any great extent very practical as on the *Union*, the staff of the morning edition must depend on the index alone, there being no librarian available at that time. Reporters and editorial writers are generally pressed for time and I have found it much more convenient to index the same article under two or three different headings.

Sports are distinguished by a guide card of a particular color printed with the word "SPORTS." Under this general division each sport is given a separate card arranged in alphabetical order.

In indexing news from other cities and towns I attempt to bring together under the name of each town or city all items of a general nature. In many instances, I find it better to consider the town as secondary and to list the item under a more general heading. This is true in the case of accidents, robberies, wrecks, raids, etc., where I list the items under the cities or town in which they occur in chronological order.

The newspaper index is very often a

(Continued on page 32)

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

"W-A-X-TRAY!"

By Henry Edward Warner

It used to be, before the days

When anything would start the press,

When some new thrill slid down the ways

Launched on this tumbling sea of stress,

There used to be an awful kick

In that full clarion song, that shout

That rose, redoubled, echoed when

The thing we waited for was out:

"W-A-X-TRAY!"

From City Hall to lowliest shack,

From mansions where the silk hats dwell

To homes of misery and hack

The music of the newsboys' yell:

The proudest princeling felt the punch,

The back-bent serf leaped to its heat—

Men left their desks, forgot their lunch,

To hear that newsboy in the street—

"W-A-X-TRAY!"

That used to be; . . . but now, alas,

Who cares a whoop or jumps to see

What wondrous thing has come to pass,

Who wonders what the news may be?

I rushed a bedlam's wall to buy

An "extra" from a leather-lung! . . .

The headline told my eager eye

That once again I had been stung!

"W-A-X-TRAY!"

Eight-column screamers say a cow

Has had a calf! . . . A poster type

Proclaims the staggering news that now

Huckleberries are coming ripe!

And nothing less than half a page

And seven extras could convey

The news, if Wales should start the rage

For wearing pants a different way!

"W-A-X-TRAY!"

And so I sit and do not shout

Nor feel a kick, nor rush to see

What all the racket is about . . .

Life isn't what it used to be.

OGDEN URGES RETURN TO OLD TRADITIONS

New York Times Editor Deprecates "Detective-Reporter" and Cites Washington Corps as Model for News Gatherers—Asks "Reassertion of Correct Balance in News Judgment"

By HILIP SCHUYLER

EDITORS of the country were this week urged to hasten the "present evident swing-back to old journalistic traditions and the trustworthy collection of news," by Rollo Ogden, editor of the *New York Times*.

In an interview with EDITOR & PUBLISHER, Mr. Ogden gave his ideas of the functions of a newspaper reporter, deprecated the "detective type" of news-gatherer, praised the Washington correspondents' corps, and declared a "re-assertion of correct balance in news judgment" was apparent among the leading newspapers of today.

"Despite a few ups and downs and certain vagaries, there is, I believe, a definite swing back to the older methods of journalism, when trustworthy collection of news was paramount over sensationalism," Mr. Ogden said.

"Yellow journalism only came into fashion 30 years ago, and already the trend seems to be away from it and back to sounder traditions."

The American Bar Association, he pointed out, was planning to discuss the relations between the newspapers and the courts at its coming meeting this fall, and said that while it was his opinion that the lawyers often expected too much, he nevertheless believed they had a right in many cases to demand better treatment from the press.

"After all," he began the interview, "a reporter is necessarily different from a detective. Let those who want to run down crime, go to a detective agency and hire their man."

"When the detective functions of a reporter are emphasized, it tends to distort the perspective of newspaper men. They are more likely to be tempted to do something dishonorable."

"A detective doesn't feel himself bound by nice scruples. The danger is that a reporter will not, who has the idea that detective work is mainly what his newspaper wants him to do."

"In the case of this year's Pulitzer Prize winners for reporting, Mulroy and Goldstein, didn't write a line of the Leopold-Loeb story for the *Chicago Daily News*. All that was published was written by others from their verbal accounts."

"They did a fine bit of detective work, but I believe there ought to be some discrimination between the class of work they performed and accurate reporting, intelligently and truthfully written."

To illustrate his conception of the ideal reporter, a difficult ideal, he said, to express because of the wide range covered in the reportorial field, Mr. Ogden spoke of the Washington correspondents.

"They are, I believe, good example of what the moral reportorial standard should be," he said.

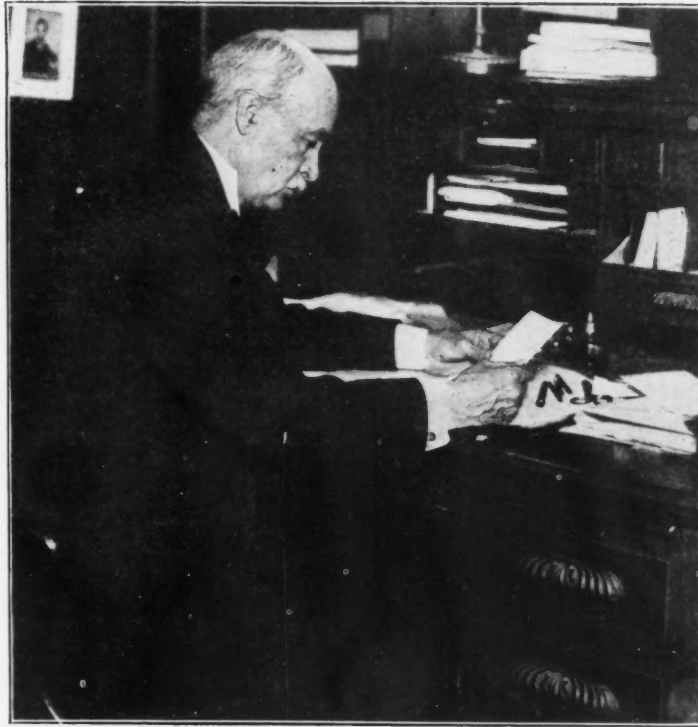
"They investigate, when necessary, but as gentlemen and not detectives. Their investigations are honestly conducted."

"The Washington correspondents have built for themselves a high reputation for observing injunctions of secrecy, for refusing to break faith, when told confidential information in advance of the actual news."

"Every reporter should observe such injunctions. A large part of his value to his newspaper depends upon his establishing a personal reputation for trustworthiness."

Mr. Ogden, reminded of Frank Vanderlip's attitude towards the Washington corps, classed it as "a crazy notion, which soon faded out." Mr. Vanderlip berated the correspondents for degenerating into the messenger boy class, content with hand-outs, and refusing to probe governmental affairs in detective fashion.

"There is no great mystery about the functions of a newspaper reporter," Mr. Ogden continued. "They are simply honesty, accuracy, and fidelity. Yet they are not always followed."



Investigate, but as gentlemen, not as detectives—ROLLO OGDEN.

"Not long ago, for instance, a lawyer told me of a recent experience he had had with a group of New York reporters. He was counsel in a rather scandalous case. Reporters came to him and asked for copies of a certain document in the custody of the court. He declined to give it to them and they went away."

"One of the reporters, however, went to the telephone and called up the clerk of the court. He gave his name as that of the lawyer and told the clerk to turn the document over to a certain man who would call for it shortly."

"That was smart, wasn't it? But very dishonorable."

"The best way a reporter has of showing loyalty is to make sure not to do anything, which would in any way discredit his newspaper."

"It is no wonder that the Bar Association is planning to discuss newspapers and the courts at their next meeting. There is, the lawyers complain, a great deal of laxity in the extent newspapers publish details of trials. And the lawyers are right, I believe, in urging the judges to make most severe rules in regard to reporters and camera men and enforcing them."

"Flash light photo snapping is not in accord with the dignity of the courts. But judges control their own court rooms or should control them, and they are the ones who should not allow extraneous things to go on within them."

"Of course the lawyers often expect too much in the reporting of trials in newspapers. Only the outstanding points of a six-hour trial can be covered in a daily paper's columns. Frequently, therefore, accounts of a trial are honest, but fragmentary and so misleading."

"In the Chapman case, for instance, the general impression gained was that the mail bandit would be acquitted. My belief is that the judge and jury in that trial got some things that the reporters did not give to the public."

In conclusion, Mr. Ogden said a sane judgment of balance was re-asserting itself in the newspapers of today.

"The old *New York Sun* in the days of Chester Lord," he said, "was considered the favorite newspaper of newspaper men. It had that reputation largely because it knew how to keep a correct balance. The *Sun* carried all the news, and gave the proper amount of space and emphasis to each story."

"This is the type of journalism, the return of which I would like to see hastened."

Mr. Ogden has spent 34 years in New York journalism, and has been connected with only two newspapers, the *New York Evening Post* and the *New York Times*.

Graduated from Williams College with an A. B. in the class of 1877, he studied for the ministry at the Andover Theological Seminary and the Union Theological Seminary. In 1880 he was ordained to the Presbyterian ministry, and became associate pastor of the First Church in Cleveland. Subsequently he performed missionary work for his church in Mexico City, where he remained for 2 years from 1881 to 1883. Then he returned to Cleveland to become pastor of the Case Avenue Presbyterian Church.

After four years there, he came to New York and joined the staff of the *New York Evening Post*. He was made editor of that newspaper in 1903 and remained in that capacity for 17 years. Three years ago he was appointed to his present position of editor of the *New York Times*.

PRESS BLAMED FOR CRIME

Commissioner Enright Scores Glorification of Criminals

"Glorification of criminals" by the newspapers of New York, was scored by Police Commissioner Enright of the city in a recent address.

"If criminals don't come to New York," he said, "it is not because they lack a daily invitation issued to them by the press of this city, front-page invitations, telling them to come quickly, for here the 'plucking' is good, here the police are

inefficient, here the City Administration and all law-enforcement organizations are weak and corrupted by politics, and of course only one thing in the city is great, magnificent and pure, and that is the press of the City of New York. Any crook who believes this should not stay away."

HUME RESIGNS N. P. A. POST

Will Conduct Own Business as Public Relations Director

Frederic W. Hume has resigned as secretary of the National Publishers Association, effective July 1, to go into



FREDERIC W. HUME

business for himself as a director of public relations. His office will be in the Metropolitan Tower, New York. George C. Lucas will succeed him as association treasurer. Mr. Hume became widely known to newspaper publishers through his activities in Washington in regard to the postal problem in Washington, where he represented the magazine publishers in various attempts to obtain a revision of existing rates on second class mail matter. He will continue to assist the N.P.A. in an advisory capacity in both postal and paper business.

During the Coolidge political campaign, Mr. Hume was director of publicity for the Eastern Division.

COLLEGE HONORS "DING"

Cartoonist Given Doctor of Letters Degree by Beloit

J. N. Darling, internationally known cartoonist, was awarded the degree of Doctor of Letters by Beloit College, Beloit, Wis., June 22.

Mr. Darling, who is recovering from a serious illness at his home in Des Moines was unable to be present to receive the honor.

EDITORS PUBLISH MINUTES

Proceedings of A. S. N. E. at Washington Issued in Book Form

"Problems of Journalism" has appeared in its 1925 edition as the proceedings of the January convention of the American Society of Newspaper Editors at Washington.

The complete stenographic record of the meeting is reproduced, in addition to a directory of the membership and an index to all convention activities. The volume, which is the third issued by the Society, is prepared under the direction of Secretary E. C. Hopwood, editor of the *Cleveland Plain Dealer*.

Son Born to Mrs. Ogden Reid

A son was born June 24 to Mr. and Mrs. Ogden Reid, of the *New York Herald Tribune*. Mr. Reid is publisher of that newspaper, while Mrs. Reid, mother now of two children, has been the *Herald Tribune's* vice-president and advertising director for more than six years. Whitelaw Reid is the name of their eldest son.

N. E. Reece Retires

Nate E. Reece, for eight years editor and one of the owners of the *Pratt* (Kan.) *Daily Tribune*, has sold his interest to Cecil P. Rich, his partner, and Charles W. Pratt, advertising manager.

ADOLPH S. OCHS TO ADDRESS SOUTHERN NEWSPAPER PUBLISHERS' MEETING

Program Completed for Annual Convention of S. N. P. A., Asheville, N. C., July 6-7-8—Report of Postal Committee Looms Large at Business Sessions

ADOLPH S. OCHS, publisher of the *New York Times* and the *Chattanooga* (Tenn.) *Times* will be one of the principal speakers at the twenty-third annual convention of the Southern Newspaper Publishers' Association to be held at Asheville, N. C., July 6-8, according to the completed program made public this week. He is scheduled to talk on "Newspaper Making" at sessions July 7.

Other headline speakers include Robert Lathan, editor of the *Charleston News and Courier*, and winner of the Pulitzer Editorial Prize; G. E. Hosmer, *Fort Myers* (Fla.) *Press*, on "The National Journalists Home"; Russell T. Edwards, of the American Tree Association, on "Forestry and Its Relation to Newspaper and Other Industries"; and J. Fred Essary, president of the Gridiron Club, and Washington correspondent of the *Baltimore Sun*, on "The Washington Assignment."

At business sessions the report of the committee on postage and legislation looms large because of the forthcoming joint Congressional hearings, scheduled to start in Washington, D. C., July 20. Col. Robert Ewing, publisher of the *New Orleans States*, is committee chairman.

The convention will be called to order at 9 A. M. July 6 by Arthur G. Newmyer of the *New Orleans Item* and *Tribune*, association president.

Following the president's annual report, and the reports of Walter C. Johnson, *Chattanooga News*, secretary-treasurer, and Cranston Williams, association manager, new members will be admitted to the association. The remainder of the first day will be devoted to the various committees, which are:

Advertising, Edgar M. Foster, chairman; Agency Relations, Victor H. Hanson, chairman; Business Office Affairs, R. A. Reeder, chairman; Code of Ethics, W. M. Clemens, chairman; Editorial Affairs, Wiley L. Morgan, chairman; Inter-Regional Council, W. C. Johnson, chairman; Postage and Legislation, Col. Ewing, chairman; Printers School, F. C. Withers, chairman; Telephone Rates, Mr. Morgan, chairman; and Washington and Lee School of Journalism, Maj. John S. Cohen, chairman.

Group meetings, always a feature of S. N. P. A. conventions, have been set for 3 P. M., Monday, July 6.

J. L. Horne, Jr., of the *Rocky Mount* (N. C.) *Telegram*, will be in charge of the group representing newspapers with circulation under 5,000; Harry M. Ayers, *Anniston* (Ala.) *Star*, 5,000 to 20,000 circulation; W. E. Thomas, *Roanoke* (Va.) *Times-World*, 20,000 to 35,000 circulation; and L. K. Nicholson, *New Orleans Times-Picayune*, and Maj. Clark Howell, Jr., *Atlanta Constitution*, 35,000 circulation and up.

Symposiums will be presided over by Maj. Allen Potts, *Richmond* (Va.) *News-Leader*; W. A. Elliott, *Jacksonville* (Fla.) *Times-Union*; and Maj. Howell, *Atlanta Constitution*, the topics being advertising, circulation, and editorial respectively.

The annual golf tournament of 18 holes is scheduled for 2 o'clock July 7, at the Asheville Country Club, with 20 prizes up for competition. Members of the golf tournament committee are Walter H. Savory, Mergenthaler Linotype Company, Charles A. Webb, *Asheville Citizen*, and William Henry Beers, of *Golf Illustrated*.

S. N. P. A. directors are: Victor H. Hanson, *Birmingham News*; Elmer Clarke, *Little Rock Democrat*; R. A. Reeder, *Miami News*; Clark Howell, Jr., *Atlanta Constitution*; H. Giovannoli, *Lexington Leader*; Robert Ewing, *New*

Orleans States; T. M. Hederman, *Jackson Clarion Ledger*; H. Galt Braxton, *Kinston Free Press*; E. K. Gaylord, *Oklahoma City Oklahoman*; F. C. Withers, *Columbia State*; Wiley L. Morgan, *Knoxville Sentinel*; Marcellus E. Foster, *Houston Chronicle*; Allen Potts, *Richmond News-Leader*; and W. Guy Tetrick, *Clarksburg Exponent*.

Fresno Bee Buys Radio Station

The *Fresno* (Cal.) *Bee* has purchased the radio broadcasting station KMJ from the San Joaquin Light and Power Corporation and will hereafter operate it regularly in broadcasting programs. The purchase price was not made public.

Adds Sunday Edition

The *Quincy* (Ill.) *Herald* went on a seven-day-a-week basis June 21, with the appearance of the first Sunday morning *Herald*. Subscription rates were not changed.

FRED WALKER HONORED

Munsey Executive Awarded M. A. Degree by Dartmouth College

Fred A. Walker, member of the executive board of the Frank Munsey publications, was awarded a degree of Master of Arts by Dartmouth College, his alma mater, at commencement exercises in Hanover, N. H., June 23.



FRED A. WALKER

Mr. Walker was graduated from Dartmouth with the class of 1888. Following graduation he spent six years as an electrical engineer and then as a banker. He entered newspaper work in 1894. For the past 22 years, he has worked almost continuously for Mr. Munsey. Prior to promotion to the executive board he was publisher of the *New York Telegram*.

Racine Paper Adds Comic

The *Racine* (Wis.) *Times-Call* recently added a four-page colored comic to its Saturday issue, using N. E. A. colored ready-prints.

ALABAMA EDITORS ELECT

J. C. McLendon of Luverne Named President at Annual Meet

J. C. McLendon of Luverne was elected president of the Alabama Press Association at the closing session of the annual convention held in Foley on Saturday, June 20. The editors held their sessions at various towns in Baldwin County, including Foley, Bay Minette, Fairhope, Magnolia Springs, Peterson's Point. On Monday June 22 they went to Mobile, making the trip from Magnolia Springs on a Bay boat. Other officers elected were: F. W. Stanley of Greenville, vice-president; R. B. Vail, secretary; R. P. Green, editor of the *Alabama Press*; Jack Pratt, auditor; R. M. Rawls, historian; Mrs. T. L. Vail, poetess, and David Holt reported.

\$1,000,000 PULPWOOD FIRE

Mills of American Realty Company Destroyed at Washburn, Me.

Sixty-five thousand tons of piled pulpwood owned by the Great Northern Paper Company, 12 cars loaded with pulp, and the mills of the American Realty Company, at Washburn, Me., were destroyed June 16 in one of the most disastrous fires in the history of Northern Maine. Damage is estimated at more than \$1,000,000.

MISSOURIANS WANT TO BE SHOWN MEXICO



A three-weeks' tour of Mexico is the program of this crop of journalism students from the University of Missouri, who will be the guests of President Plutarco Elias Calles and his government. Photographed in Houston on their way South, the party lined up as follows: Top row, left to right—Prof. Frank L. Martin, Charles W. Scarritt, Jr., Edward H. Weatherly, Irvin Borders. Lower row, left to right—Frederic McPherson, Robert A. Hereford, Earle S. O'Day, and James A. Foltz. Paul C. Fung and Edwin Moss Williams, other members of the party, missed the photographer.

In Cincinnati—

Buy Circulation

(Accept No Substitutes)

The real Cincinnati market includes 2,000 or more cities and towns which cluster about the city itself—in southwest Ohio, northern and south-western Kentucky, south-eastern Indiana and parts of West Virginia.

Locate Cincinnati on your paper and you will clearly see that all this territory has no big trading center except Cincinnati. And this outside population finds it easy to shop in Cincinnati because of the wonderfully good railroad and bus facilities.

Cincinnati is served by 19 railroad lines—10 of which radiate through Ohio, 6 through Indiana, 4 through Kentucky and 3 through West Virginia; and by 31 bus lines which radiate from Cincinnati in every direction.

Because of the absence of good local papers in many of these cities and towns, The Post is strongly entrenched as the favorite home newspaper and the leading dealer influence.

The Post has led in total circulation for 15 years. If suburban mail and country mail (r.f.d.) circulation is subtracted from Cincinnati circulations, The Post still leads; it is first in URBAN circulation.

You cannot cover the Cincinnati market without listing the leading paper.

182,268

was the net paid circulation
of The Post for April, 1925

The Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY
ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

Cincinnati

San Francisco

Los Angeles

Seattle

A. W. FELL JOINS PENN PRESS GROUP

Named Executive Secretary, Pennsylvania Newspaper Publishers' Association—Comes from New England Daily Newspapers Association

A. W. Fell, manager of the New England Daily Newspapers Association, on Sept. 1, will join the Pennsylvania Newspaper Publishers' Association as executive secretary, John L. Stewart, publisher of the *Washington (Pa.) Observer and Reporter* and president of the organization announced this week.



A. W. FELL

The association represents a merger of three Pennsylvania press groups, the Associated Dailies of Pennsylvania, the State Editorial Association and the Weekly Newspaper Association. The merger took place last February.

Mr. Fell's headquarters will be at Harrisburg.

The new executive secretary of the Pennsylvania Newspaper Publishers' Association is well acquainted with newspaper conditions in that State, having served for five years as business manager of the *Williamsport Sun*. Later he became head of publicity for the Congregational Church in America. For the past several years he has been publisher and part owner of the *Hudson (N. Y.) Daily Star*.

Application for a Pennsylvania charter will be made to the governor of Pennsylvania on July 21, by the Pennsylvania Newspaper Publishers' Association. The incorporators are: John L. Stewart of Washington, Pa.; Chas. B. Spatz, Boyertown; Howard Reynolds, Quarryville; Daniel L. Slep, Altoona; T. R. Williams, Pittsburgh; W. L. McLean, Jr., Philadelphia; Charles M. Meredith, Quakerstown; J. H. Zerbey, Jr., Pottsville; G. J. Campbell, Pittsburgh; E. J. Stackpole, Harrisburg; John F. Short, Clearfield; Frederic A. Godcharies, Milton; E. A. Sweeney, Greensburg; W. R. Lynett, Scranton, and Paul R. Eyerly, Bloomsburg.

The objects of the corporation are: (a) To gather and disseminate information among and for the benefit of its members, promote the welfare of the business of publishing daily and weekly newspapers and to do any lawful act or thing which protects the interests of the members, advance their service to the people, and do all such other lawful acts and things relating thereto which may be necessary or expedient to the business of said corporation or its individual members;

(b) To provide an office, headquarters

and a place of meeting for its members and others, and to this end shall have the power to lease, take and hold property, real or personal, that may be leased, conveyed, assigned, devised or bequeathed to it, and to sell, lease, improve and encumber the same to promote the object and aims of the corporation;

(c) To take legal title, hold and apply for the purpose of the corporation any fund or funds heretofore created by the "Pennsylvania Newspaper Publishers' Association," an unincorporated association.

McMAHON PROMOTED

Named Manager of National Advertising for Chicago Tribune

Recent changes in the advertising department of the *Chicago Tribune* have brought about appointment of Dan McMahon as manager of the national advertising department, a post left vacant since Valt Merrill transferred to the *Liberty* advertising staff.

Mr. McMahon came to the Tribune in August 1908. Starting in the auditing department he soon transferred to advertising, and has successively progressed through the various divisions until he was made manager of the Western division of national advertising. With Mr. McMahon's promotion Arthur Myhrum was appointed manager of the Western Division, J. J. Evans Hessey has been made manager of the Eastern Division.

Syracuse Telegram Reduces Price

The *Syracuse Telegram* this week reduced its price from three cents to one cent. This applies only within the city of Syracuse. In the territory outside there will be no change in the present price if purchased on the streets, and ten cents per week if home delivered. The *Sunday American* will be sold in combination with the Telegram in Syracuse at a home delivered price for both newspapers of 15 cents per week. Sunday papers will be sold on the streets for ten cents per copy.

Ex-Diplomat Entertains Berlin Writers

Former German Ambassador Weinfeldt recently entertained American correspondents at Berlin to an outing and dinner. Those attending included Samuel Spewack, *New York World*; Frederic Kuh, United Press; S. D. Weir, International News Service; and Otto Tolichus, Universal Service.

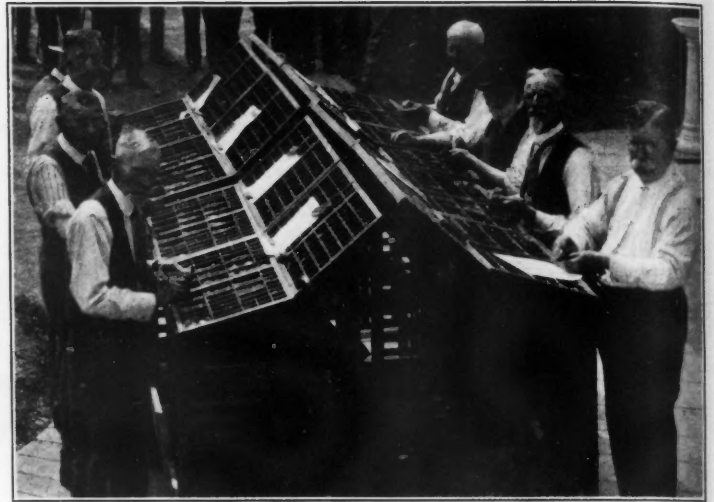
Celebrates 60th Anniversary

The *Titusville (Pa.) Herald* celebrated its 60th anniversary June 13, with the publication of a special issue. A four page facsimile of the first issue of the paper printed June 14, 1865, was a feature of the edition.

Electric Ad for Eiffel Tower

The French government has granted a concession permitting an automobile manufacturer to use the Eiffel Tower for an electric display advertisement.

"SWIFTS" TRY AGAIN THEIR ANCIENT SKILL



Joe S. Price, 63 years old, one-time star of the *Chicago Inter-Ocean* composing room (lower right), won an old-fashioned type-setting contest at the Union Printers' Home, Colorado Springs, last week, when he set 500 ems pica in 26 min., 2-5 second. James M. Lynch, president of International Typographical Union, was referee. Other prize-winners and their former papers shown in the picture are David Evans, 71, *New York World*, second prize winner (at Price's left); Albert Holland, 67, *Newark Star-Eagle* (left of Evans); W. H. Hawrecht, 71, *Los Angeles Herald* (second from left). Others in the contest, not identified in the group, were C. Y. Pickett, 77, *Kansas City Times*; Isaac Jordan, 65, *San Antonio Express*; William P. Suttle, 75, *Omaha Bee*; and Thomas Hartman, 73, *San Francisco Chronicle*.

In Every Section of Cincinnati, The Times-Star is the Buyer's Guide

In every section of Cincinnati, in every one of the suburbs, on every street and in practically every household the women-folk make up their shopping lists from the Times-Star more consistently than from any other newspaper in this market. They have done so for almost eighteen consecutive years.

Translated into advertising parlance, this means, of course, that the Times-Star alone of the four Cincinnati newspapers has complete blanket coverage of the local market.

This is reflected in the display columns of this great family newspaper, which carries more food advertising, more clothing advertising, more advertising of department stores, dry goods stores, drug stores, gift shops and specialty stores, hardware and electrical shops, musical instruments, furniture and household goods, boots and shoes, hats and caps, confections and beverages, books and publications, sporting goods, automobile accessories, tires, radio, etc., than any other newspaper in Southern Ohio.

During the month of April, 1925, the Times-Star in twenty-six publication days carried 102% more display advertising than the second afternoon paper, and 51% more than the leading morning newspaper carried in both daily and Sunday editions.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

PREMIER DRY MATS

Premier Dry Mats Have Served the Publishers for Over 12 Years

Leading Newspapers Stick to Premier
By Keeping Them on Hand from Year to Year
When Other Dry Mats Seem to Act Queer
Then It Is Time to Change to Premier

Send your trial order today and state what kind of casting box you have

PREMIER FLONG COMPANY

KARL HAGENBACHER

P. O. Box 671, City Hall Station, New York, N. Y.

Sales Office: 258 Broadway

EDITORS ROUTING PRESS AGENTS' GUFF VIA E. & P. WASTE BASKET

Failure Attends Many Efforts to Graft News Space for Foods, Paint, Soap, Concrete, Steel Golf Clubs and Radio Performances

MANY old and some new space-grafting schemes have been cited to EDITOR & PUBLISHER this week by indignant editors. The few of the exhibits are interesting for ingenuity, but most of them are indistinguishable from the run of publicity matter which now floods every editorial desk in the country.

Peculiarly barefaced is the "feature" concerning an automobile tour whose purpose is to prove the durability of a paint manufactured by the Sherwin-Williams Company. This firm, it will be remembered, was noticed two weeks ago when its press agent offered newspapers a full-page story of insect pests and the Sherwin-Williams poisons that kill them. The present attempt apparently makes no effort to conceal the advertising barb beneath the bait of news-interest.

Another regular is the Gilliams Service, of New York, which continues its rain of mats and proofs of radio features produced in the interest of the American Eveready Company.

Still another name well and not favorably known to newspaper advertising men is that of H. J. Conover, of Cleveland, whose offerings, free to any newspaper which puts Mr. Conover on its mailing list, this time include a picture and story of the "giant reinforced concrete reservoir to give Cincinnati a new water supply," also a mat of "England's King and Queen ride to Wembley's Treasure Isle." No advertiser's name appears in either contribution, but twice-bitten once shy, editors suspect, for the first, manufacturers of building materials, and for the second, certain railway interests of the British Empire.

The next lift off the pile of contributions informs a play-mad world on "What the Pros Used in the Golf Open—The Steel Shaft Wins Its First National Tournament." This on the authority of the Sports Edit Service, 454 Fourth avenue, New York, whose business draws the following description from a sports editor:

"For a number of years the Sports Edit Service has been supplying us with 'free' copy on golfing matters. The copy invariably develops into a debate upon steel-shafted golf-clubs against wood—and steel always wins the debate. If the Sports Edit Service doesn't charge anything for its 'news,' where does it get the money to pay for the postage stamps it uses to mail us the stuff we throw in the waste-basket?"

No editor's week would be complete without a jog from Edward L. Bernays, 9 East 46th street, New York, whose contribution of June 16 announces a "quotation contest in contemporary American literature," with prizes aggregating \$325.

The quotations must contain reference to Ivory Soap and may be taken from any prose or poetry, book, magazine or newspaper published since 1850. The most successful digger for references to the 99.44 per cent pure is promised \$100. The most recent reference by Sinclair Lewis, in "Arrowsmith," is eliminated by Mr. Bernays, who uses it as a specimen.

Mr. Conover again appears before the audience as the authority for a three-column piece on the making of radio condensers, with the Sangamo Electric Company of Springfield intending to reap the harvest that Mr. Conover sows and the newspapers are expected to pay for.

Evaporated milk is present with three very healthy matrices and enough mimeographed copy to fill a column—all released for publication, free of charge. Some of it comes from the American Housewife's Bureau, 119 West 40th street, New York, other portions have nameless ancestry.

Florida's real estate boom is the feature of a three-quarter-page mat, free to all editors who fill out the post-card. No individual advertiser appears to be the intended beneficiary of this worthy scheme, fattered by the Association of Date Importers, 46 Cedar street, New York.

Working again from the top of the heap, this gem appears. It needs no comment except reproduction:

Dear Mr. Publisher:

Larry Kenneth and His Gang will appreciate it if you will carry a squib in your paper telling your radio fan readers to listen in on the Gang.

WE SUGGEST THIS:

RADIO VAUDEVILLE SHOW

Listen in on the newest feature of broadcasting—THE RADIO VAUDEVILLE SHOW.

The Goodyear Tire & Rubber Company of Akron, and their station WEAR at Cleveland, announce as the first of their Surprise Nights, Larry Kenneth and his Gang on

THURSDAY EVENING,
JUNE 18, 1925

From 8:00 to 10:00 p. m.

REMEMBER THE DATE AND LISTEN IN.

If you like the show, say so, and there'll be more of them.

ALL TELEGRAMS WILL BE ACKNOWLEDGED.

All available space in this issue of EDITOR & PUBLISHER would not suffice

to describe or characterize the volume of "Guff" material that editors have submitted, but the following ancient plot against the newspaper dollar ought not to be passed, even for a week.

The Inkograph Company, Inc., 159 to 201 Centre street (the wide range of street addresses permits plenty of latitude for keying advertisements) submits its copy in various multi-column sizes and says this to the avaricious publishers on its mailing list:

"To test your newspaper, we are prepared to run any one of these three ads on a pay as it produces basis—by pay as it produces, we mean that we will pay you 75c for every individual initial \$1.50 order your paper produces. The advertisement will be carefully keyed and you will receive credit for every order the ad produces. This will make it possible for you to demonstrate to us the pulling power of your publication and will give

you an opportunity to develop a permanent advertiser for your medium and at the same time procure a substantial remuneration for the insertion. The advertisements will be furnished in matrix or electrotype form, whichever best meets your requirements.

"The reason we have so extensively used the magazines is because when first we started advertising they allowed us to test the result producing power of their mediums on this basis—and the majority of those we tested are now on our permanent advertising list and are receiving orders at the card rate."

No magazines are named and the dozen publishers who have transferred this generous proposal to EDITOR & PUBLISHER express curiosity as to the standing and business capacity of their optimistic owners. A. M. Sweyd, advertising manager of the company, might fortify his argument by supplying this information.

BOOKMAN

Now Available on the Ludlow

LUDLOW Bookman Light is a distinctive, serviceable face, designed for general use. It is especially suited to the needs of the publisher who requires a regular-width, all purpose letter and who wishes to discourage the use of heavy, black type in his advertising. It is one of sixteen popular typeface series recently cut by the Ludlow company in its own punch cutting department.

Display Line

48 Point Ludlow Bookman Light

Cast on Slugs

42 Point Ludlow Bookman Light

True Specimens

36 Point Ludlow Bookman Light

Printing Shops Gain

30 Point Ludlow Bookman Light

Fine Display Typeface

24 Point Ludlow Bookman Light

No Hunting or Pulling Sorts

18 Point Ludlow Bookman Light

New Type for Every Job and Plenty

14 Point Ludlow Bookman Light

Fastest System for All Display Composition in

12 Point Ludlow Bookman Light

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Boston: 261 Franklin Street

New York: 63 Park Row
Atlanta: 41 Marietta Street

LUDLOW QUALITY COMPOSITION

Six Years of Successful Service to Newspapers

For six years newspapers—large and small—from the Atlantic to the Pacific have added permanent circulation through OUR Travel Accident Insurance Plan. (Scores of successes.)

Our policies are liberal as possible—yet conservative—containing that factor of safety consistent with years of sound experienced underwriting. Wire inquiries.

HICKEY-MITCHELL CO.

PIERCE BLDG. Builds and Holds Circulation ST. LOUIS, MO.

TRAVEL Accident Insurance, as a builder and holder of circulation, has no equal or substitute. Our plan, which is time tried and tested, has been successful everywhere we have made contracts. There is a marked liberality of coverage and claim settlements peculiarly our own which builds good will while adding and holding circulation.

DOINGS OF THE DUFFS



The Great American Comic Strip Family

THE DUFFS are known and loved in nearly every home in the land. Babies have been named for little Danny Duff, so strong is the hold of these characters upon newspaper readers. There is definite CIRCULATION waiting for you, if you start THE DUFFS. If your territory is still open, wire or write for your rate.

UNITED FEATURE SYNDICATE
 WORLD BLDG. NEW YORK

DOINGS OF THE DUFFS

"Everybody Works But Father."

By Ben Batsford



Copyright by United Feature Syndicate, Inc.

BEN BATSFORD

WHITE HOUSE RULES OUT STENOGRAPHERS

Bi-Weekly Conferences with Press Must Not Be Reported that Way, Mr. Coolidge Decides, Under Present Conditions

By J. BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, June 23.—Before departing for Swampscott today, President Coolidge made it plain at his farewell "conference" with the Washington correspondents that he does not desire any stenographic report to be made of his bi-weekly discussions of public questions with them.

The President was in the midst of his customary replies to the usual written questions submitted to him by the correspondents when he paused suddenly, and, removing his glasses, fixed his gaze upon the stenographer of the Consolidated Press Association.

When the President noted this representative was taking down stenographically what was being said, the observation was made that the President would rather there was no attempt to report him in this manner.

It was further explained that if the President knew the discussion evoked by the correspondents' inquiries was to be so reported he would not care to be so free in making statements to the correspondents, or at least he would like to have an opportunity to more carefully prepare his replies, or to employ more carefully selected language in making them.

The opinion of the correspondents was divided afterwards as to whether a stenographic report of what the President said to them was proper in view of the unwritten rule that the President must not, under any circumstances, be quoted directly. Some of them expressed a preference for a stenographic report, to insure accuracy in reflecting the views of the customary "White House spokesman," even though the report was not used verbatim, or the President quoted from it. Others who do not possess a knowledge of shorthand opposed its use altogether as having a tendency to give those who do an undue advantage.

One outstanding point remained, however—there will be no more stenographic reports made at any of President Coolidge's "conferences" with the correspondents.

TWO NEW CONTESTS IN N. Y.

Daily Mirror and News Give Big Prizes for "Horoscopes"

Two new promotion stunts, involving big money and a somewhat similar idea, have entered the hot circulation race in New York between the *Daily Mirror* and the *Daily News*.

First in the field was the *Mirror*, offering \$100 prize every day for a question asked "Horoscopes" of "general human appeal."

The next day the *News* appeared with a contest called the "Lucky Name Horoscope," with Doris Blake, the "reader of the stars." This contest is

NEW YORK ARTIST GOING TO FRANCE



Sammel Cahán, artist of the New York World Sunday Magazine, sails for Plymouth on the S.S. France, July 11, with Mrs. Cahán. They were photographed on the ship last week during a preliminary visit. Mr. Cahán who is a member of the World's Quaker Century Club and of the Society of Illustrators, plans to sketch his fellow tourists at sea—wind, weather and health permitting. They will leave Havre Aug. 26 on the Paris.

being withheld from the tabloid's mail editions.

The *News* is paying \$1,000 in cash prizes each week, \$100 every day and \$400 Sunday for the name judged luckiest by Miss Blake.

The *Mirror* requires readers to give name, address, date of birth, place and hour, if known, and to ask a "serious question," while the *News* merely asks name, fathers and mothers name, address, and date sent in.

To promote the stunt the *Mirror* engaged nine young girl "extras" from a local casting office to parade the streets in gypsy costume with cornucopia hats, giving away printed postal cards to promote the horoscope stunt.

J. H. Fifield Resigns

James H. Fifield, city editor, *Springfield (Mass.) Union*, has resigned to become director of publicity for the Eastern States Exposition. Norman MacDonald, of the copy desk, becomes city editor. The following changes have been made on the copy desk: George M. White, from head of desk to assistant night news editor; Thomas J. O'Neil, from telegraph editor to head of copy desk.

Furey Buys Nebraska Weekly

Franklin O. Furey, formerly owner of the *Mapleton (Ia.) Press* and the *Iowa Falls (Ia.) Sentinel*, has purchased the *West Point (Neb.) Cumming County Democrat* from J. A. Stahl.

Paper Company Moves

St. Regis Paper Company has moved its offices to 49 Wall street, New York.

N. Y. POST ABANDONING DAILY GRAVURE

Saturday Section Only to Be Retained—Daily Discontinued Made Because of Lack of Public Response

The *New York Evening Post* will discontinue publication of its daily rotogravure section with the issue of June 27. The Saturday gravure section will be continued.

Scrapping of the daily four-page picture section is not due to maintenance cost, but because of an apparent lack of public response, C. C. Lane, business manager said, when questioned by Editor & Publisher.

The daily roto was added to the paper for circulation promotion purposes, he said, but in certain sections of the city proved to be of negative value.

"When we first started publication of the section," he declared, "we were surprised by a concomitant drop in circulation. We tried tucking it inside, instead of folding it over the outside, and the circulation began to come up again. Now we intend to experiment still further by dropping it entirely."

The *Evening Post* was the first newspaper in the country to print a daily rotogravure when the section was launched April 1, of this year.

Cattleman Sues Houston Chronicle

A suit for \$92,350 alleged damages, filed in San Antonio by John T. Martin, cattleman of Artesia Wells, against the *Houston Chronicle*, was an echo of the hoof and mouth disease epidemic in South Texas last Fall. Martin charged that the *Chronicle* said the plague was brought to Texas by cattle imported from Mexico and Brazil. He said that he imported Brahma cattle from those countries, and that since the publication demand for Brahmas had decreased.

American Ace Wins Flight Contest

A "sealed order" airplane flight conducted by the *Boston American* on Bunker Hill Day, June 17, was won by Lieutenant Chester E. Wright, the fifth American ace during the World War, as pilot, and Capt. Donald E. Currier as observer. Each received \$100 in gold.

Roll Them and You'll Know Them—They're Certified!

The deep blacks and fine half-tones on pages printed from Certified cold process stereotypes are not matters of mere chance. They are due to the uniformly smooth, glass-like faces of our dry mats.

With Certified Dry Mats the smoothness and evenness of surface are not due to heavy calendering; on the contrary Certified are never heavily calendered. These qualities are inherent to our exclusive processes of manufacture, which are distinctly Certified's.

As a result our mats are molded with a minimum of wear and tear on the roller as well as on the type forms; that is, with less pressure Certified give all the necessary depth without any signs of breaking. That is why Certified stereotypes reproduce with such fidelity of detail.

It is not necessary to take our word for this, or to depend on the experiences of others. It costs you nothing to try some samples in your own plant under your actual working conditions. When you'll roll them, you'll know why publishers and stereotypers prefer American-made Certified's.

And when you'll know them, you'll buy them. Why not try them NOW?

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For wet mat printing with DRY MAT facility—use Certified's.

Made in the U.S.A.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

"STORIES"

Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Reid Editorial Service
Harrisburg, Pa.

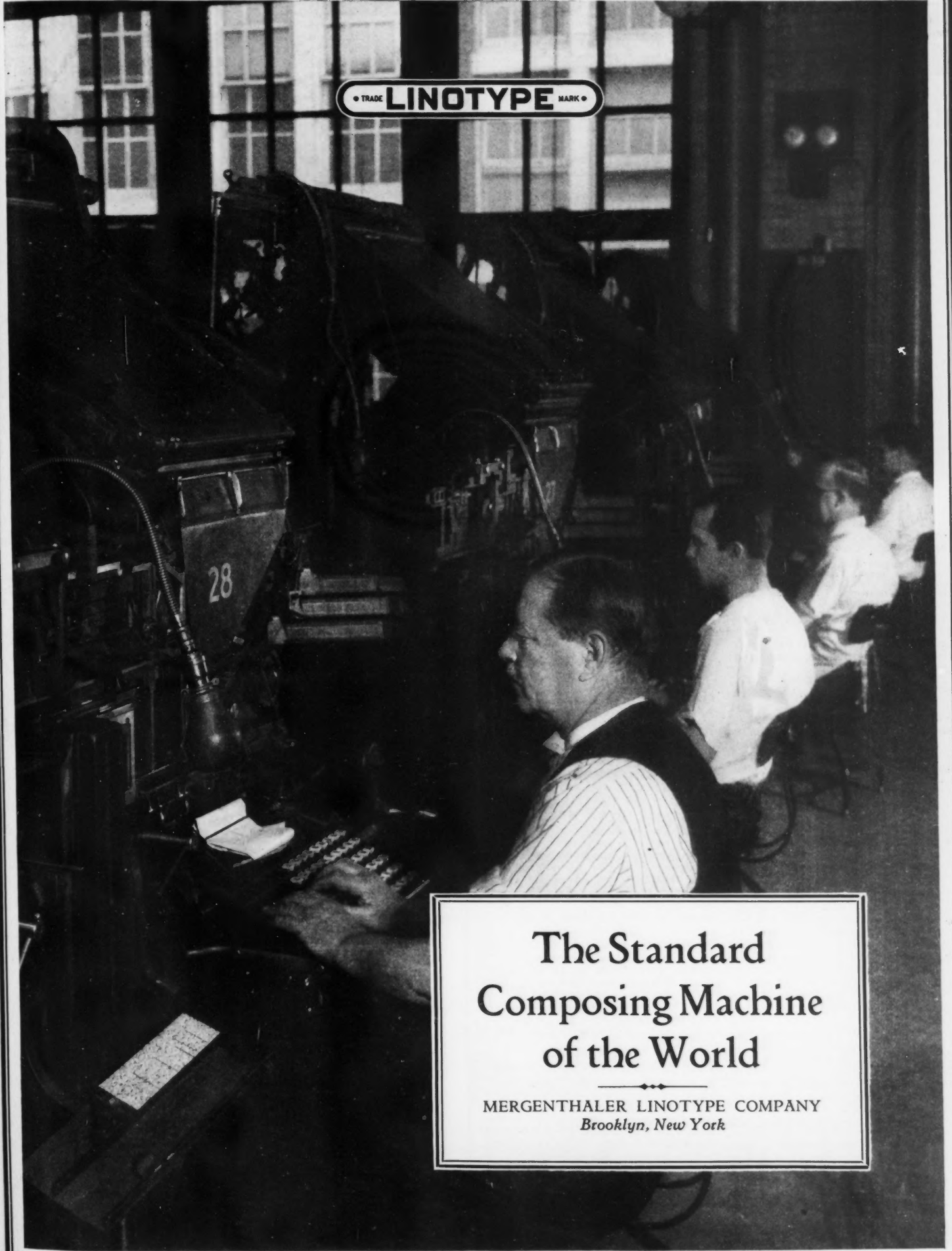
Radio

FOR LARGE AND SMALL PAPERS
A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

RELEASING!

"A Cavalier of Navarre," by Chas. B. Stilson.
Service for Authors, 33 W. 42d St., New York.

TRADE **LINOTYPE** MARK



The Standard
Composing Machine
of the World

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

Photograph Made In Philadelphia Public Ledger—57 Linotypes



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

H. F. HARRINGTON, Director, Me-dill School of Journalism, North-western University, has selected a very appropriate title for his latest book, "Chats on Feature Writing" (Harper & Bros.).

In Part I of this volume Mr. Harrington first plays the role of reporter and interviews a large number of professional writers on how they get their ideas and how they handle their material so as to interest the reader.

In Part II he plays the role of an editor. He gets out a sort of magazine *de luxe*, with the help of material already published, to show the best types of feature articles. Part II is admirable from the viewpoint of editorial balance. Of the material printed therein special mention should be made of "Bright Little Stories," "Stories Off the Beaten Track," "Special Informational Articles," "Stories with Picturesque Settings," "People Worth Knowing," and especially "The Human Quality in the News."

Part III is a sort of appendix of office rules, though it is entitled "Practical Hints to Writers." For the most part it deals with manuscripts and their markets.

Not the least interesting section of the text is the introduction contributed by Chester S. Lord, managing editor of the *New York Sun* 1880-1913. Any comment about this book could scarcely improve upon what Mr. Lord himself says:

Mr. Harrington has given us a unique, an interesting, a valuable volume. Happy in its conception, skillful in construction, it is made additionally attractive by the wisdom of the distinguished writers quoted.

The *Sun* under Mr. Lord practiced what this book preaches: "It graced statement of fact with the language of literature and gave to the news of the day the flavor of fiction."

THE Committee on Publicity Methods in Social Work has issued a news bulletin, "Newspaper Publicity Clinic." Obviously, it deals with typical problems of publicity in social work. If put in the hands of those who furnish news about eleemosynary institutions it ought to lighten the burdens of the copy desk. Its contents deal with feature articles, news stories, plate matter, signed editorials, and human interest stories. The address of the Committee on Publicity Methods in Social Work is 130 East 22d street, New York City. The price of this bulletin is ten cents.

THE current issue the *Linotype Bulletin* continues its defense of sound typography. One of its most valuable features is "Notes on the Use of Bold Face Types" by Harry L. Gage, assistant director of Linotype typography. Publishers and advertising men will be interested in the letter by prominent newspaper executives about the use of ludicrous type in the advertising columns.

ONE item in the *Bookman* for July which should not be overlooked is entitled "Literature of the Laundry." It tells about the resolutions of Laundry-Owners' National Association to request publishers to stop printing newspaper articles and cartoons that hold the laundry industry up to scorn and ridicule. It mentions the pledge of that Association "to constantly advocate newspaper advertising for laundries." The article makes two points in commenting about this idiotic effort at press-muzzling. The first of these is that attempts by various groups of America to control public opinion are real and serious barriers to the freedom of speech. The other point, to quote the article, is "that the serious minded wielders of sud and iron have overlooked the advertising value of humor." It adds that as many men have been made by a

joke as have been ruined by one. Mr. Ford is given as a typical illustration.

A COURSE in newspaper ethics is found in "The Lesson of Lord Leverhulme in the *Living Age* for June 20. This article about Port Sunlight's Henry Ford says that Leverhulme first came into public notice in a libel suit against Lord Northcliffe. In it he claimed damages for an item printed that he was forming a soap trust. Northcliffe, after seeing competitive soap advertisements disappear from the advertising columns of his paper, entered into an active campaign against Leverhulme. In this campaign he printed many letters to the editor under such nom de plumes as "A Mother of Five" at Peckham or "Senex" at Surbiton.

During the course of the court proceedings these letters were proved to have been written by members of Northcliffe's staff. This fake probably accounted for the handsome settlement. After Lord Leverhulme had pocketed the money he later gave it to charity and then proceeded to complete the formation of his soap trust. But his attempts to collect damages from other newspapers which had innocently reprinted Lord Northcliffe's charges were not so successful. Somehow British juries have a very keen sense in deciding between vengeance and vindication. Verdicts were generally in favor of the newspapers.

Most of the article deals with the industrial career of Lord Leverhulme, but one item asserts that he spent annually something like £1,000,000 in advertising. Another article in this issue of the *Living Age* is "Bulgarian Actualities"—a sort of mosaic made up from correspondence sent to foreign newspapers. Part II has an item about the press club of Sofia and the welcome which it gave to the correspondents of all countries who had hastened there for news.

I hate to give a free reading notice in this Department but the advertisement of *Scribner's Magazine* on the back cover of this issue of the *Living Age* is worth a line or two. Newspaper men, especially, will appreciate its cleverness because of its newspaper technique.

WILLIAM HOWE DOWNES, who for many years sat in the chair of the art editor of the *Boston Transcript*, is preparing for fall publication the first comprehensive life of John Singer Sargent. The book will contain not only a descriptive catalogue of Sargent's paintings but also forty-eight full-page illustrations from his best work.

THE second June issue of the *Retail Ledger*—the news magazine of retail business—opens with an article by the editor, William Nelson Taft, on "Is Your Advertising Laying a Foundation for the Future?" For the most part the article deals with institutional copy. It ought to have a wide reading among advertising men.

THE June issue of the *Iowa Journalist*, a monthly periodical published by the School of Journalism at University of Iowa, Iowa City, opens with a chat about type faces, make-up, borders, etc. It also contains another installment of the series of articles on crime and the newspapers written by the editor, Frederick J. Lazell.

THE American press has changed in recent years most materially in the amount of space devoted to news of the churches and religious movements—something carping critics never mention. Even more space will be given if religious leaders peruse "The Newspaper and Religious Publicity" (George H. Doran Company)

by Richard Beall Niese, news editor of the *Nashville Tennessean*.

Mr. Niese is somewhat emphatic in his assertion that the managing editor is not so much opposed to printing religious news as he is annoyed by the carelessness and sometimes ignorance with which the copy coming from churches is prepared. His aim has doubtless been to promote systematic cooperation between the pulpit and the press. To dispel this ignorance he has a chapter on newspaper terms and another chapter on newspaper English. With unusual editorial courtesy he then lists for the guidance of religious workers the kind of news that any good newspaper is glad to publish.

He devotes one chapter to the lead or introduction and another to the story proper. By way of good measure he concludes his little book with a chapter giving some "Don't." Many city editors will hope that the last chapter will have the widest reading.

While "The Newspaper and Religious Publicity" is designed chiefly as a practical text book for religious workers no harm will be done if it is perused by members of the city staff.

The only criticism that I would make of the volume is that it seems to have a Baptist bias. This is somewhat remarkable, for Mr. Niese on page 35 says:

If you are a Baptist and you are sent to cover a debate between a pastor of your own faith and one of the Unitarian belief you must for the time being, even until you have handed in your copy, forget that you are a Baptist.

Yet Mr. Niese in the stories which he uses for illustration shows a preference for the Baptist Church which is hard to understand in view of the admonition just quoted. But this is such a minor matter that it is hardly worth noticing in view of the many valuable suggestions that can be used by any religious worker regardless of the church with which he is affiliated.

The Nation 60 Years Old

The *New York Nation* will celebrate its sixtieth birthday July first with a gala issue.

LL.D. FOR JAMES M. LEE

Washington & Lee University Honors Him as Historian of Journalism

The honorary degree of Doctor of Letters was recently conferred by Washington & Lee University on James Melvin Lee, director of the department of journalism at New York University, in recognition of his services as historian of the American press.

Mr. Lee is well-known to EDITOR & PUBLISHER readers through his department "Our Own World of Letters." He is a director of the Newspaper Club of New York, also its second vice-president, chairman of its committee on ethics and a member of the editorial staff of the official club organ, the *Three Em Dash*. He is executive secretary of the Inter-collegiate Newspaper Association. In addition to his department "Our Own World of Letters," he is a frequent reviewer of books relating to journalism for such periodicals as the *Yale Review*, the *Bookman*, the *Literary Review*, etc.

This degree from Washington & Lee University was especially appropriate, as the revival of the Robert E. Lee School of Journalism at that institution was brought about through a pamphlet which Mr. Lee prepared for the Department of Education at Washington on "Technical Instruction in Journalism in American Institutions of Higher Education." In this pamphlet Mr. Lee spoke of the attempts of Gen. Lee to add journalism to the curriculum of Washington College. Mr. Lee comes from the Northern Lee family.



JAMES MELVIN LEE

And Now it's— The Cincinnati Enquirer!

Hollister's famous Circulation-Building Organization serves another noted Client.

Having maintained supremacy unquestioned in its field for 20 years of circulation building, it is but natural that HOLLISTER'S CIRCULATION ORGANIZATION should be selected to conduct The Cincinnati Enquirer's campaign at this time.

Times almost without number, serving the country's greatest and most successful dailies, HOLLISTER methods and personnel have proven efficient beyond question. For the organization of a giant sales force of willing workers, numbering into the hundreds, within a newspaper's own territory,

united in securing paid-in-advance, long-term subscriptions, having entrance into the best homes—this can mean but one thing, certain by proof, INCREASED CIRCULATION by 8,000, 15,000, or as in one case 40,000!

Publishers know how vital is a quick, sure, circulation jump when competition threatens, or advertising rates are on the down-grade.

Only HOLLISTER'S CIRCULATION ORGANIZATION is equipped to deliver the swift, matchless, expert service that is needed.

Among the nationally-known papers Hollister has served—and who endorse us:

*PHILADELPHIA INQUIRER
*LOS ANGELES TIMES
*SAN FRANCISCO CHRONICLE
MEMPHIS COMMERCIAL APPEAL
CINCINNATI ENQUIRER
CLEVELAND PLAIN DEALER
*WASHINGTON POST

INDIANAPOLIS NEWS
KANSAS CITY JOURNAL-POST
ATLANTA JOURNAL
BALTIMORE AMERICAN
DALLAS NEWS
*SAN ANTONIO EXPRESS
NASHVILLE BANNER

*Indicates papers on which two or more Hollister campaigns have been conducted.

Address The Cincinnati Enquirer until July 10.

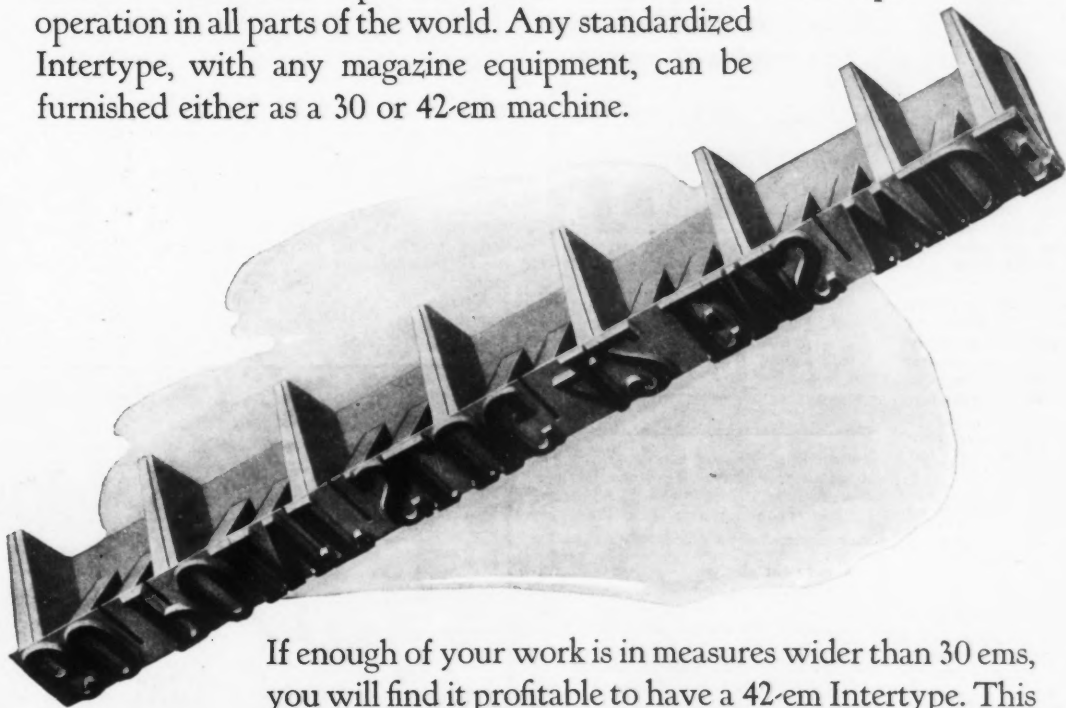
HOLLISTER'S
CIRCULATION ORGANIZATION

717-718 Commercial Exchange Bldg., Los Angeles, Cal.

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

Intertype in the Lead

42-em Intertypes were first exhibited in 1921. 42-em Intertypes have been in continuous operation since 1922. 42-em Intertypes are in operation in all parts of the world. Any standardized Intertype, with any magazine equipment, can be furnished either as a 30 or 42-em machine.



If enough of your work is in measures wider than 30 ems, you will find it profitable to have a 42-em Intertype. This 42-em feature not only eliminates all bother with "butted" slugs, and "rivers" in the composition but it saves hours of time and expense—proof-reading, corrections, make-up, lock-up and make-ready—in practically every handling from the operator to the pressman.

This is only one of more than thirty Intertype Improvements described and illustrated in our booklet, "Profit-Making Intertype Features." Send for a copy.

Standardized
INTERTYPE
 TRADE MARK

Executive Offices
 New York

1440 Broadway at
 40th Street

NEW YORK CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

GETTING BIG RESULTS IN LIMITED NEWSPAPER SPACE

Many Advertising Firms Recognizing Importance of Regular and Frequent Use of Small Copy, Written in Terse, Vivid Style

By HAMMOND EDWARD FRANKLIN

"ANYBODY can make a loud noise with big newspaper space, but it takes real advertising brains to get results with small space," the president of an advertising agency pointed out the other day in talking to a manufacturer.

"Given half pages, full pages and double trucks across the country in newspapers, especially where tied up with local dealers and wholesalers, and a campaign is bound to stir up something. Unfortunately, there are many firms which are not in a position to go to advertising in this tremendous way. If they advertise at all, it is evident they must use small space.

"There are manufacturers with a nation-wide distribution, who cannot afford to use big space across the United States but who can plug away with steady small space in a large list of papers. Some manufacturers have to choose between a big, quick, 'flash-in-the-pan, to be followed by silence or modest, but non-stop, small copy. In our agency we give as much attention to the three-inch single piece of copy as we do to a full page."

The American Newspaper Publishers' Association in its work with advertisers, without disparaging in any way big-space campaigns, has pointed out the importance of frequent insertions. It is suggested that space be used on a three times a week basis where possible, and the Association's Bureau of Advertising has not hesitated to show various treatments possible to get the most out of small space.

The small newspaper advertisement must compete with the big spread of the department store, the large copy of national advertisers, the hundred and one local retail advertisers, and news and other editorial features. It deserves

104 different advertisements in 104 consecutive weeks this is the 104th

It isn't so hard to think of something new every week, because—

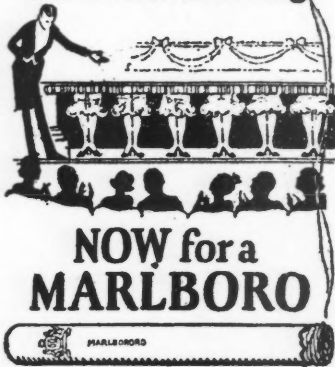
Hatchet Foods

are so mighty good their quality is an inspiration

The Twitchell - Champlin Co.
BOSTON · 5123 · PORTLAND

Copy that women don't forget. They see it twice a week in their local newspapers, with bold hand-lettered typography presenting a tight, trenchant sales story. This reproduction is actual size and shows how the effect of white space is obtained without waste of the small area in borders

Season's best show.
First night crowd.
Seats down front on the aisle.
Zizzy music, snappy lines, glorious girls.
Final curtain find even the critics cheering.



Cigarette copy usually runs to big space, but not necessarily. This specimen is interesting for its arresting art work and economy of words.

great care in design. It has the advantage of being quick to read and, where newspapers follow the pyramiding plan of makeup, often gets a "cream" position.

The Twitchell-Champlin Company of Boston, and Portland, Me., is one of the country's most consistent and successful users of small space. The company operates seven big canneries in which it puts up a line of 150 kinds of foods under the trade-mark, Hatchet Brand. It sells through the retail and wholesale grocery trade in New England and, to some extent, outside.

A few years ago the concern adopted a policy of newspaper advertising, at first featuring chiefly its pork and beans and gradually capitalizing the whole line. Space seldom more than four inches deep was bought every Friday on page one of all the leading Boston papers. Every woman who was going shopping could hardly miss the copy because of its distinctive form and position. At times some outdoor advertising in high spots has supplemented the newspaper work. Space in preferred position in some outside papers, where page one advertising is not sold, has been used.

Each advertisement has been odd of design, with a "different" border and copy hand-lettered, often at queer angles. The copy, which is prepared by the J. W. Barber Advertising Agency, Boston, is terse and at times breezy. The name, Hatchet Foods, is given prominence.

Letters from time to time are written to the salesmen and the advertisements have been reproduced in booklet form for distribution. The company's sales have prospered exceedingly and in its territory its line is one of the best known.

Small space copy on page one or in preferred position usually justifies the extra cost.

In announcing a new model, a motor car manufacturer bought, in addition to his regular announcement space, a number of small two-column advertisements scattered through the same Sunday issue.

The small advertisements in each case talked one distinctive feature. A number of small advertisements spread through an issue attract attention in teaser campaigns.

"What is PEP? A new bran food with a 'bran' new flavor. Kellogg's PEP the peppy bran food," an advertisement for Pep said in less than 3½ inches. The Kellogg interests used many small-space insertions in between its bigger copy in recently getting this item on the market.

The Champion Spark Plug Company, Toledo, O., has used much single column copy showing the product. Novel borders sometimes have a futuristic touch. One inch and four inch copy built an international business for the Potter Drug & Chemical Corporation on Cuticura products without a single salesman on the road. Copy two or three inches deep is used for Dr. Scholl's Zino-Pads in a big list.

One of the cleverest users of small space is the marker of Marlboro Cigarettes. The copy runs only about four inches.

Four inch copy, "Ask for Lipton's Tea to obtain the ideal India blend," has been appearing alongside of the larger space of the India tea growers.

Post's Bran Flakes, Kraft Cheese, Gulden's Mustard, Nestle's Chocolate Bars, E. & W. Collars, William's Shaving Cream, Eberhard Faber Pencils and a host of other products appear on the list of adept utilizers of modest space as part of their advertising activities.

A fantastic humorous approach, as was used on Malted Grape Nuts as a soda fountain drink, is a sure-fire atten-

tion getter with sales possibilities if tied up well with the product. The newspaper reader's eye has been trained to look for comics.

Small-space advertising for Bosch motor products appears over the names of distributors.

In the radio field, De Forest not only has been a notable big space advertiser, but has made good use of space as small as three and a half inches single, showing the product, its selling point and price, with these set in boxes breaking into the product.

Readers who would cut a trademark from one package of Armour's Oats would be given a cross-word puzzle of 2,082 words, which took over 300 hours to create and won a \$1,000 prize, it was announced in four inch copy while the cross-word craze was at its height.

Year after year Richardson & Robbins boned chicken and plum pudding have been advertised in single column copy until today the public is very familiar with the name and the can.

It does not pay to try to say too much at once. The so-called western style of hand-lettering, bizarre tipping in of product and uncommon borders adds much to any small space copy. The artist and copy man could study western examples with profit. It is well to put layouts for proposed newspaper copy on an actual page to see how they look.

According to the ancient adage, "Repetition makes reputation." The psychologist demonstrates that the success of advertising depends upon repeated impressions. The consistent use of small space is well worth while, if the proper study is given.

THE BEACON JOURNAL
AKRON, OHIO
(Evening)

and the

SPRINGFIELD SUN
SPRINGFIELD, OHIO
(Morning and Sunday)

Announce that

Story, Brooks & Finley

New York

Chicago

Philadelphia

San Francisco

Los Angeles

now represent them both in the
East and West

ANOTHER FREE SPACE SEEKER

Evaporated Milk Association Asking for News Columns

The Evaporated Milk Association represents a huge national industry which is seeking popular favor by the press agent route. So-called "clip-sheets" are being mailed to newspapers in large quantities, covertly advertising this substitute milk. A favorite, if hackneyed, method used is to insert "evaporated milk" in daily menu cards, and very nice little illustrations will be furnished in mat form, free of all cost, of course.

Some of the stuff is put out by the "Better Health Bureau", of Chicago. A letter addressed to that organization, by A. H. Gravenhorst, President of the Illinois Press Association, was as follows:

"Your letter with enclosed proof of mats, plates, etc., which you offer gratuitously to newspaper men of this state received. For pure unadulterated nerve, your Bureau equals anything that has ever been on the market. In the first place your proposition is misleading because you are posing as a public health bureau offering something for the people in the guise of an authorized state or Government agency when in fact you are simply an organized bureau of the evaporated milk industry to get some poor newspaper man who can't make a living by employing business methods to grasp your offer of free plates.

"In looking over the different articles, I find in all advocacy of the use of evaporated milk. That is the essence of the entire story and men whose connections with so great and rich an organiza-

tion as the evaporated milk industry in this country is, should bow their heads in shame. Your offer will no doubt be received by other newspaper men as it has by me, a rank deception and a 'give me something for nothing' proposition."

Daily Sued for \$93,000

The Bismarck Tribune Company and George D. Mann, publisher of the *Bismarck Tribune*, have been made the defendants in a damage suit for \$93,000 instituted by T. R. Atkinson who alleges that his standing as an engineer and consulting engineer has been injured to that extent by articles appearing in the *Tribune*.

TO SQUELCH SPACE GRAFTING

Press Assn. Writes Thank-You Note to Press Agents

Members of the Massachusetts Press Association are meeting requests for free advertising in a unique manner.

Press agents, sending copy for publication, are immediately sent a card inscribed as follows:

THANK YOU

We are using your publicity copy. It fills a great need in a newspaper office. Every newspaper office must have paper for news "copy."

Every newspaper must have paper for telephone memoranda and notes.

Some of the paper on which publicity matter is sent is so good that it is far better than we can afford to cut up out of our own stock.

So we again thank you. In common with several thousand other

newspapers in this land of ours, we are getting enough publicity matter in each day's mail to supply many of our needs. We just turn it over and use the clean side.

We are one of the members of the Massachusetts Press Association pledged to help squelch the free-advertising, space-grafting evil by refusing publicity matter such as yours, but if you wish to continue to send it, we can use it—for the various purposes noted above.

UPHOLDS RACING TIPS

Senate Committee in Ottawa Defeats Ban on Their Publication by Press

A special committee of the Canadian Senate on Criminal Code Amendments on June 23, struck out a clause, which would have prohibited newspapers, Canadian or imported, from printing racing tips and odds.

A similar measure passed Commons two years ago, but was also thrown out by the Senate.

Objection taken by the Senate to the amendment was based largely on the effect it would have on foreign newspapers. Sir James Loughheed, Conservative leader in the Senate, questioning how such a provision could be enforced without the aid of an army of policemen.

Maj. Pickering Goes Abroad

Maj. Loring Pickering, general manager of the North American Newspaper Alliance, sailed for abroad this week on the S.S. *Mauretania* to visit N.A.N.A. bureaus in the European capitals.

Webb Artz Moves Up

Gordon K. Shearer has resigned as city editor of the *San Antonio Evening News*, to join the *Houston Press* in a similar capacity, succeeding Webb C. Artz, who becomes managing editor of the *Press*. W. B. Lister, former managing editor, has been promoted to an eastern post with NEA Service, Inc.

Crime in the newspapers

The question considered from all angles and in the scientific spirit. Cases from actual practice to illustrate every point—

In the chapter on "Handling the News of Anti-social Acts," in

The Conscience of the Newspaper

A Case Book in the Principles and Problems of Journalism,

By L. N. Flint

author of "The Editorial," etc.

Crime is only one of thirty or forty major problems of journalism treated in this comprehensive case book—the only book designed to cover completely the field of journalistic ethics and policies.

\$3 at all Booksellers

D. APPLETON AND CO.
35 West 32nd St., New York

Why Whisper to the Front Row when the Whole Audience is Eager to Hear?



IN the South, magazine circulations are small. The greatest magazine you may choose has a circulation equal to little over one per cent of the total population. Here is a vast audience of twenty-one and a half millions, but only the front row can hear if you try to reach them through magazines alone. No sane salesman will deliberately turn his back on 99 prospects and whisper his story in the ear of one only. You can reach them through newspapers.

Sell Where Success is

The total wealth of the South increased 78% between 1912 and 1922. Deposits in Southern banks have jumped from \$2,322,000,000 in 1914 to \$6,514,000,000 in 1923. Yet the gigantic natural resources of the South are only beginning their development. The South is rich. It is becoming richer every year. Here is a vast market, in many cases a new market, for the trade of the country. Here are people ready to buy, people with money to pay. They can be reached through newspapers.

Newspapers Reach the South

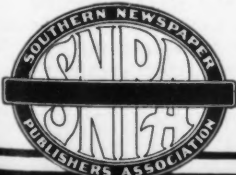
The newspaper is a more potent factor in the South than in any other part of the nation. It is not glanced at and thrown aside. Newspapers find ready and sympathetic listeners. Advertising has its best chance for a friendly reception.

Get the Facts

Those who have goods to sell will want to know more about this tremendous market, its possibilities for them, the ease with which it can be reached, and the merchandising help which the newspapers of the South will give. Write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee, or to any of the papers listed below.

THESE NEWSPAPERS COVER THE GREAT AND PROSPEROUS SOUTHERN STATES

- | | | | | | |
|---|---|--|--|--|---|
| <p>ALABAMA
Anniston Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News</p> <p>FLORIDA
DeLand News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald</p> | <p>Miami News
Orlando Reporter-Star
Orlando Sentinel
Palm Beach News
Sanford Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post</p> <p>GEORGIA
Athens Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer</p> | <p>Savannah News
Thomasville Times-Enterprise
Waycross Journal-Herald</p> <p>KENTUCKY
Paducah Sun</p> <p>LOUISIANA
Baton Rouge State-Times
LaFayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States
New Orleans Item-Tribune
New Orleans Times-Picayune
Shreveport Times</p> <p>MISSISSIPPI
Greenwood Commonwealth
Gulfport & Biloxi Herald</p> | <p>NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Henderson Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Salisbury Post
Winston-Salem Sentinel</p> | <p>SOUTH CAROLINA
Charleston News & Courier
Columbia Record
Columbia State
Rock Hill Record
Spartanburg Sun
Sumter Item</p> <p>TENNESSEE
Chattanooga News
Clarksville Leaf-Chronicle
Columbia Herald
Greenville Democrat-Sun
Knoxville Journal
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner</p> | <p>VIRGINIA
Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star</p> <p>VIRGINIA-TENNESSEE
Bristol Herald-Courier
Bristol News</p> |
|---|---|--|--|--|---|



"Sell it South Through Newspapers"

EDITORIAL

MR. COOLIDGE AND THE PRESS

HERE it is again and more of it! Before leaving for Swampscott President Coolidge set up a new rule to govern press conferences. No stenographic notes of what he shall say to the reporters shall be taken by the newspaper men.

It is said to be the President's opinion that, as "he does not give much thought frequently to what he says to the press," there should be nothing exact in the manner of reporting it—no record beyond the general understanding of the reporters.

David Lawrence writes that throughout the Wilson, Harding and the Coolidge administrations until recently, it was customary for the official White House stenographer to take notes of what the President said and permit newspaper men, who are not short-hand writers, to inspect the notes to confirm understanding. This was stopped several weeks ago.

As is well known the President is never quoted, but his talks with newspaper men are intended for their guidance in writing of public affairs. Mr. Lawrence says that one of the difficulties the reporters experience is that the President speaks in a very low voice, sometimes at considerable length, making it impossible for any reporter to take down his words in long-hand as they stand grouped about his desk. Some of the most important problems of our national life are thus discussed. In order to conserve accuracy the reporters often remain after a conference to compare notes. Despite such measures varying interpretations of what the President has said have often been broadcast.

Our readers will recall the incident, occurring a few months ago, wherein the correspondents of several Eastern newspapers were repudiated by an official White House statement which denied that the "White House spokesman" had made certain references concerning a speech by the French Ambassador. Although the official White House stenographic notes absolutely confirmed the reports sent out by the rebuked correspondents, the matter was permitted to stand, with them as the "goats," this for "diplomatic reasons."

No longer is it possible for challenged reporters to refer to official notes.

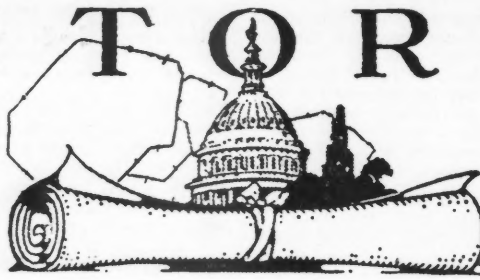
There is, of course, sound reason behind a President's desire not to be quoted on matters of which he may speak without preparation. Another method might be to avoid speaking of matters on which he is not prepared. The reporters are not there in an advisory capacity. They come for official information.

Now that both the official stenographic report and the short-hand writing of the newspaper men themselves has been proscribed the possibility of public misinformation is broadened into probability.

We cannot in candor take any other view of this matter than that the White House is more interested in political and diplomatic expediency than in a four-square relationship with the rank and file of American citizenship through the daily press. It seems a harsh thing to say and it is not written here without a sense of regret. Mr. Coolidge is simply weak on this matter. His views concerning the dignity, the pride, the magnificent values of government affairs which respond to a well-informed public opinion, through the press, are not broad, if we may judge by this and other incidents. His is unquestionably the easiest way. But we wonder he would care to take it.

Much better complete silence from the White House than a system of reporting which must inevitably run to error and confused public judgment on subjects concerning the life and progress of the nation! Press conferences which do not permit of means to conserve accuracy should be suspended.

No President is required, by law or custom, to reply to press questions put to him. He is the master of the situation. When he does speak, he should be prepared to utter a true and seasoned reflection of his mind, and on this stand before the world. There are other ways, less undignified than the present method, to accomplish the often desirable object of sounding out public opinion and catching drifts of sentiment. There are other better means of conserving diplomatic relationships. When the policy that has now been set up fails in practice the newspapers will be the immediate sufferers, but we take it that the real harm goes to the people who read newspapers.



But the wisdom that is from above is first pure, then peaceable, gentle, and easy to be entreated, full of mercy and good fruits, without hypocrisy.—James; III, 17.

COUNTRY ADVERTISING RATES

PUBLISHING a daily newspaper in a country town is no longer a beggar's profession. It has been many years since a daily newspaper owner took pay for subscriptions in produce of his readers' farms, or pay for his advertising space in the paper and type and ink bought at sacrifice sales by shrewd advertisers. But it has not been many years or many months since the country publisher was content to sell his space for 15, 20, or 25 cents an inch, or even less, when the net return from the volume of business carried at such rates was less than the annual wage of a competent compositor.

If you keep a file of EDITOR & PUBLISHER, run over the lists of newspapers, their circulations and advertising rates, published every six months or so since the war. You will be struck at once by the obvious advances in the selling price of the space of metropolitan dailies. These felt the pinch of war and post-war costs quickly and poignantly and their choice of a way out was constricted. It was to raise advertising and subscription rates or give way to someone who would. Not a few did both.

Newspapers in the smaller cities, where the rise in costs did not assume such terrifying proportions, or if it did, had a speedily fatal effect, have until the past few months continued their old rate cards in effect. Many of them have not yet revised their cards to the form proposed by the American Association of Advertising Agencies five years ago and now generally accepted by publishers. Some of these newspapers have kept alive by the proceeds of the job-printing adjunct.

A new day is here. The independence that the press of the larger cities has won from political and financial dominance is now the portion of the publishers with the shorter purse. Last week's tabulation of newspaper statistics by EDITOR & PUBLISHER is remarkable for the general rise of small town and city newspaper rates, not at the speed of one cent an inch, as in former years, but at five and ten cent advances. The ridiculous spectacle of advertising space being sold at less than \$3.00 per column by a daily newspaper, which, no matter how small, cannot produce it profitably for any sum approximating the

figure quoted, is on its way to the museum with the trade deals of the last century.

That is right. Irrespective of the fact that the newspaper, large or small, must make a profit if it is to serve its community honestly and unselfishly, space in a small city daily is worth more per line per thousand circulation than is the same space in New York or Chicago. The advertiser cannot reach the small town editor's readers except through the local newspaper. All the current discussions of newspaper distrust, crime news flurries, inaccuracy, etc., are, as a rule, beside the point when the country press is the subject of the hour. The country editor has a natural monopoly, earned by conscientious service to his people. Advertisers will be the gainers by assisting him in holding and strengthening his position.

A little editorial knowledge is a dangerous thing.

CHAIN STORE PROGRESS

CHAIN stores have increased 16 per cent in number and their business has increased 18 per cent in dollar volume since last year's March.

Wherever attempted chain store advertising in newspapers has been successful. Values make the appeal, and there is no such resultful copy. In cities where several stores of a chain are in operation one display advertisement speaks for all, a huge economy. In instances there is keen competition between rival chains. In the South there has recently been a fierce advertising price battle between two chains of grocery stores.

In defense of their position old independent, or "corner stores," have here and there organized co-operatives, both for buying and for advertising. This movement is relatively new. Whereas the old individual store was a small or infrequent advertiser, the combination fighting the chain is a lively publicity contender.

Nothing as sound in its economics as the chain store can fail of rapid progress in this country. Any opposition will be imitative. This year and every year we shall hear of further consolidated development.

It is the business of the organized press to get its chain store policy economically formulated. This means selling the big idea, where it is still in doubt, to those who control these huge corporations. It is a wholesale job. In the whole realm of business nothing is more practical than newspaper media for chain store or combination store advertising appeal, somewhat because copy is based upon price or value appeal, somewhat because of the necessity of local intensive drive and very much because the newspaper is the only medium which can make a combination advertisement effective for a list of local store addresses.

The question of conflicting views regarding rate differentials in instances embarrasses chain store advertising. It is a matter meriting discussion. What, if any, increased rate is due on copy which carries the addresses of a number of local stores, with equal benefit to all? What rates are due on copy nationally distributed for local use?

Get under the chain or combination retail store advertising problem for big business!

When the American people read the news and editorial pages of daily newspapers as intelligently and with as much interest as they do the sporting pages, public opinion will be a safer foundation for constitutional government.

ROUGH ON BOTH SIDES

IT is no shock to see the name of the Laundry-owners' National Association, the outfit that is attempting to control the comments of press humorists by swinging the advertising club, listed by the Southern Newspaper Publishers' Association as clients of a press agent who is broadcasting free publicity to newspapers.

It would follow that a concern that would virtuously protest to editors that "in their own interest newspapers should not antagonize advertisers" would be employing a press agent to get publicity free.

June 27, 1925 Volume 58, No. 6

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

Suite 1700 Times Building, 42d St. and B'way, N. Y.

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Arthur T. Robb, Jr., Managing Editor

Associate Editors

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Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Kenney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

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

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

PERSONALS

WILLIAM C. COURTNEY, president of the Brooklyn Citizen, and Mrs. Courtney, sailed from New York for Naples and Genoa, June 20.

David Lawrence, president of the Consolidated Press Association, was one of the speakers at the recent fifteenth reunion of the Class of 1910, of Princeton.

John N. Harman, general manager of the Brooklyn Times, and sheriff of Brooklyn, sailed for abroad June 20, on the Cunarder Laconia.

William Allen White, editor of the Emporia (Kan.) Gazette, left June 18, for a five weeks' vacation in Honolulu.

John Clair Minot, literary editor of the Boston Herald, was awarded a degree of Doctor of Literature by Bowdoin College last week.

Norman E. Mack, publisher of the Buffalo Times, was in Albany recently attending a conference of Democratic leaders of New York State. Mr. Mack is Democratic national committeeman for New York.

W. A. Bailey, business manager of the Kansas City Kansan, was a visitor to New York the past week.

Dr. John H. Finley, associate editor of the New York Times was the orator at the annual exercises of the Phi Beta Kappa held at Harvard University last week. His son was present in cap and gown as a member of the charter.

E. N. Meador, editor and owner of the Cassville (Mo.) Republican, has been made secretary to U. S. Senator George H. Williams, who succeeded the late Seldon P. Spencer, as junior senator from Missouri.

D. A. McKenzie, general manager of the Elgin (Ill.) Courier, was a delegate to the recent Rotary convention in Cleveland, making the trip by automobile.

W. A. Hendrick is alternating every other week between the New Haven Times-Leader and the Erie (Pa.) Dispatch-Herald, both of which he is operating.

Wallace L. Robinson, editor, Lancaster (Pa.) News Journal and Sunday News, has been named graduate manager of athletics at Franklin and Marshall College. He will continue in his present newspaper capacity.

Jesse W. Gitt, publisher of the York (Pa.) Gazette and Daily with Mrs. Gitt, sailed recently for Europe. They expect to return about August 15.

Frank A. Bayrd, editor and publisher of the Malden (Mass.) News, was elected president of the Breed Family Association at the annual reunion held last week.

W. A. Hendrick, publisher of the New Haven (Conn.) Times-Leader, has been appointed a member of the state commission to inspect state institutions.

Mrs. Knowlton Ames, wife of the editor of the Chicago Journal of Commerce, and Harriet McLaughlin have returned to Chicago from a trip to Europe.

IN THE BUSINESS OFFICE

BAYARD TAYLOR has been made circulation manager of the Kansas City Journal-Post, filling the vacancy left by the resignation of Arthur LeComte.

H. W. Stanley, manager of the Houston Chronicle's artgraving department, has resigned to join the Lumberman's Reciprocal Association.

IN THE EDITORIAL ROOMS

IRVING BRANT, well-known St. Louis newspaper man, who has spent two years on the Pacific Coast, is motoring East with Mrs. Brant and their children. They will arrive in New York in early July.

James S. Benn, for many years con-

nected with the Philadelphia North American, now a member of the Public Service Commission of Pennsylvania, recently passed the state bar examination.

Edmund Bartnett, city editor of the New York Sun, plans to leave July 4, on an automobile tour through northern New York state.

Pat Lee has been appointed assistant city editor of the New York Daily Mirror. He was formerly connected with the Newark Ledger.

Mary Rice of the school department of the New York Sun, has resigned to tour Europe. She is succeeded by Esther Norton.

John Low and Russell Gaines, both of the New York Sun's copy desk, were to leave the last of this week on a fishing trip to Maine.

John A. Reichmann, federal court reporter of the Wall Street Journal, and Miss Miriam Mai Garretson of Montclair, N. J., are to be married June 27 in the Church of the Transfiguration, New York. Reichmann was formerly employed by the Buffalo Enquirer.

Mrs. Horace Soule, known as "Cynthia Gray", and originator of "Main Street at Noon", a column of the Houston Press, has obtained an indefinite leave of absence. Miss Louise Garwood, assistant to Mrs. Soule, is now conducting the woman's page.

B. C. Forbes, who writes on business and finance for the Hearst newspapers, attended the National Electric Light Association convention in San Francisco recently.

C. C. McGill, who has been news editor of "Automobile Topics" for the past two and one-half years, has resigned to return to Detroit, where he spent 12 years on the editorial staffs of the local daily papers, to open his own office handling a group of advertising and publicity accounts.

A. Mowrey, assistant city editor, Columbus Ohio State Journal, has been made city editor.

J. W. McCammon, veteran newspaper man and former telegraph editor of the Kansas City Post, has been made editor of The Weekly Journal. Marion Collins has been made head of the copy desk, supplanting Merton Akers who becomes telegraph editor.

John Elson, who is taking a post graduate course at Cornell University, has returned to the city staff of the Buffalo Evening News for the summer.

Theodore Goetz, a student of the University of Buffalo, has joined the staff of the Buffalo Evening News.

Daniel Gregory has resigned from the city staff of the Buffalo Star.

Miss Ruth Oshourne Ewan is now editor of the Atlantic City (N. J.) Boardwalk Illustrated News, succeeding Herbert C. Test, resigned.

Harold V. Wilcox, formerly aviation editor of the Detroit News, has been appointed an assistant city editor, succeeding C. K. Lysinger, who becomes assistant news editor.

Earle Vogt has joined the sports staff of the St. Paul Dispatch-Pioneer Press, succeeding B. Swanson, resigned.

Russell Henry, associate editor of the Duhuth Herald, is on a tour of the Northwest.

Arthur B. Ogle, formerly city editor of the Detroit Journal and later on the staff of the Detroit Times, has joined the rewrite staff of the Detroit News.

Rex G. White, for several years a member of the Detroit News staff but for the past year engaged in publicity work has returned to the News.

J. C. Rowan of Winnipeg has joined the staff of the Fargo (N. D.) Forum as city editor of the morning edition.

Ferd W. Parker, former city editor of the Portland (Me.) Daily Press, was seriously injured in an automobile collision near Quantico, Va., last week.

HOLDING NEW POSTS

MISS MARTHA FRANCIS HILL, from Houston Post Dispatch to Houston Press.

Miss Lura Duff and Jack Glenn, from Rice Institute Thresher to Houston Press.

FOLKS WORTH KNOWING

MAJ. CARL F. WHITE, managing editor, Kansas City Kansan, recently elected president of the Kansas Second District Editorial Association, knows the newspaper business from the bottom up, having begun very early by smearing ink for the old Washington hand press of the Altoona (Ill.) Record.



MAJ. C. F. WHITE

The family moved to Newton, Kan., in 1898. Young White, then 14, attended high school and harvested news items for Joe Fugate's Newton Journal.

He entered Kansas State Normal at Emporia and worked on William Allen White's Emporia Gazette. He broke into Kansas City as a reporter on The Journal when Celbe Cline was city editor and W. L. Craig managing editor and got there much of the drilling and grind which enabled him successfully to organize and get going the staff of Senator Capper's Kansas City daily when it was shot out into a new and difficult field in Kansas City in 1921.

Later he tried the weekly game again at Richmond, Mo., but soon got back to Kansas City where he alternated at intervals between The Times, The Star and The Journal as desk man and reporter. From 1910 to 1915 he served in various capacities as desk man, reporter and telegraph editor of The Los Angeles Express. Having gone to California as a matter of pulling himself together physically he got back to Kansas City when he had recovered his health and was on The Journal again as head of the copy desk. From this he resigned in 1917 to enter the Second Officers Training camp at Fort Sheridan, Ill. He was commissioned first lieutenant and set out overseas in December, 1917, to help revise the kaiser. He saw 20 months service in France, where he was promoted to a captaincy in September, 1918. He returned to Kansas City in August, 1919, and was on the city desk of the Kansas City Post when Senator Capper picked him to help get his Kansas City daily in motion.

Thorval Tunheim, from associate editor, Warren (Minn.) Sheaf, to city editor, Crookston Daily Times.

Clifford Hull, from city editor, Maryville (Mo.) Tribune, to city editor, Key West (Fla.) Citizen.

CHANGES OF OWNERSHIP

LEON STARMONT, formerly managing editor of N. E. A. Service and of the Seattle Star and more recently editor of the Spokane Press, has purchased Mining Truth, only mining journal in the Pacific Northwest, from Sidney Norman.

J. C. Wilkerson of Clifton, Tex., who recently bought the Comanche (Tex.) Enterprise, has acquired J. R. Eanes' interest in the Comanche Chief, intending to merge the papers. Davis K. Doyle will be editor.

Edmond DeLestry, publisher of the Hill Herald and Western Magazine of St. Paul, has sold the former to the Dow-Arneson Company. Bert J. Schultz is now manager and editor.

Jamestown (N. D.) Daily Alert has sold to Hansen Bros. Printing Company. The sale marks the retirement of W. R. Kellogg, pioneer newspaper man of the state, who was with the Fargo Argus 43 years ago.

Charles F. Renich of Woodstock, Ill., owner and publisher of the Woodstock Sentinel, has purchased the McHenry (Ill.) Plaindealer, from Frank G. Schreiner, who has conducted the paper the last 20 years.

Lynn A. Mason of Parker, S. D., has acquired the Wolsey (S. D.) Herald.

H. J. Harris, who ten months ago established the Hoopston (Ill.) Daily Times and has been managing it since, has disposed of his controlling interest in the paper to the other stockholders and will return to Ellitsville, Ill., to enter business with his father. Ray H. Marvin has taken over the management of the Times.

PRESS ASSOCIATION NOTES

LEO C. OWEN, recently appointed Pacific Coast Superintendent of the Consolidated Press Association, has returned to his home in Oakland with Mrs. Owen after an extended visit in the East.

C. H. McVey, United Press bureau manager at Houston, is now bureau manager at Oklahoma City.

Robert T. Small, of the Consolidated Press Association, will cover the Scopes evolution trial in Dayton.

Ft. Madison (Ia.) Evening Democrat added International News wire service.

Henry Wood, Geneva correspondent for the United Press Association, who is now touring South America, is preparing to return to Europe shortly.

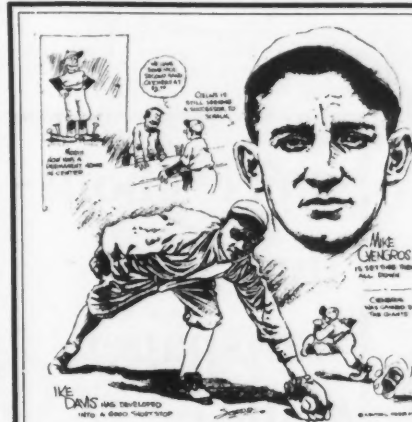
William Hasset, formerly correspondent for the Philadelphia Public Ledger and the New York World abroad, has joined the cable staff of the International News Service in the New York headquarters office.

NEW PUBLICATIONS

J. H. COOPER has started publication of the Trinidad (Tex.) Transcript, a weekly.

SPORTS

CENTRAL Press features are making more than 300 sports pages interesting. The Sports sport cartoons (3 columns 3 times a week), used by such papers as the Boston Post, New York Bulletin, Brooklyn Standard-Union, Denver Times, Omaha Bee, Atlanta Constitution, etc., are a part of the daily budget service of the Central Press, which also includes illustrated sport stories, a daily column by Norman E. Brown, sports authority, news-photo mats on all athletics, and preparedness art on all important events.



The Central Press Association

V. V. McNITT, President. Central Press Bldg., Cleveland, O. H. A. McNITT, General Manager.

P. S.—We get out the World's Best Picture Page

MARRIED

MARTIN LANG, of the advertisers' service department, *Milwaukee Journal*, to Miss Helen Daly, in Marquette University chapel, Milwaukee, June 24.

Miss Mary Daniel, for several years in charge of the *Detroit News* scraparium, to Edmund D. Schon, of Huntington, Va., June 13.

Don O. Champney, assistant city editor, *Detroit News*, to Miss Marjorie Elaine Porter, editor of the women's club department of the News, June 20.

W. K. Leatherock, owner of the *Perry* (Okla.) *Journal*, to Miss Avis Allison at Pittsburg, Kan., last week.

WITH THE SPECIALS

CHARLES H. EDDY COMPANY, publishers' representative, has been appointed to represent the *Roanoke* (Va.) *Times* and *World-News* effective July 1.

Richard M. Graham, formerly with the western office of the Review of Reviews Company, and later with the Chicago office of the Century Company, has joined the Chicago office of Powers & Stone, Inc., publishers representatives. This firm has been appointed national advertising representative of the *Cleveland* (O.) *Times*.

Kimball-Mogensen Company has been appointed national advertising representative of the *Tucson* (Ariz.) *Citizen*.

NEW PLANTS AND EQUIPMENT

ASHTABULA (O.) *STAR-BEACON*, C. A. Rowley, general manager, has purchased a 24-page Duplex Tubular press.

Charlotte (N. C.) *News*, is now equipped with a Ludlow.

Detroit (Minn.) *Record*, has a new Model 14 linotype.

Albert Lea (Minn.) *Standard* has installed a Miller high speed automatic feeder.

Waterville (Minn.) *Advance* recently purchased a 10x15 Chandler & Price job press and new mailing machine.

St. James (Minn.) *Plaindealer* has added an 8x12 Lightning jobber.

Recent installations of Duplex Model "A's" include the *Lyons* (Kan.) *News*, *Yazoo City* (Miss.) *Sentinel*; *Quackertown* (Pa.) *Free Press*; *Bedford* (Ind.) *Daily Democrat*; *Pomeroy* (O.) *Tribune-Telegraph*; *Clinton* (Ia.) *Daily Public*; *Union* (S. C.) *Times*; *Kennett* (Mo.) *Dunklin County News*; *Burlingame* (Cal.) *Advance*; *Hays* (Kan.) *Elgin City News*.

Toronto Star has installed additional Ludlow equipment.

Ellsworth (Minn.) *News* has added complete weight fonts of new Caslon type and a 10x15 Gordon job press.

SPECIAL EDITIONS

SHEBOYGAN (WIS.) *PRESS*, Souvenir G. A. R. edition, June 15. Front and back pages of section two were printed in red and blue.

Belmont (Mass.) *Citizen*, 24-page Sixth Anniversary and Home Beautiful edition, printed on glazed paper, June 6.

Corsicana (Tex.) *Light*, Good Roads edition, June 16.

Finley (N. D.) *Farmers' Press*, special trade edition of 12 pages.

Canandaigua (N. Y.) *Daily Messenger*, 32-page tabloid Graduation Number, June 12.

Ogdensburg (N. Y.) *Republican-Journal*, 20-page Suburban Week edition, June 18.

Fort Wayne (Ind.) *News-Sentinel*, tabloid Izaak Walton League Section, May 30.

ASSOCIATIONS

SPOKANE (WASH.) *ADVERTISING CLUB* has elected the following officers for 1925-26: Joseph Bailey, president; Arthur W. Burch, secretary; Frank J. Zeorlin, manager; L. J. Harger and Mae Ihler-Bush, vice presidents; Arthur Gleason, treasurer; Mr. Bailey,

Carl W. Art, William Beardmore, F. A. Correll, C. E. Frederick, John L. Matthiesen, Ernest R. Anderson, Thomas A. E. Lally and Claude D. Randall, members of the executive board.

Iowa Daily Press Association will hold its mid-summer session at Clear Lake Aug. 12-13. John F. D. Aue of the *Burlington Hawkeye*, president of the organization, and S. F. Carroll, *Keokuk Gate City*, secretary-treasurer, are preparing the program. A golf tournament will be a feature.

Pittsburgh Press Club recently elected the following officers: President, Daniel E. Davis; first vice-president, G. L. McCoy; second vice-president, W. W. Forster; board of directors, J. J. Long, W. T. Mossman, H. R. Laufman, W. T. Martin, J. Long, W. J. Lewis, A. D. Brandon and W. J. Hatton.

Oklahoma Press Association, Group 2, recently elected Elmer Hubbard of the *Kingfisher Times* president and G. C. Lawrence of the *Woodward Daily Press* secretary. The convention was held at Medford. The next session will be at Woodward.

Spokane Falls Typographical Union No. 193 has elected the following officers: J. Ford White, president; C. D. Grothe, vice-president; Albert Leslie, secretary-treasurer; Fred Smedeman, sergeant-at-arms.

Insurance Advertising Conference announces it will hold its next meeting in Boston Oct. 26-28.

Advertising Club of Hartford, Conn., is to hold its annual dinner June 27. Clarence T. Hubbard is president. The club now numbers 150 members.

Massachusetts Press Association, Inc., is holding its annual outing to Nantucket, June 26-27. Walter D. Allen, *Brookline Chronicle*, is association president.

Sioux City (Ia.) *Advertising Club* last week elected the following officers for the six-months term: R. D. Friend, Pelletier Company, president (reelected); Homer Gill, vice-president; B. J. Abraham, secretary and Frank Kirk, treasurer.

National Press Club, Washington, D. C., had Clark Griffith, "Bucky" Harris and their World Champions, Miller Huggins, "Babe" Ruth and the New York Yankees as their guests, Wednesday evening, June 24, a movie "Play Ball" will be shown.

ON THE MECHANICAL SIDE

CHESTER HENDERSON, of the *Topeka Capital* composing room, has been made foreman of the *Muskogee* (Okla.) *Phoenix* composing room.

Post Wheeler's Condition Improved

Post Wheeler, former Counselor of the American Embassy in London, and prior to entering the diplomatic corps for many years connected with the old *New York Press*, was this week reported to be showing improvement at Presbyterian Hospital, New York, where he has been a patient for several weeks.

ASSOCIATION CHIEFS

THOMAS E. THOMPSON, proprietor of the *Howard* (Kan.) *Courant*, and 1925 president of the Kansas State Editorial Association, became a publisher of a weekly newspaper in Kansas, when only 20 years old.

Born in Iowa in 1860, he moved to Kansas 11 years later. At 13 he began learning the printing trade, and in 1880 was a publisher of a weekly. In 1881 he bought an interest in the *Howard Courant*, which he now publishes as editor and sole proprietor.

Mr. Thompson has served his city as mayor and postmaster, although he has never been a candidate for political office. He has been extensively quoted throughout his state and elsewhere as a writer of short paragraphs.

Fitzpatrick "Sits In" for Kirby

E. R. Fitzpatrick, cartoonist for the *St. Louis Post-Dispatch*, is now drawing editorial page cartoons for the *New York World*, replacing Rollin Kirby, who is spending a month's vacation at Omaha, Neb.

NEW BANK AD STUNT

East River Savings Institution Running Coupon Campaign in New York

Something new in bank advertising, worthy of promotion in local newspaper fields, is being placed in New York newspapers by the East River Savings Institution.

Copy carries a coupon which reads: "Enclosed find \$..... to open an account. Please send me my bank book and remind me every month to deposit \$....."

Reproduction of a letter under a fictitious signature is played-up in the advertisements. It states:

"Your bank has been giving me a service that is unique in my experience. As a result of it, I am now in possession of the largest savings bank balance I have ever had in my life. A balance which I understand is about three times what the average American savings depositor owns.

"Of course I made this money and deposited it, and I could have done the same thing any time in the past twenty years, because I have had a savings account in one bank or another all that time. But the facts are that until your bank commenced sending me a monthly bill for a stated deposit, I never made deposits with sufficient regularity for my account to be worth while.

"As it is, I simply write a check to the East River when I am paying my other bills, attach it to the reminder you send me, and feel that the economy side of my life is taken care of for a month. It is a comfortable feeling, I assure you, and your books will show you what it has done for my personal wealth in the short space of six months."

Richardson Re-elected

Governor Friend W. Richardson of California was re-elected president of the California Press Association.

Richmond Club Plans Church Advertising



The Advertising Club of Richmond, Va., has planned for July 1, a meeting of its members with representative pastors, Sunday school superintendents, and Bible class leaders to discuss best methods of advertising of various kinds.

Such a meeting can be held in almost every town. It may be difficult to persuade some pastors of the advantages of display advertising of a comprehensive sort in the newspapers, but it can be done with a carefully laid out program.

Suggestions of all sorts about church advertising are available from advertising headquarters.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

383 Madison Ave., New York, N. Y.

DR. C. F. REISNER, President

more about
that
newspaper-
dollar

on the back page of
Editor and Publisher
next week

Powers Rotary Film Camera

Essential to Every Newspaper Photo-Engraving Plant

Does away with glass washing, coating with albumen, flowing of the plate with collodion, sensitizing in the silver bath, focusing, eliminates the use of glass entirely for negative making and makes unnecessary the coating with rubber and stripping collodion.

Gives Sharp dense negatives.

Greater Production. (10 now to 1 before)

Uniform exposures.

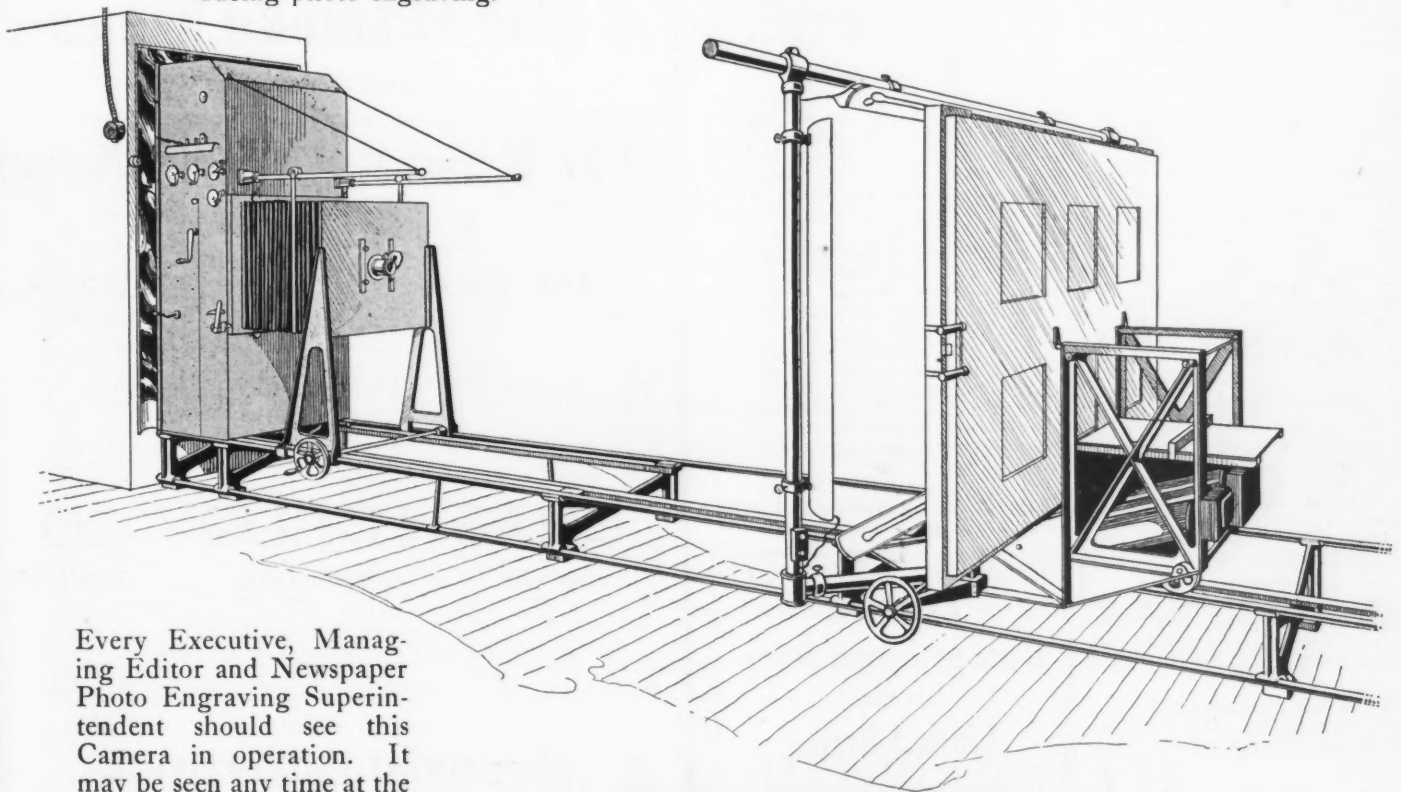
Avoids Fires.

Powers Film is non-inflammable; is slow burning, therefore is Safer than the wet plate negatives in general use.

Check up for yourself how much in dollars and cents all the above means to you.

The film used comes in rolls of 3 sizes, 5 inches, 11 inches and 18 inches wide. In exposing you use only as much film as required for pictures (no waste) and after developing it strips from its paper base and on to glass flats without the necessity of adding rubber and collodion to the negative,—another tremendous saving of time and money.

We also have other highly specialized machinery and apparatus to improve quality and increase production, and at the same time help the artisan in producing photo engraving.



Every Executive, Managing Editor and Newspaper Photo Engraving Superintendent should see this Camera in operation. It may be seen any time at the Plant of the Powers Reproduction Corporation, 205 West 39th Street, New York City.

POWERS, Inc.

205 West 39th St. Phone: Penn 0600 New York City

COME IN—YOU DO NOT HAVE TO WRITE FOR A DEMONSTRATION

WHAT'S WHAT IN THE FEATURE FIELD

Wharton Marooned 10 Days 10 Degrees from North Pole—Frank Noyes' Daughter Writing Series of Chinese Letters—Wile on Transcontinental Tour

JAMES B. WHARTON, American newspaper man who reported the Amundsen-Ellsworth-North Pole expedition for the North American Newspaper Alliance membership was marooned ten days on an island ten degrees from the North Pole, it was learned this week at the Alliance's New York headquarters.

With Frederick Ramm, Norwegian journalist, reporting for the Norwegian Aero Club, Wharton was left on the island June 8, to maintain communication with the outside world, while the Farm and Hobby, expedition ships, continued search for the then missing explorers.

The two newspaper men were picked up by the ships again and reached Kings Bay, June 18, the day Amundsen returned.

During the 10 days, Wharton and Ramm, both on the farthest north assignment in newspaper history, lived on eider duck eggs, cooked over fires built from packing cases left by the Wellman and Andree balloon expeditions to the Arctic. When the Amundsen-Ellsworth polar flight ended technically June 21, with the return of the airplane N-25 to the Kings Bay base, Wharton flew with the expedition on this final leg of its world-famous cruise.

Wharton, before the polar assignment Berlin correspondent for N. A. N. A., will be placed in charge of the Paris bureau now that the expedition is completed.

Elizabeth Noyes Hempstone, daughter of Frank Noyes, editor of the *Washington Star* and president of the Associated Press, is writing a series of Chinese letters under the heading "Where Life and Blood Are Cheap" for the *Star*. She is writing from China, where she has been a resident for several years. The series is being distributed by the Consolidated Press Association.

Frederick William Wile, director of his own news service in Washington, D. C., is leaving June 28, for a transcontinental reporting and speaking trip which will carry him to the Pacific Coast and back during July and August. His general lecture topic will be "Behind the Scenes at Washington." He will write articles for his string of papers under the heading "What the West is Thinking and Saying."

The McClure Newspaper Syndicate, New York, has obtained Madame David-Neel's own story of how she begged her way for three months over the mountains of Tibet and slipped through the gates of Lhasa, the city forbidden to foreigners. It will run under the title "The First White Woman in the Forbidden City."

V. V. McNitt, president of the McNaught Syndicate, Inc., New York, returned to New York this week from a four-day fishing trip to Big Island, Me.

Leslie Fulenwider, president of Famous Features Syndicate, Inc., New York, has gone to Birmingham, Ala., on a business trip.

John Held, Jr., who draws "O! Margy!" for United Features Syndicate, New York, returned this week from a three months' trip abroad, during which he visited Morocco, London and Paris.

President William F. Quillian of Wesleyan College, will report the Universal Conference on Life and Work to be held this summer at Stockholm, Sweden, for Continental Feature Syndicate, New York.

Bud Fisher, cartoonist, sailed last week on the White Star liner *Olympic* for a tour of Europe.

Winifred Van Duzer, of Newspaper Feature Service and also special writer for Universal Service, leaves New York soon for a vacation in Detroit and northern Michigan.

Sidney S. Loeb, of King Features Syndicate, left this week on a transcontinental tour which will last until August. He will inspect the Ford works at Detroit and make brief visits at Chicago, Glacier Park, and Seattle en route to San Francisco, his former home.

Three champions have joined the staff of the D. P. Syndicate for daily articles: Willie Macfarlane, new open golf champion of the United States; Benny Leonard, undefeated retiring lightweight champion of the world, and Mlle. Suzanne Lenglen, tennis star of France. Also the syndicate is handling for Little, Brown & Co., the John L. Sullivan biography by R. F. Dibble.

A new salesman of D. P. features for the Pacific Coast States is Warwick S. Carpenter, while East of the Rockies the syndicate's field force includes Jesse S. Buteher, formerly of the *New York Times*, and John Van Bibber, formerly of the *New York Herald*.

Harry Moyer, of King Features Syndicate art department, has just returned from a trip to Toronto, Canada. His young daughter is now convalescing from a severe attack of infantile paralysis which threatened her life for several days.

James R. Conner, Jr., former International News Service bureau manager at Pittsburgh, Pa., Des Moines, Ia., and Springfield, Ill., has joined the sales staff of King Features Syndicate, Inc., New York. Conner was once a member of the *Pittsburgh Press* editorial staff.

James Swinnerton, creator of "Little Jimmy" and other comics for International Features Service, is about to return to Arizona after an extended visit in New York.

The Kent Press Service, Chicago, announces the opening of its third bureau in St. Louis, at 102 North Broadway. In addition to the main office in Chicago, the service has another bureau at Springfield, Ill.

Why educate monkeys to talk while we still have men?—*Cleveland Times*.

Lowest Rotogravure Rate in the United States

The rate of \$1.00 an agate line for advertising space in The New York Times Magazine Section of the Sunday edition is the lowest rotogravure advertising rate obtainable in the United States, quality and volume of circulation considered. This rate is equivalent to practically one cent per line for each 6,000 of circulation.

CIRCULATION PROGRESS

He Plasters Wide Open Spaces With the El Paso (Tex.) Herald



H. H. Fris

H. H. FRIS is hopelessly addicted to the peddling of papers.

For a quarter of a century, he has indulged his passion for directing the business of placing newspapers carefully and neatly on the front doorsteps of countless thousands of readers.

In his spare moments, he has taken time out to run a paper of his own; to dabble in advertising; to unearth potential newspaper celebrities and to take a hand in various civic and philanthropic enterprises. At this writing, he is the sales director of both the advertising and circulation departments of the *El Paso* (Tex.) *Evening Herald* and *Morning News-Herald*.

Back in 1884, he opened his eyes in Amsterdam, Holland. Ten years later, he moved to Holland, Michigan, U. S. A.

Before any more time had been lost, he went to work peddling Chicago, Grand Rapids and Detroit newspapers, and at this late day, the agency for these same papers, with one exception, is still in the hands of a member of the Fris family.

When only 15, as traveling representative of the *Grand Rapids Press*, he helped to map out the rural mail routes for Western Michigan. He also made it a point to sell practically every patron of the new routes a subscription to the *Press*, along with a galvanized iron mail box for the postman to deposit the paper in.

In later years, he was connected with the *Chicago Tribune*, *Grand Rapids Herald*, and the *Janesville* (Wis.) *Gazette*.

Since 1907 he has been in the Southwest, most of the time as circulation manager for the *El Paso Herald*. For a brief time, he took over the *Dalhart* (Tex.) *Evening News*.

"H. H." has plastered the great open space with *El Paso* *Heralds*, he keeps his force on their toes, dragging in advertising by the ears, and he always seems to have time and energy for a little more work.

The Roanoke Times

Every Morning

The Roanoke World-News

Evening, Except Sunday

ROANOKE

VIRGINIA

Announce the Appointment
of the

CHAS. H. EDDY CO.

CHICAGO

NEW YORK

BOSTON

as their

National Advertising Representative

Effective July First
1925

ADVERTISING AGENCY AFFAIRS

Lesan-Carr Interests Consolidate—Tieman in Charge of Campbell-Ewald Retail Department—Randall Elected Cornell Trustee

FORMATION of the Lesan-Carr Advertising Agency, a consolidation of the southern interests of H. E. Lesan of New York and Chicago, and C. C. Carr of St. Petersburg, Fla., was announced in New York this week by C. C. Carr.

Mr. Carr is president and general manager of the new company, and H. E. Lesan is vice-president. Headquarters will be maintained in St. Petersburg with branches in Jacksonville, Tampa, and Orlando. The New York office will be at 440 Fourth avenue, address of the H. E. Lesan Advertising Agency.

H. T. Ewald, president of the Campbell-Ewald company, announces the appointment of Edward C. Tieman in charge of the Campbell-Ewald retail advertising department. Mr. Tieman has had 18 years experience in the production of advertising literature, most of which has been directed to the promotion of the sale of retail merchandise.

Mr. Tieman comes to the Campbell-Ewald company from the Franklin Offset company where he was engaged in sales promotion advertising. He also served as sales promotion manager of the Louis G. Palmer & Co., realtors. With the exception of the time spent in the United States Army during the war, he has been connected with similar activities in Detroit since 1910 when he came to that city from the Capper Publications, Topeka, Kan.

John and Wilson Rietzke recently opened an advertising agency in 409 Produce Exchange building, Toledo, O.

James P. McCullough Dead

James P. McCullough, 52, prominent banker, businessman and newspaper man, died on June 12, in the Keystone Hospital, Harrisburg, Pa., following an illness of several years. Until a year ago he was general manager of the *Harrisburg Telegraph*, but failing health compelled him to resign. At one time he had a controlling interest in the *Valley Spirit*, a daily published at Chambersburg. Later Mr. McCullough organized the Harrisburg Street Car Advertising Company and contracted for the first leases of street car advertising space in Harrisburg, Lewistown and other Central Pennsylvania cities.

Charles Thomas Kaye

Charles Thomas Kaye, who died in Sacramento Saturday, June 20, was advertising manager of the *Sacramento Union* and formerly connected with the *Chicago Tribune*, *New York Daily News* and San Francisco papers. Death was due to cerebral hemorrhage superinduced by injuries received while with the American forces in Europe. He won the American Distinguished Service Cross and the Croix de Guerre.

Obituary

EDWARD F. STRONG, 55, editor of the *Lee (Mass.) Valley Gleaner* for many years, died Sunday morning in a sanatorium in Hartford, Conn. Mr. Strong joined the staff of the *Valley Gleaner* upon his graduation from high school, rising through various positions to that of editor, which he held until his health failed some two years ago.

WALTER OLDS, 56, for 43 years a printer on Kansas and Oklahoma newspapers, died at his home in Tulsa.

THOMAS W. GARDNER, 78, founder of the *Winchester (Kan.) Argus*, in 1874, and for 20 years city editor of the *Valley Falls Indicator*, died at his home recently.

Eugene D. Rogers has been appointed by the George Batten Company, Inc., to be art director in their Chicago office. He has served as art director for Erwin, Wasey & Co., and Proctor & Collier.

Fred M. Randall, president of the Fred M. Randall Company, Detroit advertising agency, was elected a trustee of Cornell University, Ithaca, for a five year term on June 13. In 1906, Mr. Randall entered the advertising field in Chicago, being variously associated with the *Chicago Tribune*, Lord & Thomas, Charles H. Fuller Company, and Critchfield & Co. He next became vice-president of the H. K. McCann Company, New York, in charge of the Detroit office. He organized his own agency in 1915.

Wade Werden, for the past two years in the copy department of J. Water Thompson Company's Chicago office, has joined the Chicago staff of the George Batten Company.

Barrows & Richardson advertising agency, has consolidated its Philadelphia office with its New York office at 19 West 44th street.

A. M. Landaker, vice-president and account executive in charge of sales and advertising of the Osten Advertising Corporation, Chicago, for the last ten years, has joined the Norlipp Company as vice-president in charge of sales and advertising.

WILLIAM D. WRIGHT, 49, a well known newspaper and advertising illustrator, died at his home in Concord, Mass., June 18.

Acquitted of Murder Charge

Jim Stitz has been acquitted by a jury in Live Oak County, Tex., where he was tried on a charge of murder growing out of the fatal shooting of J. R. Secrist, at the time editor of the *Callitum (Tex.) Caller*. The tragedy was alleged to have followed Secrist's refusal to retract an article printed in his paper about Stitz, who was a deputy sheriff.

Radio to Tahiti Opened

Radio communication with the French radio station at Papeete, Tahiti, in the South Pacific has been established by the Navy Department for exchange of commercial business. Rates are now 65 cents a word, a saving of 10 cents over the previous rate.

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

FLASHES

The United States may win this rum war, but it won't collect reparations.—*Columbia Record*.

In Des Moines they have a parade of bootleggers. New York has its police parade. According to recent disclosures in Philadelphia it wouldn't matter much what they called it there.—*New York World*.

The fellow who doesn't know much, but knows enough not to let others know that he doesn't know, knows more than some of the knowing ones know.—*Boston Transcript*.

The Senate will be more in favor of cloture when our vice-president takes the floor to talk about it.—*Cleveland Times*.

Intelligent people are those who can talk well about the things we are interested in.—*Baltimore Sun*.

A London collector paid \$4,500 for a first edition of an old joke book. Still, if his musical comedy is a success the expense is justified.—*Detroit News*.

Something is retarding the progress of the war debt negotiations, but it certainly isn't lack of gas.—*Nashville Banner*.

It is hard to be a leader in America. You can't tell which way the darned crowd is going.—*Austin American*.

Short dresses are disclosing more family skeletons.—*Columbia Record*.

About as sane a thing as a man can do it to make a will. Then it can be contested on the ground that he was mentally incompetent.—*Detroit News*.

We often wonder whether it is the glare or the unexcelled facilities for alighting that attracts a fly to a bald spot.—*Fort Worth Star-Telegram*.

It isn't that marriage makes men meek, but that the meek ones are easily caught.—*Bellingham Herald and Reveille*.

Give the devil his due. Ananias was dead before any of the resort literature was written.—*Beaumont Enterprise-Journal*.

The reason some great men are lonely is because they sacrificed too many friends on the way up.—*El Paso Herald*.



From Your Shoulders to Ours

IT means a great deal to you to have the responsibility for keeping your Metal Supply in good condition taken from your shoulders and assumed by a responsible concern—by competent metallurgists who thoroughly understand how to keep metal in the best possible condition for use in your Composition and Stereotype Departments.

This is just what "Wilke's" Type Metal Insurance Plan does for you. This plan provides for the analysis of your actual metal supply at regular intervals. It is your protection against poor slugs and defective plates due to poor metal.

The "Wilke's" Plan saves both time and money—and assures a better looking printed sheet.

We will be glad to tell you all about this plan and how you can secure its benefits in your own plant. Just a line to us brings complete details.

Take Out a "Wilke's" Policy!

We pay the premiums;
You get the dividends.

Metals Refining Company

HAMMOND, INDIANA

Warehouses in All Principal Cities

WHEN YOU THINK OF METAL THINK OF "WILKE'S"

Pennsylvania

The Keystone State

Invites National Advertisers

Twenty-four newspapers published in twenty-three cities join in inviting National Advertisers and Manufacturers to invade this territory.

They offer co-operation and point to the work they are doing for local merchants and through co-operative work between these merchants and daily newspapers wonderful pleasing results may be achieved.

Pennsylvania as a state has industries which are among the giant industries of the world. Pennsylvania is always foremost in the great enterprises of the country and her daily newspapers are worthy of the magnitude of her manufacturing and mercantile dominance.

It is a largely urban, busy state with nearly nine million people who look to their newspapers for their wants. Included in this population are all kinds of people and plenty of each kind.

Pennsylvania is worthwhile and this list of leading daily newspapers reach the people who buy merchandise of all kinds.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	29,545	.10	.10	**Scranton Times(E)	43,200	.12	.11
**Allentown Call(S)	19,382	.10	.10	**Sharon Herald(E)	7,514	.0285	.0285
††Beaver Falls Tribune(E)	6,033	.03	.03	Stroudsburg Record (E) Press... (M)	8,078	.045	.045
††Bloomsburg Press(M)	7,400	.029	.029	**Sunbury Daily Item(E)	4,564	.025	.021
**Chester Times(E)	16,576	.055	.055	**Warren Times-Mirror(E&M)	8,780	.04	.04
††Coatesville Record(E)	6,650	.035	.03	**Washington Observer and Reporter(M&E)	17,181	.06	.06
**Connellsville Courier(E)	6,233	.02	.02	††West Chester Local News(E)	11,252	.04	.04
Easton Express(E)	22,416	.07	.07	**Wilkes-Barre Times-Leader . (E)	24,374	.08	.06
**Erie Times(E)	27,456	.08	.08	**Williamsport Sun(E)	20,149	.07	.07
Harrisburg Telegraph(E)	40,022	.095	.095	††York Dispatch(E)	19,139	.05	.05
††Hazleton Plain Speaker....(E) }	19,680	.07	.06				
††Hazleton Standard-Sentinel.(M) }							
**Mount Carmel Item(E)	4,581	.025	.021				
**Oil City Derrick(M)	6,377	.035	.035				
**Pottsville Republican and Morning Paper(E&M)	16,109	.08	.07				

**A. B. C. Publishers' Statement, March 31, 1925.

††Government Statement, March 31, 1925.

PRESS PREPARING FOR "MONKEY TRIAL"

Newspapers and Services Completing Arrangements—Leased Wires to Enter Court Room—Press Agent Sues for Salary

Dayton, Tenn., has formed a municipal committee to provide for the newspaper men expected there in large numbers July 10, to report the trial of John T. Scopes, charged with violating the State law prohibiting the teaching of evolution in State schools. W. W. Morgan is chairman.

The committee is issuing press tickets to the court room and arranging for accommodations in private homes during the trial.

All press associations have already obtained leased wires into the court room. Due to lack of room, only one ticket is to be granted to press associations and important newspapers at the working press table. Feature writers will be assigned seats in the court room proper.

The municipal committee is also handling publicity on the trial, with a view to "putting Dayton on the map." This week for the benefit of press photographers, Scopes was re-arrested in front of the drug store, where, according to the story, he was originally taken into custody as a result of an argument on evolution.

Nick Gibson, publicity promoter, has filed suit for \$1,500 against the Dayton Board of Commissioners, charging that he had been hired to "put Dayton on the map."

Gibson asserts he originated the idea of causing the arrest of Professor Scopes. After being paid \$150, he says, he was discharged. His suit ties up a fund of \$5,000 raised to advertise Dayton.

Among those already assigned to cover the trial are Raymond Clapper, William J. Losh, and Westbrook Pegler, United Press and United News; William K. Hutchinson and Jack Lait, International News Service; John Stuart, *New York American*; Charles Michelson, chief of the Washington bureau, *New York World*; and Dudley Nichols, *New York Evening Post*.

A significant announcement was made by W. P. Beazell, assistant managing editor of the *New York World*.

"The World intends to hold straight to the news in covering the trial," he said. "No feature men will be sent to Dayton."

Friendly Heads Ad Club Group

Edwin S. Friendly, business manager of the *New York Sun*, has again been appointed chairman of the daily newspaper group of the Advertising Club of New York. On the committee in charge with him are Hugh Burke, *Philadelphia Public Ledger*; F. St. John Richards, *St. Louis Globe-Democrat*, and James W. Brown, EDITOR & PUBLISHER.

FORESHADOWED EVENTS

- July 4-11—District 14, A. A. C. W., convention, Harrogate, England.
- July 6-8—Southern Newspaper Publishers' Assn., annual convention, Asheville, N. C.
- July 6-13—California Press Assn., annual outing, Lake Tahoe, Cal.
- July 8-10—North Carolina Press Assn., annual convention, Asheville, N. C.
- July 9-11—New York Press Assn., New York State Publishers' Assn., New York Associated Dailies, joint meeting, Jamestown, N. Y.
- July 16-17—Oregon State Editorial Assn., annual meeting, Grant's Pass, Ore.
- July 17—Better Business Bureaus of Pacific Coast, meeting, Seattle.
- July 17-18—Central Missouri Press Assn., meeting, Linn Creek, Mo.
- July 17-20—Southern Illinois Editorial Assn., annual boat trip from St. Louis to Keokuk, Ia., and return.
- July 18-20—Utah State Press Assn., meeting, Logan, Utah.
- July 20-22—Twelfth District, A. A. C. W., meeting, Seattle.

"CRASHERS" SCORED

N.E.A. Resents Intrusion of Publicity Seekers at Coolidge Reception

Resentment expressed by members of the National Editorial Association at the rude manner in which they were jostled by notoriety seekers during their recent call upon President Coolidge at the White House is reflected in a statement mailed June 24, from the headquarters of the Washington News Service of the Association to the 500 dailies and weeklies identified with it.

Houston Club Elects Brann

Charles A. Brann, superintendent of traffic of the Houston Electric Company, Tuesday was elected president of the Advertising Association of Houston, succeeding William S. Patton, president of the South Texas Commercial National bank, at the annual election of officers held in the Rice Hotel.

New Plant for Madison, Wis.

The *Madison (Wis.) Capital Times* has purchased ground near the centre of the city and will soon erect a \$100,000 newspaper plant. T. J. Evjue, general manager, is planning a fine public business office and also intends to buy considerable new equipment.

International Trade Paper Meet

An international Congress of technical and business papers will be held in Paris, Oct. 1-4, under the auspices of the French Association of the Technical Press it has been announced.

25 EDITORS TESTIFY IN MAIL FRAUD CASE

Ten Thousand Newspapers Were Never Paid for Running Shoe Company's Advertising, Trial Testimony Reveals

Ten thousand newspapers, testimony showed, were never paid for advertising sent out by the National Bay State Shoe Company, on trial in Federal Court, New York, this week, accused of using the mails to defraud.

Twenty-five editors of country weeklies testified against the defendants this week. The trial is expected to close early next week.

The National Bay State Shoe Company, according to Assistant United States Attorney William Berg, originated in January 1923. It started business by sending out 18,000 letters to newspaper publishers, containing an advertisement to run until further notice, offering army shoes at \$2.95 a pair. This advertisement was published by 10,000 publishers.

None of the representations made in the advertisement were true, according to Mr. Berg. The company didn't have a single pair of shoes when the copy was sent out, and later purchased a few hundred pairs of cheap shoes.

Men behind the shoe company were indicted Feb. 4, 1924. They were Harry Goldstein, Samuel Chillowitz, A. Harry Kritcher, Leo Berlow, Elias and Jacob Brenner, Harry Gilson, and Herman Weinstein. Goldstein and Chillowitz

pleaded guilty. Gilson turned State witness, and Weinstein was never apprehended.

Two of the editors who testified this week were George A. Wood, *Bridgeport (Ill.) Leader*, and E. M. Stober, *Oakwood (Okla.) News*.

Editor's Wife Dies Abroad

Mrs. Franklin H. Chase, wife of the associate editor of the *Syracuse (N. Y.) Journal* died suddenly June 23, at Stow, Berwickshire, Scotland, where she was visiting.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAYS news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97% urban and 3% rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand.

This market offers great opportunities to manufacturers and producers of food products. The population is served through 1800 grocery and delicatessen stores. These stores are served through 23 wholesale grocers and 27 produce dealers with Providence as the distributing center.

THE PROVIDENCE JOURNAL

and

THE EVENING BULLETIN

with a combined net paid circulation of 102,000 reach the great majority of English speaking families in Rhode Island which enables the advertiser to cover this market at one cost.

Flat Rate 23c a Line

Providence Journal Company

Providence, R. I.

Representatives

CHARLES H. EDDY COMPANY

Boston New York Chicago

R. J. BIDWELL COMPANY

San Francisco Los Angeles

Highly Specialized Service

For Newspaper Publishers

This is No. Two of a Series of ads. on Newspaper Engineering.

As outfitter of a large majority of newspaper composing rooms we have for the past fourteen years maintained an Engineering Department, with a staff of production engineers, all of whom have had practical experience in newspaper production, combined with which experience each of them has the advantage of having studied working conditions and of solving production problems in scores of the more efficient newspaper plants, small and large.

To publishers facing in a serious way the problems and expenditures involved in the erection of new buildings, removal of plants or improvement of productive capacity in existing plants, large and small, there is no charge for the services of our Engineering Department. Several hundred publishers have been benefited by the cooperation of our production engineers with their mechanical staffs, in advising with architects (a very necessary procedure, by the way), arranging equipments for most advantageous utilization of space, scientifically routing the work to save time, and designing special equipments to effect special economies, thus making their plants close to 100 per cent effective. Our engineers furnish accurately drawn floor plans of mechanical departments—composition, press, stereo., delivery, mail and morgue.

American Type Founders Company ENGINEERING DEPARTMENT

To get the cooperation of this department apply as far in advance as possible to our nearest Selling House. Write also to nearest Selling House for pamphlet describing the work of this department, with partial list of publisher-clients.

N. E. DAILIES PROSPER

A. Thompson of A. P. Spends Two Weeks Visiting 23 Newspapers

A healthy condition among New England daily newspapers was noted by Arthur Thompson of the executive office of the Associated Press, who returned to New York headquarters this week from a two weeks' visit to member papers in Vermont, New Hampshire, Massachusetts and Rhode Island, in all, Mr. Thompson called upon 23 newspapers.

Motor busses appear rapidly to be becoming the chief means for newspaper distribution throughout New England, Mr. Thompson reported.

The purpose of Mr. Thompson's trip was to explain to A. P. members the reorganization of the press association's advisory board, which puts more responsibility in the hands of local members.

The New England members of the Associated Press plan to hold a meeting Oct. 19, probably in Boston. It will precede the annual convention of the New England Daily Newspaper Association. George A. Hough, managing editor of the *New Bedford* (Mass.) *Standard*, is president of the A. P. group, and F. E. Williamson, Boston correspondent, is secretary.

Mr. Thompson will leave New York again June 29, to complete his visit to A. P. members in Massachusetts and Rhode Island.

BRISTOL BULLETIN SOLD

Merged with Evening News, Following Sale—Plant not Included

The *Bristol* (Tenn.-Va.) *Bulletin* founded in January, 1925, by Guy L. Smith, Carroll E. King and W. Gerald Goode, owners of the *Johnson City* (Tenn.) *Chronicle* and *Staff-News*, has been sold to the Bristol Publishing Corporation, of which E. Munsey Slack is president.

The *Bulletin* was merged with the *Evening News*, published by the Bristol corporation.

Mr. Smith and his associates have retained the entire mechanical equipment of the *Bulletin*, it is understood, and they plan to launch another newspaper in a Southern city about the first of the year.

TO LAUNCH DAILY JUNE 28

Guthrie (Okla.) Press Will be Published by Fields and McIntyre

The *Guthrie* (Okla.) *Press*, to be published every weekday afternoon except Saturday, and on Sunday morning, will make its first appearance Sunday, June 28, according to announcement of Raymond Fields, who will be editor, and Edward McIntyre, who will be business manager and head of the advertising department.

Mr. Fields was, until recently, managing editor of the *Oklahoma City* (Okla.) *News* of the Scripps-Howard group. Mr. McIntyre is a newcomer to the newspaper field. He has been a retail automobile dealer at Anadarko, Okla.

Kentucky Press to Indiana

Speakers have been named for the 56th annual mid-summer meeting of the Kentucky Press Association to be held at West Baden Springs, Ind., July 10-11. On June 9, a business session will be held at the Hotel Henry Watterson, Louisville, Ky. Keen Johnson, *Lawrenceburg Anderson News*, is association president. Speakers will include: James M. Ross, *Lexington* (Ky.) *Leader*; J. S. Moran, *Springfield* (Ky.) *Sun*; J. E. Robinson, *Lancaster* (Ky.) *Central Record*; and J. L. Newman, *Frankfort* (Ky.) *State Journal*.

Arkansas Daily Joins the A. P.

The *Newport* (Ark.) *Independent*, an evening newspaper, has been elected to membership in the Associated Press.



SOPHIE IRENE LOEB

Sophie Irene Loeb Joins Johnson Features, Inc.

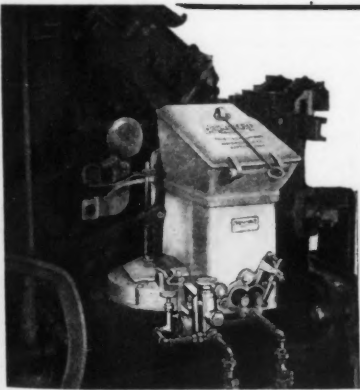
"Sophie Irene Loeb—the most beloved writer in America. She is an asset to any newspaper and a great one to us."
—John A. Tennant, Managing Editor, New York Evening World.

Sophie Irene Loeb's work will continue to appear in the New York Evening World where for more than a decade it has been one of the strongest, most appealing features of the magazine page. But now, by special arrangement with the Evening World and Miss Loeb, we are able to offer what she writes from day to day, sometimes in prose, sometimes in verse, but always in a way that makes her work of widest appeal to newspaper readers.

Miss Loeb, as every follower of metropolitan journalism knows, is more than a great newspaper woman. She is one of the outstanding figures in the nation's life—the friend and confidant of statesmen, the adviser of millionaire philanthropists who are striving in various ways to make the world better. She is no mere reporter setting down the bare facts about the progress of the crusade for child welfare and other similar humanitarian movements, but a recognized leader of them.

The subjects with which she deals so entertainingly and so instructively are subjects of nationwide interest and she can be made as invaluable an asset to many other newspapers as she has long been to the New York Evening World. We are proud to be able to offer her work to progressive newspapers throughout the United States and Canada.

Wire or write for exclusive territory
JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.



Eliminate Waste

in your
Composing Room

The MONOMELT System

- Produces better type faces.
- Produces more solid slugs.
- Eliminates metal furnace.
- 50% less labor operations.
- 75% less metal drossage.
- 10% more production.

Saves Time, Labor, Money

MONOMELT
SLUG FEEDER

It Cleans as it Melts

PRINTERS' MANUFACTURING COMPANY

Transportation Bldg., Chicago World Bldg., N. Y. C.

Write us for Comments by Hundreds of Enthusiastic Users

PRINTING FROM FILM DEMONSTRATED

German Process, Called Adaptable to Flat Bed, Rotary or Offset, Saves Several Engraving Steps

Frank M. Walsh, head of the International Intaglio Corporation, 154 Nassau street, New York, this week started operation of a demonstration printing plant, making use of a process which reproduces pictures direct from a photographic film.



FRANK M. WALSH

The process, described as a "very fine intaglio," or a "combination of intaglio and relief," is the invention of Marion de Sparati, of Turin, Italy, a chemist and photographer, and Mr. Walsh has obtained control of the American rights.

As described to EDITOR & PUBLISHER, by Mr. Walsh, the operation consists of making a negative on a special film, chemically treated, from an ordinary photographic negative. Because of the treatment in the chemical bath, which takes about three-quarters of an hour, certain parts of the film will take up ink and certain parts will not. The film thus treated is dried, clamped to a type-high block or rotary-press plate cylinder, and is then ready for printing. It can be used on flat bed, rotary or offset printing presses.

The special film required for the process and the necessary chemicals are imported from Germany, where they are manufactured by the Agfa Company, the largest aniline combine in the world. Including duty and chemicals, the cost of the film is estimated by Mr. Walsh to be \$5 a square foot.

Mr. Walsh is conservative as to the value of the new process to newspapers. It is best used for fine art work, such as etchings, post cards, and lobby cards for theatres, he said. One film, he said, will last for 25,000 rotary or flat-bed impressions, or 100,000 impressions on an offset press.

It would be of value, he believes, to a small newspaper with circulation of from 5,000 to 25,000, who cannot afford the expense of gravure, or the publisher with a flat-bed press desiring to do fine picture work. In small editions the cost is not high, he declared.

Samples of the work done by the new process are extraordinary for their clearness, the "engraverless" work appearing to be actual photographs.

Mr. Walsh does not intend to sell rights to the process until he has proved its commercial value in his demonstration plant.

New Newsprint Mill for Winnipeg

The Spanish River Pulp and Paper Mills will operate a new newsprint mill of 200 tons daily capacity to be erected near Winnipeg, according to advices received in the New York financial district.

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings Plant Layouts Production, Operation

120 West 42d Street New York

National Ad Staff Meets

The semi-annual get-together meeting of the *Chicago Tribune's* national advertising department was held June 22-25. Members from the Eastern and Western offices were present. During the meeting a golf tournament was held at the country home of Col. Robert R. McCormick, co-editor of the *Tribune*.

PHOTO-ENGRAVERS TO MEET JULY 16-18

Presidents of Eight National Advertising Associations on Program—Publicity and Advertising Cooperation Chief Topic

Co-operation between organized advertising and publicity groups will be seriously discussed as part of the program at the 29th annual convention of the American Photo-Engravers' Association, to be held at the Hotel Commodore, New York, July 16-18.

Presidents of eight national advertising associations will address convention delegates at the afternoon session of July 17, on "association co-operation as an aid to the development, expansion and prosperity of American industries and business."

Scheduled to speak are: C. King Woodbridge, president of the Associated Advertising Clubs of the World; Judge Arthur Baldwin, president, National Publishers' Association; Homer Buckley, president, Direct Mail Association; H. S. Gardner, president, American Association of Advertising Agencies; G. Lynn Sumner, president, Association of National Advertisers; George K. Hebb, president, United Typothetae of America; J. P. Deutsch, president, National Association of Employing Lithographers; Robert R. Meyers, president, International Association of Electrotypers, and Matthew Woll, president of the International Photo-Engravers' Union.

The convention will be called to order at 10:30, July 16, by Adolph Schuetz, president of the Photo-Engravers Board of Trade, New York.

Addresses of welcome will be given by Louis Wiley, business manager, *New York Times*, Charles Dana Gibson, and John Clyde Oswald.

Other speakers will include: Charles A. Grotz, on "The Technical Development of Photo-Engraving;" Edward Epstein, on "Our Collective Advertising Campaign;" Charles A. Stinson, "Future Pictorial Tendencies;" and Henry Marwick, on "Creative Salesmanship."

Advertising Man Dies in Bath

Francis Shoemaker, 43, President of the Direct Advertising Company, Manhattan, was found dead in a bathtub filled with water at his home in Brooklyn, June 19. Mr. Shoemaker was subject to heart attacks.

FORMAL OPENING OF TRIBUNE TOWER JULY 6

3,000 Prominent Chicagoans Invited to Celebrate Completion of Lofty Structure—Cost Estimated at \$7,000,000

Three thousand prominent Chicagoans have been invited by Col. R. R. McCormick and Joseph M. Patterson, publishers of the *Chicago Tribune* to attend the formal opening of the recently completed \$7,000,000 Tribune Tower in Tribune Square, Chicago. The opening of the tower is set for July 6.

Tribune Tower, thirty-two stories tall, is regarded by world-prominent architects as one of the most beautiful of American examples of architecture. The design for its construction was drawn by Architects John Meade Howells and Raymond M. Hood and selected from scores of plans offered in the Tribune's \$100,000 prize contest in which architects from all over the world competed.

After moving out of the downtown office they had occupied for many years at Madison and Dearborn streets, the Tribune settled in their five story plant at Michigan avenue and the Boulevard Link bridge. Then followed the prize contest for a design which would give the Tribune the "most beautiful shrine of Journalism in the world." Hundreds of plans were submitted and on Dec 3, 1922, the winning architects were announced.

Construction on the Tower began soon after the award, but not until the sponsors of the Tribune had battled its 32-story tower through the building code of the city. The top sixty-two feet of the tower broke through the height limit and forced a revision of that ordinance.

In addition to the light grey stone which constitutes the principal construction of the building, stones from many

of the world's most ancient and revered structures are cemented into its interior. Among them are bits of rock from the Old General Post Office building, Dublin; Hamlet's Castle, Helsingors, Denmark; Shrine of Hibija Draijingum, Tokio; Princeton University; Old Chapel, Yale University; Westminster Abbey, Edinburgh Castle; Cologne Dome, Germany; Notre Dame Cathedral, Paris; Taj Mahal, India; Trondjhem Cathedral, Norway; Great Wall of China; Parthenon, Greece; Royal Castle, Stockholm; Fort San Diego, Manila; Davids Tower, Jerusalem; Bridge of the Forbidden City, Peking and Yellow Tile from the Winter Palace in that city.

Mrs. Margaret Scott Dies

Mrs. Margaret Scott, widow of Harvey W. Scott, who was editor of the *Portland Oregonian* for many years prior to his death, died June 24, at the Portland Surgical Hospital after an illness of four months. The Scott family still retains Harvey W. Scott's interest in the ownership of the *Oregonian*.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

America's most complete newspaper

The New York Herald Tribune

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC.

Detroit Times

Evening 220,000

Sunday 250,000

Office of the Mayor

Malted Grape Nuts

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH

New York City—Boston

G. LOGAN PAYNE CO.

Chicago - Detroit - St. Louis - Los Angeles

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives

Williams, Lawrence & Cresmer Co.

100 N. Michigan Ave. CHICAGO

225 Fifth Ave., New York

WEEK'S AD TIPS

Adamars Company, Pine at 21st street, St. Louis. Placing page copy in newspapers in selected sections for the Trampe Spark Plug Company, St. Louis, to support jobbers' distribution.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing orders with newspapers in selected sections for P. H. Hanes Knitting Company, underwear, Winston-Salem, N. C., and New York.

Barton, Durstine, Osborn, Inc., 383 Madison avenue, New York. Placing orders with some New Jersey newspapers for the Dennison Mfg. Company, paper specialties, Framingham, Mass.

Critchfield & Company, Minneapolis, Minn. Now handling account of the Oxford Club Company, ginger ale, Minneapolis.

D'Arcy Advertising Company, Missouri State Life Building, St. Louis. Making contracts with some southern newspapers for the Coca Cola Company, Atlanta, Ga.

Dauchy Company, 9 Murray street, New York. Again placing classified advertising with newspapers generally for the Madison Mills Company, New York.

Doremus & Company, 44 Broad street, New York. Placing orders with some Pacific Coast newspapers for the Lee Tire & Rubber Company, New York.

George L. Dyer Company, 42 Broadway, New York. Placing orders with newspapers generally for Schutter-Johnson Candy Company, Old Nick candy, New York.

George W. Edwards & Company, 328 Chestnut street, Philadelphia. Placing orders with newspapers in selected sections for the Hy-Ray Products Company, for sunburn, Philadelphia, and R. M. Hollingshead Company, "Whiz" products, Camden, N. J.

Erwin, Wasey & Company, 250 Park avenue, New York. Now handling account of Wahl Company, "Eversharp" pencil and pen, New York and Chicago.

Fox & Mackenzie, 1214 Locust street, Philadelphia. Placing orders with a few newspapers in selected sections for the Sterling Range & Furnace Corporation, Rochester, N. Y.

Albert Frank & Company, 14 Stone street, New York. Has secured account of R. B. Scribner Company, Inc., "Hexloop," radio apparatus, New York. Placing orders with newspapers in various sections for the Holland-American Line, New York.

J. W. Gannon & Company, 342 Madison avenue, New York. Reported will plan an advertising campaign for the New Hampshire State Commission.

Greenleaf Company, 41 Mt. Vernon street, Boston, 9. Now handling account of The Waldorf System, Inc., restaurants.

Lawrence C. Gumbiner, 9 East 41st street, New York. Has secured account of J. D. Stiefel, soaps, New York.

Hays Advertising Agency, 246 College street, Burlington, Vt. Placing orders with newspapers in selected sections for the Hotel Association of Vermont, resorts, Chester, Vt.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has secured account of the Arterraft Negligee Company, "Dawnrobe" negligees, New York.

Klaus-Van Pietersom-Dunlap-Younggreen, Inc., 47 Sycamore street, Milwaukee. Now handling account of the Frost Fishing Tackle Company, Stevens Point, Wisconsin and the Peninsula & Northern Navigation Company.

H. E. Lesan Advertising Agency, 440 4th avenue, New York. Has secured account of Sherman & Sons Company, New York. Placing orders with newspapers in selected sections for the Canadian National Exhibition.

McLain-Simpers Organization, 210 West Washington street, Philadelphia. Placing orders with some Southern newspapers for the Individual Drinking Company, "Dixie Cups," Easton, Pa.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Placing orders with some Pacific Coast newspapers for Morris & Company, "Morola," Chicago.

Morse International Agency, 449 4th avenue, New York. Reported to have secured account of H. Planten & Sons "Red Mill Haarlem Oil," Brooklyn, N. Y.

Moss-Chase Company, 425 Franklin street, Buffalo. Placing orders with newspapers in various sections for the Morten Corporation, "Casper Gems," Buffalo.

Falterson-Andress Company, 1 Madison avenue, New York. Again placing orders with newspapers in large cities for the American Leather Products, New York.

Peck Advertising Agency, 6 East 39th street, New York. Has secured account of Miltiades Melachrinio, Inc., manufacturers of Turkish cigarettes.

Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago. Placing orders with newspapers in selected sections for the Universal Gypsum Company, "Insulex" Chicago.

William H. Rorlein Company, 180 North Walsh avenue, Chicago. Placing orders for American Dry Ginger Ale.

Roeder & Schannel, International Life Building, St. Louis. Placing orders with newspapers in selected sections for the Emerson Electric Mfg. Company, "Northwind" electric fan, St. Louis.

Sherman & L-hair, 120 West 32nd street, New York. Placing orders with newspapers in large cities for the B. V. D. Company, underwear, New York.

Sterling Advertising Service, 58 West 40th street, New York. Placing orders with some New York newspapers for the Gilt-Edge Razor Blade Company, New York.

Sweeney & James Company, 1632 Euclid avenue, Cleveland. Has secured account of the

Sebring Pottery Company, ivory porcelain earthenware, Sebring, Ohio.
Walz-Weinstock, Inc., 501 Washington street, Buffalo. Has secured account of the King Quality Products, Inc., "King Radio," Buffalo. Also placing orders in newspapers for the Hotel Lenox, Buffalo.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Has secured account of the Walton School of Commerce, Chicago. Reported to have secured account of College Inn Food Products Company.

Winsten & Sullivan, 19 West 44th street, New York. Has secured account of the American Tobacco Company on its "Omar" brand cigarettes, New York.

DAILY STAFF ON OUTING

Wall Street Journal Workers Hold Annual Affair June 20

Workers on the *Wall Street Journal*, New York, spent all day June 20, at Oakwood Heights, Staten Island, holding their annual outing and dinner.

Kenneth Hogate, managing editor, and Joseph Cashman, business manager, were on the committee of arrangements. Others on the committee were Edward Thompson, Joseph Meyer, William Hazen, Oliver Gingold, Peter Murphy, Edward Hart, David O'Connell, and Charles Renken.

C. W. Barron, owner of the *Wall Street Journal*, contributed the funds for the expenses of the day and prizes for games.

3 JOURNALISTS HONORED

G. G. Booth, A. H. Vandenberg and J. H. Finley Given Degrees by Michigan

Three journalists were honored by the University of Michigan at commencement exercises, June 15.

George G. Booth, president, *Detroit News*, and Arthur H. Vandenberg, editor and publisher, *Grand Rapids Herald* were presented honorary degrees of Master of Arts, and Dr. John H. Finley, associate editor, *New York Times*, a degree of Doctor of Laws.

Mr. Vandenberg was an undergraduate student in the University of Michigan's law department in 1901 and 1902.

Booth Editors Confer

Editors of the Booth Newspapers of Michigan held a conference at Grand Rapids, Mich., June 23. Those attending included R. Ray Baker, W. H. Gustin, Lee Woodruff, Archie E. McCrea, A. R. Treanor, Arthur W. Stace, Bernard Wynkoop, and H. B. Stitt. Edmund W. Booth presided. The Booth Newspapers are: *Ann Arbor Times-News*; *Bay City Times-Tribune*; *Flint Journal*; *Grand Rapids Press*; *Jackson Citizen Patriot*; *Kalamazoo Gazette*; *Muskegon Chronicle*; *Saginaw News-Courier*. Problems of editorial and business management were discussed.

Police Seeking Newspaper Man

Police of Bridgeport, Conn., are seeking Warren Brinson Smith, former telegraph editor of the *Bridgeport Times*, who left town suddenly recently with a rented automobile and leaving a trail of bad checks. Smith, who was said to be a competent newspaper man, declared he had worked on the *New York Daily News*, *New York Graphic*, *Detroit Times*, *Atlanta Constitution*, and *Tampa Tribune*, at the time he joined the *Times*.

Bismarck Farmer-Labor Record Sold

The plant and equipment of the *Bismarck Farmer-Labor Record*, weekly established in 1920 by the Nonpartisan League, has been purchased by Harold Hopton at a sheriff's sale. Hopton was the holder of a mortgage of some \$3,400 on the plant.

Page Brothers Plan Daily

The *Sedalia (Mo.) Republican*, an afternoon newspaper, will begin publication about July 15, with Paul Page, of Springfield, Mo., as editor, it has been announced. Associated with Mr. Page will be his brothers Heber Page and C. B. Page.

Iowa's Wealth Shows Steady Gain

Iowa's wealth of **\$10,511,682,000**

is an increase of 37.2 per cent over the figures of 1912. The per capita wealth has also shown an increase of 21.1 per cent, bringing the present figure up to \$4,274. This makes Iowa the country's leader in per capita wealth, in which she exceeds New York State by \$843.

Iowa is gaining in wealth faster than in population, which accounts for the fact that there are

620,906 Automobiles

in a state of 2,404,021 people, or practically one automobile for every family.

Automobile ownership is indicative of individual wealth. Therefore, Iowa's leadership in the number of automobiles conveys to the minds of National Advertisers the fact that Iowans possess unusual buying power of the highest degree.

USE THESE DAILIES FOR YOUR SHARE OF THIS WEALTH.

	Circulation	Rate for 5,000 lines
**Burlington Gazette	(E) 10,206	.045
**Cedar Rapids Gazette	(E) 21,300	.07
**Davenport Democrat & Leader... (E)	14,811	.06
**Davenport Democrat & Leader... (S)	17,626	.06
††Davenport Times	(E) 25,031	.07
**Iowa City Press-Citizen	(E) 6,416	.035
††Mason City Globe Gazette	(E) 13,844	.04
**Muscatine Journal	(E) 7,777	.035
**Ottumwa Courier	(E) 13,455	.05
**Waterloo Evening Courier	(E) 17,566	.06

**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.

DOING THE WHOLE JOB IN ONE MAN LIBRARY

(Continued from page 6)

means of making friends for the paper. I soon found after coming to the Union that many organizations in the city, among them the Girl Scouts, Boy Scouts, Hampden County Improvement League, Community Welfare Association and Chamber of Commerce, are constantly seeking information on some of the most obscure articles dealing with their activities. I keep note of these and try to be especially observant of their needs.

The index of the smaller newspaper has a personality or rather is made up of personalities. The librarian is in close contact with the members of the staff and with the public. She has an opportunity to observe that a certain Sunday writer would feel slighted if his most important article were omitted. She follows the general trend of the editorial page and knows almost definitely what material each editorial writer would be most likely to want. I do not mean that such individuality should be emphasized to the exclusion of general usefulness but that these personal desires should be

blended so as to satisfy the greatest number of people.

The work in a one-man library takes on an educational aspect. Each member of the staff must have access to the index and they must be taught the rudiments of classification, and how to use the newspaper index intelligently. As it is hardly feasible or possible to conduct a regular course for staff members on the fundamentals of newspaper indexing, I have found it very helpful to place over the index a list of general subject headings which are used in the index.

A source of trouble and annoyance caused by free access to the files is the disappearance of cards or the misfiling of cards. I would advise anyone buying new equipment or starting a newspaper index to insist upon drawers fitted with locked rods.

It is debatable whether it is advisable in the case of a newspaper which publishes both a morning and evening edition to index both editions or only the morning paper as is done on The Union. As I believe I mentioned before I index only the editorials of the evening edition. The morning paper is, of course, the business man's paper. It contains the more important news and a more complete account of the news. The evening paper is the family newspaper and is more for enjoyment.

can't be filed according to geographical location. I have selected a few classifications in the "A" section to give you a general idea of the type of material filed in this division. Thus: abdications, absinthe, accidents, acetylene, acidosis, acrobats, actors, adding machines, adenoids, advertising, etc. These too, are divided according to material on each subject. This standard of classification is used throughout, whether it be clippings, photographs or negatives.

For the clipping files a 6 x 4 double drawer unit is used. A thin but tough envelope has been found serviceable. A saving of space of twelve inches on every thousand envelopes compared to the heavier manilla envelope in use by some of the other newspaper libraries, is a good point in its favor.

A five thousand division guide is used in the biographical division and three thousand guides are used in each of the subject and geographical divisions.

The photograph file has the standard 10 x 12 four drawer vertical unit. The photographs are segregated into three divisions exactly as the clippings. They are stripped from the mountings and all surplus material, to keep down the bulk. This file also has the same number of guides as the clipping files.

The cuts, are catalogued according to size, one, two, and three columns. A 3 x 5 double drawer vertical cabinet is used for the one column. The capacity is about 4,000 cuts to a unit. The two column cuts are filed in 5 x 8 double drawer units, with a capacity of about 2,400 cuts to a section. The three column cuts are filed in 10 x 12 units. The object in using the different units for the cuts is to save floor space. The proportion of the one column cuts to the two is about 10 to 1. This would reduce the floor area occupied about half. When one considers there are about 100,000 units, it is a factor worth considering.

The negatives are handled almost in the same fashion as the cuts. A 5 x 8 double drawer unit is used, by having three partitions instead of one it is pos-

sible to have four rows of 4 x 5 negatives to a drawer and thus the capacity of a unit is about 2000 negatives. At present we have on file about 80,000 negatives, carefully card catalogued, and cross indexed.

The news index is kept of both the morning and evening Public Ledgers. This index keeps an accurate record of the contents of the paper daily, designating the month, day, edition, page and column, where every story appeared. This solves the difficulty of clipping and filing a lot of doubtful material of only temporary value, and which in a few months clutters up the clipping files, depreciating the value of the material that is worth while.

These records are typewritten on a special ruled sheet about 10 x 14 inches in dimension. At the end of the year they are removed from the file and bound in loose leaf binder which serves as a permanent record to the bound files. All five editions of the Evening Public

LIBRARY PLANNED TO SERVE FOUR PAPERS AND THREE MAGAZINES

By JOSEPH F. KWAPIL

Librarian, Philadelphia Public Ledger, Philadelphia Sun and New York Evening Post

THE Philadelphia Public Ledger library system consists of clippings, photographs, cuts, negatives, news index, library, bound files, advertising drawings, exchanges, and the public service information bureau. The department is made to serve the Public Ledger, Evening Ledger, the Sun, New York Evening Post, and the three Curtis magazine publications. In regard to the Evening Post library department, the two departments are run as one, and are kept in constant communication by the means of direct telephone connection.

In the classified system, the material is divided into three grand divisions—Biographical, Geographical and General. This applies to the clippings, photographs, cuts and negatives. The clippings and photographs are filed directly, rather than by card index, but the cuts and negatives are card-catalogued. The system compares to that of a city directory. It first segregates the personal, and the balance of the material is classified according to subjects, into geographical and general.

The geographical division material is divided according to countries, arranged alphabetically. Thus: Canada is filed under Canada, not under Great Britain, Ireland under Ireland, Porto Rico under Porto Rico, etc. Plenty of colored guides insure a higher degree of speed and accuracy. The latest angular guides give great visibility to the lower drawers, and in my opinion, are the biggest advance that has been made in guide cards in the last twenty years.

The guides under the subject of the United States—we will take for example the army—run thus: ambulance corps, artillery, aviation, cantonments, cavalry, chemical warfare, commissary, conscription, court martials, cruelty, deserters,

engineers, infantry, insignia, Jews, medical corps, national guards, Negroes, ordnance department, pay, quartermaster, recruiting, regiments, signal corps, transport, uniforms.

These subdivisions are designated by guides, and each of these is subdivided according to material, and in some cases into as many as twenty smaller divisions. The divisions of second importance such as cabinet, courts, diplomatic, service, finances, and so on are arranged alphabetically until the whole range of the alphabet is covered. In the case of the United States, the states are next arranged according to alphabet, the subjects for a state, such as the departments, legislature, highways, finances, and so forth on down the alphabet. The cities are then arranged according to alphabetical order, and these are again subdivided according to material. The sub guides under cities run something like this: apartments, building, churches, clubs, fires, fire departments, gas, history and etc; until the alphabet is completed. In regard to such subjects as churches, clubs, schools, individual envelopes are given to each, and these are arranged alphabetically. When there are many under such a division A.B.C. guides are inserted to break them up. This arrangement applies to any country or city in the world.

The subject file relates to material that

In New Orleans It's

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Vanderbilt

means

Newspapers

Clean Enough

For Every

Home!

Where do you want your advertising to go?

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.

National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

"FIRST IN PUBLIC SERVICE"

The World
MORNING EDITION

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

The Evening World

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

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

Ledger are indexed daily, and I believe we are the only newspaper in the United States doing this.

In the Public Ledger library ten people are now employed in three shifts. Three are employed on the clippings, three on the cuts and photographs, one on negatives, advertising, drawings, and two on the indexing of the morning and evening Public Ledgers. One on public service information and the library and the boy who sorts the mail, gets bound files for the visitors, keeps the papers on the file, etc.

When filing vacancies in the departments, it is the custom to work from the bottom. Beginners are generally high

school graduates are engaged on an apprenticeship basis. As a rule the pay starts at \$10 a week, and at the end of six months he is advanced to \$12 provided his work has been satisfactory. His work is laid out in such a way, so that at the end of five years he has had every opportunity to learn every phase of newspaper library work. In case some one leaves the staff, all those beneath are advanced a step forward and a new apprentice is engaged at the bottom rung of the ladder. This system has worked out most satisfactorily, the labor turnover has been very low. We have several workers, that have been with the department almost from its beginning.

ANSWERING THE PUBLIC'S QUESTIONS A MAJOR AIM OF MILWAUKEE JOURNAL

By AGNES J. PETERSEN,
Librarian, Milwaukee Journal.

THE library idea had become a part of the Milwaukee Journal's institutional life as much as the news room, the composing room and the press room. The librarian's problem was to realize that ideal by building up an all-around department that would serve the needs of a newspaper with reasonable swiftness and certainty.

Thus today the news department, editorial staff, feature and exchange department are grouped about the library on the fourth floor of the Journal's new building. The Journal library contains books, magazines, pamphlets, photographs, cuts, mats, and clippings. Books and pamphlets are classified according to the Dewey Decimal system. Clippings, cuts and photographs are filed alphabetically in wood cabinets.

Cuts, mats and photographs are filed alphabetically in 5½ x 8 manilla envelopes, photos in a separate envelope preceding the envelope of cuts and mats of the same name or subject. Personal photos, cuts and mats too large for the 5 x 8 drawers are filed in manilla envelopes in the 9½ x 12 drawers, with cross reference cards to the 5½ x 8 drawers indicating where the material may be found. Here again the rule holds for filing the envelope containing photos in front of the cut and mat envelope of the same name. All subject matter, whether cut, mat or photo, is filed in the 9½ x 12 drawers. The filing follows the alphabetical rule of the library method of filing as to person, place, subject, and form. Thus where names are the same, as for example, Washington, George (person) would precede Washington, D. C. (place), followed in turn by Washington elm (subject).

Since the aim of the library is to serve all departments, cuts, mats and photos of particular value in the promotion and advertising departments are filed also.

Clippings are filed in light weight manilla envelopes, size 4 x 6, alphabetically, according to the person, place, subject and form method. Much of the subject material is filed in the 9½ x 12 manilla envelopes. Cross reference cards are used whenever necessary.

Confronted with demands from all departments of the Journal and calls both by person and by phone from the public—the Journal library has always regarded service to the public as part of its work—for peace time material, the librarian had to build up her files very carefully yet swiftly. Here the splendid cooperation of the news department, the exchange department and the editorial staff was great-

ly appreciated. These departments must bear in mind the value of filing important material they collect just as the librarian must ever bear in mind the news value and the editorial and feature value of a clipping. Such has been the growth of the library since the signing of the Armistice, when only 43 per cent of the calls could be answered for the peace time requests, that today, in its new quarters, with adequate facilities for taking care of the material, the percentage is 96.

Interesting records have been kept, showing the growth of the library, and

WHY "MORGUE"?—ASKS J. W. WELLS

THERE are at least a dozen names for the place where newspaper clippings are kept. I divide them as—

Six bad: Obituary, Morgue, Boneyard, Cemetery, Scraparium, Graveyard.

Six good: Biographical Dept., Reference Dept., Clipping Bureau, Information Bureau, Library, I. D. (Intelligence Dept.) — London Times.

After 30 years of experience in this work I am against using the term "morgue," because of its effect on—

1—The management: place for has-beens; any one can run it; expensive.

2—People outside the department: look down on the job, making the contact other than that of co-operation.

3—The force in department: see and feel the attitude of 1 and 2.

4—Your own work: making a living; job as good as another; why look down on it? Why not look up?

the number of demands upon it. November, 1924, showed 1,540 calls, 462 from the public for information.

THE N. Y. WORLD BIOGRAPHICAL DEPARTMENT

By JAMES W. WELLS

The New York World has always had two classes of clippings—Biographical and Miscellaneous. The Biographical (which occupies about two-thirds of the shelf space) is kept in strict alphabetical order; the Miscellaneous is kept according to groups, divisions and sections.

This system of keeping miscellaneous subjects is a growth from a nucleus of seven groups: play, crime, knowledge, place, government, conveyances, raising-selling; and an added miscellaneous or general place for keeping (in alphabetical order) subjects not readily classified under the other seven groups.

Except for being larger, the system is just about the same as it was 36 years ago; only two changes have been made. The first change was to put in the Biographical class the dead persons that had been kept in a separate alphabetical file; the second was to take out of the Miscellaneous class what properly belonged in the Biographical. In the very early years divorce cases were filed under Divorce, which made it necessary to know the specific happenings to a person, whether forgery, murder, accident, etc.

This was changed to make the person—not the subject or happening the important classification. To get down to bed-rock: keeping a record of a person,

man or woman, is the main reason for having a newspaper reference department. At least that is the idea we have; we refer to it as a working department, not a department of record. Likewise, we follow the same idea with the miscellaneous subjects: to build up a record of any separate identity or thing—the Chesapeake and Ohio Railroad, the dirigible Shenandoah, the National City Bank, Birth Control, and so forth.

The World Biographical Department
(Continued on page 34)

March 31, 1925

Louisville's

Biggest and Best Newspapers again showed a Substantial Gain

—MORNING
—AFTERNOON
—SUNDAY

In their six months' circulation average—
While their contemporaries showed a Substantial Loss

—MORNING
—AFTERNOON
—SUNDAY

To Cover Greater Louisville You Only Need

The Courier-Journal
THE LOUISVILLE TIMES

Louisville's Biggest and Best Newspapers
Represented Nationally By the S. C. Rockwith Special Agency

DO YOU KNOW THAT

the value of comparisons in costs and statistics between newspapers of a like size cannot be overestimated.

Our service confidentially provides such comparisons for a nominal fee.

PUBLISHERS STATISTICAL BUREAU
Division of
W. R. Lindsey and Associates
Members of the National Association of Cost Accountants
No. 820-16 Exchange Place
New York City
Monthly Comparative Service—Standard Systems—Audits—Tax Matters

EVENING HERALD

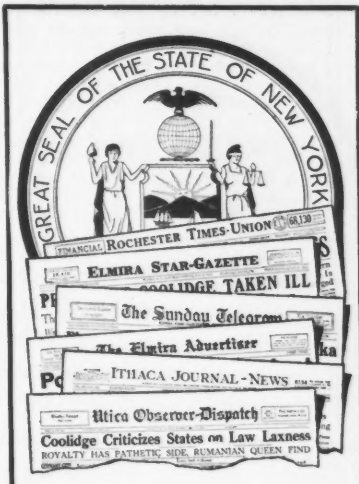
Los Angeles, Calif.

Gained 3,749 Daily Average Circulation Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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



Empire State Group Chooses Imperial

IN the heart of New York State the Imperial Plus Plan is working for F. E. Gannett's Empire State Group. This group of newspapers consists of the

- Rochester Times-Union
- Utica Observer-Dispatch
- Elmira Observer
- Elmira Star-Gazette
- Elmira Telegram
- Ithaca Journal-News

The citizens of these cities and their surrounding territories are well served by these splendid papers. The staffs responsible for the individual papers are to be congratulated for their work.

Imperial always takes a keen delight in assisting in the publishing of an individual paper or a group of papers. We know that the Plus Plan will keep the type metal efficiently at work day after day, years after other type metal not served by the Plus Plan has been replaced.

Let the Plus Plan Serve Your Shop

Publishers of hundreds of newspapers and many newspaper groups have seen the wisdom of the Plus Plan. They praise the economy and reliability of this system. Let their experiences be your guide! Send for the Plus Plan today!

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago

BEST BY ACID TEST
TRADE MARK REG.

is unique in having been running continuously, day and night, for 36 years; in having stood up under much criticism; in having kept going after investigations and surveys were made with the intention of changing the system. Most of the criticism was made because we had too much material, not because we did not have enough. Perhaps the reason why it has continued, and will continue, is because we have the stuff that is called for. We had 13,694 calls in 1924 and

answered 12 out of every 13 of them; about 90 per cent of the calls were for Biographical. We save every story in the paper—no matter how small, or whom or what it is about. We cut more than 326,000 separate clippings last year. We keep up-to-date! Yesterday's clippings are available tonight, the Miscellaneous being filed each night and the Biographical filed from A-Z in from one to three weeks.

JOURNALISM SCHOOL LIBRARY MIGHT EARN A NEWSPAPER SUBSIDY

By HARRY B. CENTER

Head of the Department of Journalism

College of Business Administration, Boston University

EVERY school or department of journalism should, I believe, maintain a typical newspaper reference library—not to serve the college paper merely, nor designed primarily to meet the reference needs of the classes in feature writing and editorial writing, but one complete and varied enough to meet the needs of a metropolitan newspaper. Every school could offer, even if it does not require for a degree, a course either of a semester or a full year, in newspaper library practice, and should in addition require that every candidate for a degree in journalism should do a fair amount of laboratory work in the library during at least two years of his course.

Such instruction would benefit the student, and in the long run it would benefit newspapers everywhere.

It would benefit the student in four highly desirable ways. First of all, it would greatly benefit his sense of news and his judgment of news values. In connection with this library work he would have to read—read, not skim—newspapers of all types, from all over the country, magazines and reviews, books. His judgment in clipping and filing would meet an acid test, and he would have an opportunity to observe the test—does the material he selects recur in the news, so that it is called for and used? He would learn what in the news is of temporary and ephemeral importance, and what of permanent value. His news sense would be sharpened, and his discrimination made more keen.

It would inevitably develop his sense of accuracy. Here again concentrated reading with a view to filing for future reference would give the student a positive check of story against story, of today's story against yesterday's and last

week's. Inaccuracies in news reporting would thus be brought more vividly to his attention, and could not help making him more guarded in jumping at conclusions, more painstaking in his gathering of facts on his own account.

Reading for the newspaper library would develop thoroughness in his reading. It is constant complaint of college instructors that students read sketchily and inadequately. To read with a definite purpose in view, the purpose of reference filing, would in itself require greater thoroughness, and the discipline would inevitably reflect itself in the student's reading for other purposes.

Newspapers would benefit in two ways if well planned and thorough instruction in newspaper library technique were offered in our schools and departments of journalism. Obviously it would be to the advantage of their own libraries if they could command the services of men and women trained not only in library technique but also broadly in news sense and discrimination. The inadequacy of many newspaper libraries is due to lack of trained workers.

The second benefit to the newspaper would consist in making a reality of a vision I have of what the school of journalism newspaper library might become. Given enough material with which to work, enough both in amount and variety, and with a larger corps of library workers available than any one newspaper could afford to maintain, the school newspaper library might in a very few years after it was started become the best in its particular region. It would be free from the inhibitions imposed by the policy of any one newspaper, and so could serve them all as a supplement to their own resources.

ANNENBERG HEADS MIRROR

Hearst Circulation Director Named President of New York Tabloid

M. L. Annenberg, director of circulation for the Hearst publications, has been appointed president of the *New York Daily Mirror*. He succeeds the late Martin H. Glynn, publisher of the *Albany Times-Union* who was also head of the Public Press Corporation, publishers of the *Mirror*, at the time of his death.

Mr. Annenberg's appointment comes at the beginning of the Hearst tabloid's second year. The *Mirror* first appeared on New York streets in June 1924.

Other changes in the *Mirror's* executive force, previously announced, become effective July 1. On that date Philip A. Payne, formerly managing editor of the *New York Daily News*, becomes managing editor, replacing Walter Howey, promoted to publisher. Benjamin Bloom, formerly circulation manager of the *New York American*, is now circulation manager of the *Mirror*, having been replaced on the *American* by Joseph Willicombe.

SIX POINT COMMITTEES NAMED

New York Group of Publishers' Representatives Meets June 23

The new officers and executive committee of the Six Point League, New

York group of publishers' representatives, held a meeting June 23, at the call of President M. P. Linn and appointed the following committee for the year: Publicity, W. H. Dodge, chairman; John B. Woodward, George W. Brett, W. C. Bates, Dan A. Carroll.

Membership: George A. Riley, chairman; Herbert W. Maloney, S. C. Theis, A. B. Lukens, George Reichard.

Agency Relations: Joseph F. Finley, chairman; F. St. John Richards, John Budd, T. E. Conklin, F. P. Motz.

Entertainment: H. G. Halsted, chairman; H. D. Reynolds, George B. David, Harvey C. Wood, T. F. Clark.

Newspaper Promotion: M. D. Hunton, chairman; George R. Katz, A. W. Howland, L. Klebahn, J. H. Kyle.

Directory Committee: Ralph R. Mulligan, chairman; J. P. McKinney, Louis Gilman, W. A. Snowdon, George Smith.

WILL CONTEST COSTLY

\$230,000 of Delavan Smith Estate Spent for Attorneys and Executors

Contest of the will of the late Delavan Smith, publisher of the *Indianapolis News*, cost \$230,000 in attorneys' and executors' fees, according to an order entered in Lake County Probate Court. Attorneys' fees were set at \$130,000 and executors' fees at \$100,000.

The total assets of the estate were set at \$1,852,000.

**36,354
SQUARE MILES
3,000,000
POPULATION
IN INDIANA**

This state, eleventh in point of population, presents opportunities for successful advertising from toilet soaps to farm tractors.

Thousands of these three million people are living on prosperous farms, while ninety-two city centers (31 with population over 10,000 and 62 from 2,500 to 10,000) are claiming their share of the most prosperous classes known in the middle west.

Indiana, because of its location in the center of population—and of the responsiveness of its prosperous people and because of transportation facilities which are unexcelled for quick distribution of merchandise, is a territory which should be intensively cultivated by National Advertisers.

Newspapers not only blanket the big city centers but their well-developed circulation systems have placed them at the door of every farmhouse in the state.

Every daily newspaper on this list can get business for you.

	Circulation	Rate for 5,000 lines
**Columbus Republican	(E) 4,812	.03
††Connersville News-Examiner	(E) 4,805	.025
††Decatur Democrat	(E) 3,194	.025
**Fort Wayne Journal-Gazette	(M) 32,662	.08
**Fort Wayne Journal-Gazette	(S) 34,487	.08
**Fort Wayne News-Sentinel	(E) 42,860	.10
**Gary Evening Post-Tribune	(E) 14,772	.055
††Hammond Times	(E) 15,610	.07
††Huntington Press	(M&S) 3,655	.025
**Indianapolis News	(E) 133,880	.25
	(M) 7,915	
**Lafayette Journal & Courier	(E) 13,302	.06
††La Porte Herald-Argus	(E) 6,432	.025
††Shelbyville Democrat	(E) 4,006	.025
	(M) 9,803	
**South Bend News-Times	(E) 14,225	.06
**South Bend News-Times	(S) 22,275	.06
**South Bend Tribune	(S) 19,800	.06
**Terre Haute Tribune	(E&S) 23,710	.06

**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.

NEW YORK NEWSPAPERS GAIN 901,234 LINES DURING MAY

NEW YORK newspapers gained a total of 901,234 lines of advertising in May, 1925, as compared with May, 1924, according to a compilation just issued by the Statistical Department of the *New York Evening Post*. May, 1925, had 5 Sundays against 4 in May, 1924. Total lineage for the month was 14,839,352 against 13,938,234 a year ago. The tabulation follows:

Pages 1925	Pages 1924		Percentage of total space	1925	1924	Gain	Loss
1,436	1,458	American	8.8	1,305,710	1,373,016	67,306	
1,440	1,006	Herald Tribune	9.6	1,420,874	1,155,880	264,994	
1,870	1,700	Times	16.6	2,468,638	2,327,628	141,010	
1,342	1,238	World	10.2	1,517,238	1,509,218	8,020	
832		*Mirror (Tabloid)	2.3	342,240			
1,212	1,076	News (Tabloid)	3.8	560,910	520,318	40,592	
1,222		Evening Graphic	1.9	286,218			
1,220	1,168	*Evening Journal	8.8	1,306,756	1,326,084	19,328	
888	790	*Evening Post	3.0	439,756	381,770	57,986	
726	706	*Evening World	5.1	758,388	672,730	85,658	
906	916	*Sun	8.2	1,224,274	1,176,648	47,626	
586	722	Telegram	4.1	614,762	815,722	200,960	
1,282	1,288	Brooklyn Eagle	10.9	1,613,980	1,656,552	42,572	
608	522	Brooklyn Times	2.9	425,146	379,998	45,148	
598	612	Standard Union	3.8	554,462	642,554	88,092	
16,168	13,398	Totals		14,839,352	13,938,118	901,234	Net Gain.

Follow The Events of
The Advertising and Publishing Business
—Read

EDITOR & PUBLISHER
Every Week

For years this live publication has been of value to newspapermen and advertising men who keep in close touch with the important developments in their particular line of business.

To every advertising and newspaper man it talks entertainingly in his own language. From it they receive authoritative news direct from the points where things are happening.

Let EDITOR & PUBLISHER follow you on your vacation. Keep in touch with the vital publishing and advertising news of the day.

EDITOR & PUBLISHER keeps you advised of what is happening on the firing line—even when you are miles from the busy whirl.

It brings news both essential and entertaining. Keep posted—keep abreast of the times—know what is going on all the time.

Read EDITOR AND PUBLISHER regularly—every week.

Publishers Are Invited to Make the New Office of EDITOR & PUBLISHER their Headquarters when visiting New York

Elaborate facilities for service includes telephone, telegraph, clerical and secretarial service and our files, statistical department and reference bureaus are available without obligation.

A wire or telephone message will assure prompt attention to requests for transportation, hotel accommodations, theatre ticket reservations and other service within our power.

You are invited to arrange business appointments and conferences at our office, which is so conveniently located in the heart of the city, within a few blocks of leading hotels, theatres, advertising agencies, Grand Central Terminal and Pennsylvania Station.

SUITE 1700 TIMES BUILDING

	1925	1924	1923	1922	1921	1920	1919
American	1,305,710	1,373,016	1,098,586	953,808	976,780	1,046,262	905,192
Herald Tribune			1,020,026	1,002,640	1,172,520	1,214,588	788,450
Herald Tribune	1,420,874	1,155,880	879,172	768,392	863,320	1,005,858	730,402
Times	2,468,638	2,327,628	2,261,944	2,162,080	2,092,816	2,315,637	1,669,932
World	1,517,238	1,509,218	1,659,338	1,459,432	1,355,588	1,748,420	1,601,328
*Mirror (Tab.)	342,240						
News (Tab.)	560,910	520,318	369,148	283,848	225,780	146,922	
Evening Graphic	286,218						
*Eve. Journal	1,306,756	1,326,084	1,255,888	1,092,622	972,914	857,792	868,787
Evening Mail			539,638	540,384	526,602	608,468	423,509
*Evening Post	439,756	381,770	394,472	347,628	507,784	539,344	418,168
*Evening World	758,388	672,730	765,230	808,760	766,590	919,444	725,742
Globe			782,358	642,466	572,700	725,218	786,704
*Sun	1,224,274	1,176,648	966,206	945,362	728,274	748,400	732,380
*Telegram	614,762	815,722	642,230	672,700	632,960	769,612	907,412
Brooklyn Eagle	1,613,980	1,656,552	1,639,608	1,450,720	1,336,286	1,334,474	1,048,962
Brooklyn Times	425,146	379,998	358,436	314,752	291,874	295,894	
Standard Union	554,462	642,554	713,394	706,818	595,898	783,090	623,750
Totals	14,839,352	13,938,118	15,345,674	14,152,414	13,648,686	15,059,423	12,230,718

† Figures not recorded.
‡ Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
§ Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

RIGHT TO FIX HIGHEST WAGE UPHELD

Indiana Court Recognizes Right of Employers to Combine to Fix Maximum Wages—Affects Newspaper Bargaining

A legal decision handed down June 19 by the Indiana Appellate court gives employers the right to fix maximum wages to be paid employees. The decision is believed to be the first ever given on this question by any higher court in any state. The same decision recognizes the rights of employers to combine to fix maximum wages that shall be paid.

Say for example the newspaper publishers in any given city of the state agree that the maximum wages of day printers should be that fixed as a minimum wage by the union. This, doubtless, would prevail in times when help is plentiful, but when printers become scarce during periods of prosperity and one publisher who entered into the agreement found himself short-handed and in order to attract printers paid more than the maximum rate fixed by the publishers, then he would be guilty of violation of the agreement. Not only this, but the other publishers would have grounds for court action for damages.

In the case decided by the Appellate court the employer who violated an agreement and paid more for labor had posted a bond that he would keep the agreement. This bond was declared forfeited by the court. The plaintiff was the Building Trades Employers' Association of Valparaiso. John Androff, contractor, was defendant.

In this case the employers had banded together and said the rate of pay for a certain piece of work should be \$1 an hour. The defendant had given a bond of \$1,000 that he would abide by the agreement, as had all other parties to the agreement. It was found, however, that in order to secure labor, the defendant had paid \$1.25 in some cases. Suit was brought in the county courts against the

defendant and his bondsmen for violation of the agreement. The lower court upheld the agreement and the case was appealed.

The opinion of the higher courts says: "In Indiana the law recognizes the right of laboring men to combine to promote their own interests and to enforce their combinations by any lawful means, even to the extent of picketing an employer's premises. If the employe has the right to say what wages he will work for, the employer should have the right to say what wages he will pay. If men lawfully combine to accept a minimum wage which they fix and may enforce that combination among themselves by fine, suspension or other form of discipline, employers likewise may form a combination for any lawful purpose, including the fixing of a maximum wage and enforce it by the same means available to the employes.

"If labor organizations and similar associations did not have the right to enforce compliance and submission to their rules, regulations and bylaws, they would be powerless and the courts have upheld such organizations as long as they are organized for a lawful purpose and will aid them in carrying out and enforcing all contracts with reference to the same."

Local newspaper publishers say the decision will have a big effect in their bargaining with organized labor. It was written broad enough to protect all classes of employers in their dealings with employes.

Brooklyn Newspaper Club Formed

Newspapermen of Brooklyn formed an organization which has been tentatively named the Brooklyn Newspaper Club. This action was taken at a dinner given by the officers of the Italian Country Club. There were about 100 present. Marshall H. Covert was elected president. The other officers are E. Arthur Lozier, vice-president; Philip Florman, secretary; Frank L. Stanton, treasurer. The directors are William Jungst, William I. Huley and Harry Feeney. The first meeting of the club will be held on the first Monday in August.

WHAT OUR READERS SAY

Address of R. H. Pfau Wanted

TO EDITOR & PUBLISHER: We have a check for Ray H. Pfau, formerly of the *Milwaukee Journal* which we are unable to deliver as Mr. Pfau is no longer with the Journal.

Will you, therefore, be so kind as to publish this letter so that Mr. Pfau or someone who knows his whereabouts can get in touch with us?

T. A. GALLAGHER,
Universal Trade Press
Syndicate.

Printing Names in Radio Programs

TO EDITOR & PUBLISHER: Is Radio a gain or loss to the newspaper?

Judging from the resolution recently passed by the American Newspaper Publishers' Association with reference to publication of program announcements of commercial radio entertainments, some publishers place radio on the debit side of the ledger. The distinction between what is news and what is "free advertising" is perhaps more difficult to make in the case of radio material than any other special newspaper feature. The material in the editorial columns of the newspapers should be judged from the standpoint of reader interest, and radio affords no exception to this well established rule.

Literary interpretation of the A. N. P. A. resolution leaves but little choice upon the part of the editor. Any mention of commercial programs is considered "free advertising." It must be admitted that the most popular and most carefully staged radio programs are those put "on the air" by commercial organizations, which are rendered by paid talent of the highest grade. They naturally excel the efforts of amateur or publicity-seeking artists. Having a definite superiority over the ordinary run of radio entertainment, the public awaits these commercial programs and consults the newspapers to determine the hour at which they may be expected.

Perhaps some newspapers, following very strictly the A. N. P. A. resolution, may decide that the world famous "Happiness Boys" should be listed as "Songs and Humor," the A. & P. Gypsies as "String Ensemble" and Eveready Hour as a "Musical Program." Such a course would certainly avoid "free advertising." But at the same time it would waste valuable newspaper space with meaningless phrases. Because it takes the news and information out of radio programs, such a policy is of no service to readers. It is better to publish no programs at all.

The consequences of such a drastic policy must be carefully weighed. By taking the news interest from the radio page (for the programs are, after all, the most important feature of the radio page) a newspaper loses its interest to radio followers and so becomes an unattractive medium for radio advertising. From the revenue standpoint, radio has a better story to tell than any other special section of the newspaper. Not only is there local and national advertising from radio firms, but department and music stores regularly and frequently devote space to radio advertising. If radio advertisers avoid a particular paper, it is not the fault of the radio industry, but of the newspaper which has failed to win radio interest by a poorly planned radio page. It is this type of publisher who has rebelled as vigorously as any other against the so-called "free advertising" of radio.

If the policy outlined by the A. N. P. A. for radio publicity should be consistently extended to all fields, the baseball page would refer to the New York Giants as "A New York baseball team," carefully avoiding its exact name. The summary of the standing of the clubs would be more in the nature of a puzzle than useful information.

Such highly commercial publicity as stories about motion pictures and extensive gossip about motion picture stars would be as serious a breach of policy as the use of the phrase "Cushman quartet" in the radio programs.

Dramatic criticism would have to avoid mention of the names of theatres or the titles of productions, lest it be a contribution to "free advertising." Perhaps the most striking change which a policy of no "free advertising" would bring would be the publication of stock market reports without mentioning any corporation names.

There are still a few who adhere to the fear that radio may eventually offer some form of competition with the newspaper, particularly with advertising. The feeling that news can be broadcast in a way which will compete with the newspaper is so long exploded that it is hardly worthy of mention. The great advantage of newspapers over radio is that the reader may select what he reads by a glance at the headlines, select the time at which he reads and determine the place and circumstances under which he consults his newspaper. He can read it whenever he pleases.

Radio permits none of these things. The time at which you listen is determined by the broadcasting station, not by the listener. There are no headlines by which material can be selected readily. The place of listening must necessarily be before a radio set. Since it would require more than 24 hours of continuous reading before the microphone to present the text of a 16-page newspaper, radio cannot approach the newspaper as to completeness. So from every standpoint the news possibilities of radio are negligible.

Important sporting events, such as World's

Series games, have attained a tremendous radio following. But the best prospects for newspaper sales are the crowds which attend the game or the mob around the bulletin board. Witnessing or hearing a description of the sporting event gives a fleeting impression and nine out of ten who attend such events read the newspaper accounts afterwards. All that radio does is to increase the number so interested. Certainly this helps rather than hinders the sale of newspapers.

As to commercial programs, the firms using radio certainly do not do so out of altruism. Nevertheless, the statement that the desire of such firms is to entertain and please the radio audience is perfectly true because that is essential if the good will sought for as capital be gained. Dignified high grade entertainment wins the good will of a huge number in an inoffensive manner. It does not sell goods or loud products. This function is fulfilled by advertising.

By establishing a welcome for the name of a product through good radio programs, commercial broadcasting helps to make newspaper advertising more effective. The object of newspaper advertising is to establish sales, to create desire. It cannot serve as a medium of entertainment. The two fields, that of the newspaper and of radio, differ widely in function and effect. So well is this recognized that many of the principal commercial broadcasters often advertise in the newspapers the details regarding their more important radio programs.

The keen competition which exists among the important commercial broadcasters to put forward the best possible good will programs is constantly raising the standard of what is available to the radio public. The ready identification of these programs in newspapers is a service to readers and a circulation winner. By serving radio readers, a newspaper with adequate radio programs becomes a good advertising medium for radio products. Hence a radio section with adequate reader interest serves publisher and reader alike.

EDGAR H. FELIX.

Fuller Congratulates Green

TO EDITOR & PUBLISHER: The New York Advertising Club is to be congratulated on the fact that the fine traditions and progressive spirit which have animated it are certain to be carried forward under the leadership of its newly-elected president, Mr. Charles C. Green. A young man, with a host of personal friends and with the will and determination to make a success of the office to which he has been elected by his fellow-members, Mr. Green still has a tremendous task ahead of him. He has to follow a man who has made a most enviable record, and it is inevitable that during the next year his work will, day by day, be compared with that of his predecessor, Mr. H. H. Charles.

"Brilliant" is not too strong a word to characterize the administration, which, after two busy and fruitful years, Mr. Charles lays down. They were two years of vast import to the New York Advertising Club. They saw the New York Club most worthily represented at the Atlantic City, the London and the Houston conventions. They saw the club moved from its old quarters into what is probably the most sumptuous and ornate advertising club building in the world. They saw the membership of the club mount to unprecedented figures, and they saw the finances of the club so skillfully managed that the retiring president was able to "point with pride" to the array of figures on the right side of the bank balance sheet. The two years of President Charles' incumbency were years of wonderful opportunity, each opportunity grasped and handled in a masterly fashion.

That President Green is acutely aware of the high responsibilities of his office his speech of acceptance, modest, sympathetic and unassuming showed. To him, too, great opportunities will offer themselves. May he be given strength to meet them and to use them wisely for the best interests of our profession.

HECTOR FULLER.

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

"Real Cannon Shot"

TO EDITOR & PUBLISHER: How can newspapers turn the tables and start making money out of the "stuff" that press agents are sending out? Just one way—by putting it in the haler and selling it to the junk man. Then the "stuff" would get where it should be. And the small price the junk-man pays for waste paper just about represents its true value.

If all newspapers would do that to all of the stuff they receive it would not take long for the practice to stop entirely.

I certainly want to commend you on the splendid fight you are making along this line. Your efforts are sure to bear fruit. The article in the issue of June 13th by Arthur Robb is one of the clearest and most convincing articles along this line I have ever read. It carries real cannon shot. More power to you.

GEORGE H. FRANK,
President and Editor,
Cleveland South End News.

Keep "Hammering!"

TO EDITOR & PUBLISHER: As one of the members of the Inland Daily Press Association who was instrumental in getting the anti-space grafters' propaganda started by the Inland Daily Press Association, I want to thank you most heartily for the fine article you have in your issue of June 13. It is quite evident that Mr. Robb obtained a lot of his material from Wil V. Tufford, our secretary, as it looks very familiar.

I have been working with Mr. Tufford along this line and yet after all our efforts, the free space grafters seem to "live on."

You will be doing the publishers of the country no end of good if you can keep "hammering" at this whenever the occasion warrants.

Again thanking you for the fine story and your future efforts on behalf of anti-space grafting, I am fraternally yours,

F. O. HUCKLE,
Business Manager,
Ypsilanti (Mich.) Daily Ypsilanti-Press.

Mary Didn't Know

TO EDITOR & PUBLISHER: In your issue of June 13 is an editorial headed "Tipped His Readers" referring to the Mary Pickford kidnapping plot for which three men have been indicted by the Los Angeles County Grand Jury.

In justice to Miss Pickford may I say this: As you know, Miss Pickford has never permitted the use of her name in connection with any sensational press stories.

In this case she was warned by the police three weeks before the arrests, and spent a very trying fortnight, under considerable nervous strain. Yet the Publicity Department at

her studio first learned of the matter from reporters on the Los Angeles newspapers after the arrests had been made.

Since that time the department has not hauled a single word, nor a picture, which referred in any way to the episode.

I know your spirit of fair play will prompt you to publish this in justice to Miss Pickford.

Very truly,
GEORGE H. THOMAS,
Mary Pickford Co.,
Hollywood, Cal.

EDITOR & PUBLISHER'S editorial recited the fact that one editor, fearing a press agent plant, took his readers into his confidence and explained that the kidnapping story might be true or might be a publicity fake. Which was not a bad stunt. We know nothing of the circumstances at Hollywood but our experience has been that stage notables are often embarrassed by press agent stunts, particularly when they go wrong.—EDITOR.

Rock Island Plant Nearly Ready

The *Rock Island* (Ill.) *Argus* has almost completed a \$200,000 building which will be used exclusively for newspaper publication.

CONCENTRATE selling pressure

93% of the circulation of the New York Evening Journal is concentrated right in New York City and its suburbs where advertisers look for the sales against which New York advertising appropriations are charged.

NEW YORK EVENING JOURNAL

Largest Evening Circulation in America

International Advertising

A single appropriation can be made to cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford unusual cooperation and a source of information and service for those interested in international marketing and advertising.

Publishers With a Message for Advertisers of America and Great Britain

will appreciate the opportunity to secure a combination rate for the two most influential circulations in the publishing field.

Combination Rates for 12 Insertions

CONTRACT:—

Full Page \$280.00 per insertion

Half Page 145.00 per insertion

Quarter Page . . . 82.50 per insertion

You are cordially invited to communicate with **EDITOR & PUBLISHER**, Suite 1700 Times Building, New York for further details of circulation, editorial policy and mechanical requirements of **ADVERTISING WORLD**. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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Cable Address: EDPUB, NEW YORK

Advertising World

14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

NEW ENGLAND YOUTH IS MARBLE CHAMPION

Springfield (Mass.) Union's Entry in National Tournament Wins First Place at Atlantic City—64 Newspapers Back Contest

More than a million boys and girls are enthusiastic boosters for the 64 newspapers that took part in the third annual National Marble Championship Tournament, just concluded at Atlantic City, N. J.

The first tournament was organized by the Scripps-Howard Newspapers in 1923, and this group has conducted a tournament each year since.

Beside the Scripps-Howard Newspapers themselves, membership is offered to one newspaper in each sizable city in the country. This year 64 newspapers participated.

Direction of the tournament was again in the hands of Monte F. Bourjaily who has been director of the tournament from the beginning of the enterprise.

The 64 newspapers each sent a champion and a correspondent to the national tournament in Atlantic City. For the first time a girl broke into the ranks of city champions. She was Marie Lawley, champion of Harrisburg, Pa., representing the *Harrisburg Telegraph*.

The national championship was won by Howard ("Dutch") Robbins, a 13-year-old New Englander, entered by the *Springfield (Mass.) Union*. It was the second time the Union had won national recognition. Last year its entry, Tommy Wright, was national runner-up.

The first year, the *Columbus (O.) Citizen* won the championship with Harlan McCoy, and last year, the *Baltimore (Md.) Post* won with George Lenox. The 64 champions played with 8 leagues of 8 cities each. League champions and newspapers sponsoring them were:

Northeastern—Howard Robbins, *Springfield (Mass.) Union*.
Atlantic—Stanley Smith, *Newark (N. J.) Ledger*.

Eastern—Louis Weiss, *Pittsburgh (Pa.) Press*.

Northern—James Cambas, *Youngstown (O.) Telegram*.

Central—Charles Brunson, *Evansville (Ind.) Press*.

Southern—Thomas Raley, *Owensboro (Ky.) Inquirer*.

Western—Selwyn Jackson, *Fresno (Cal.) Bee*.

Southwestern—John Forgason, *Fort Worth (Tex.) Press*.

Prizes were awarded league champions, league runners-up, the national champion, and the national runner-up by Mr. E. E. Cook, editor-in-chief of the Scripps-Howard Newspapers of Ohio. A special award was also presented to Marie Lawley for her fine showing.

Each champion and reporter accompanying him to the tournament were entertained at leading boardwalk hotels during their week's stay in Atlantic City. Special rings were built on the beach, inside an arena and thousands watched the play.

Many enthusiastic endorsements of the contest as a good will and circulation builder were received from editors of participating dailies at the Cleveland offices of the Scripps-Howard Newspapers.

26 DAILY PRESS POINTS IN LIFE SAVERS' TEST

(Continued from page 3)

of Chicago. Does it not, therefore, seem somewhat logical that if we want that retailer to sell more Life Savers, that we must, economically, of course, put a real selling message into the consciousness of the greatest possible number of logical customers of that Chicago retailer. Don't you think, then, that we may have chosen correctly when we selected newspapers to deliver that selling message?

"18. *Point of Purchase Sales Possibilities:* Newspapers have home delivery and home read circulation. On that account, they are especially valuable to all advertisers. Thousands upon thousands of copies are sold also to persons who read them on the way to and from business. Those 'traveling' readers, because of our wide distribution, frequently pass near a display of Life Savers; often they are within an arms-length of them. If impelled to buy a package of Life Savers through our newspaper advertising, those readers can buy a package more conveniently than would be the case if the urge to buy was created almost exclusively at home. Remember what I said previously about the co-ordination of advertising, customer's susceptibility, and product accessibility. The same thought applies here.

"19. *More Favorable Effect on Retailers and Jobbers:* Retailers and jobbers in our experience are more appreciative of local advertising, and are much more inclined to increase their activity in behalf of Life Savers when local advertising is being done for them.

"20. *Facility for Timely Use for Timely Sales:* With a product having a daily sale like Life Savers, newspaper advertising can more closely be related to that selling condition.

"21. *Merchandising Value:* We find the merchandising and advertising staff of newspapers quite willing and able to assist where needed in effecting better personal contact with some jobbers, retailers and chain stores. In other ways, many newspapers have been splendidly co-operative in our local sales and advertising activities.

"22. *Quick Flexibility for Copy Changes:* New ideas can be put to almost immediate use. It may be a copy idea; perhaps a change in the copy illustration, or an alteration of the size of the advertisement. Other mechanical changes are easily and quickly made. This flexibility has already proven of inestimable value to us.

"23. *Popularizing Current Events vs. Popularizing Current Sales:* Newspapers are first to popularize news events, slang phrases, new shows, individuals, and a host of things. Does it not seem logical that newspapers can be of material assistance in strengthening the popularity of Life Savers?

"24. *Increases Efficiency of Local Salesmen:* Our local newspaper advertising has made our salesmen considerably more 'tangible' in their selling talk with retailers. They can discuss the sal-

ability of Life Savers with a local viewpoint that they could not very well have if a less local advertising medium was a basis of their selling argument.

"25. *Easily Related to Sales Increases and Decreases:* The Life Savers advertising appropriation is a certain percentage of the expected income from anticipated sales. It is budgeted by States. It is not divided by the number of months in a year and spent accordingly. As our sales increase do not come equally each month during the year, there is no reason in our opinion, why a medium of advertising so flexible in its adaptability to selling conditions as newspaper advertising is, should not be more closely related to sales increases and decreases. Our appropriation is at the present time being spent on a basis as reasonably parallel as we can make it to the growth in our business. You will see then that we are spending a sum per month at present below that which we would spend, if we divided the entire appropriation equally among the months this year in which it was to be spent. As our sales increase, we will increase the newspaper advertising expenditure. If sales fall off in any one State, or if, for any reason, sales in one or more States are considerably better than in other States, by our using newspaper advertising, we can make whatever local state adjustments these varying conditions may recommend. With no other medium, used as we are using newspapers, can such adjustments as easily be made.

"26. *Newspapers Can Be Selected to Conform to Available Funds:* When newspapers were being considered we were not sure that they could be employed adequately in every state in the Union within the limits of our advertising appropriation. We were doubtful as to the circulation coverage in each state; so we endeavored to find out what a 10,000-line campaign would cost in a single newspaper having the greatest circulation in each city with a population of over 25,000 in the United States. To this list of cities we found it necessary to add 76 other cities below 25,000 to get suitable coverage in all States. This gives us a list of 363 newspapers in 363 cities and villages.

In these newspapers, we found that a 10,000-line campaign would cost approximately \$300,000, and that these 363 newspapers had more than 12,000,000 circulation. As we had approximately \$500,000 that could be spent for newspaper advertising we decided that a good job of newspaper advertising could be done throughout the United States. Our list today consists of 314 newspapers in 293 cities. In our opinion, the approximately 16,000,000 circulation that each issue of these newspapers provides, is at present quite satisfactory coverage in the United States.

"If this newspaper advertising, selected because of the 25 points enumerated above, proves to be continuously successful, it naturally will provide funds for an increased advertising appropriation. This additional advertising fund will be available for more newspaper advertising, and it, of course, can be coordinated with a certain layer of magazine circulation and street car advertising; with such additional mediums as may at any time seem desirable for us to use.

"Flashlights of Famous People," the unique face to face biographic sketches now being run in newspapers, from coast to coast, written by Joe Mitchell Chapple, famous editor, author and radio favorite, are proving more popular every day.

Editors from all sections of the country, at the recent Newspaper Publishers Convention found him at his "Attic" in the Waldorf-Astoria and engaged him to meet a celebrity a day for their newspapers.

Joe Mitchell Chapple has a personal contact with the world's notables in all walks of life—he is daily meeting celebrities from all parts of the world.

Would you like to have the service of Joe Mitchell Chapple for your paper at a small cost per day under this co-operative plan?

If you are interested in having a down-to-the-minute human interest corner in your paper, we will send on approval, a release of celebrities to be run day by day for a month.

Joe Mitchell Chapple Associates
"The Attic" Waldorf-Astoria, New York City, N.Y.

For those who accept the principle that want-ads furnish the surest test of reader confidence—and who will doubt it?—the want-ad pages of The Dallas News tell a convincing story.

Still, the fact that The News leads all Texas papers in number of want-ads will occasion no surprise among those who know their Texas.

The
DALLAS MORNING NEWS
Supreme in Texas

FOR ALL NEWSPAPERS

DUPLIX PRESSES

"OUR CUSTOMERS WRITE OUR ADS"

DUPLIX TUBULAR

"The Duplex Tubular has flexibility, speed, and economy of operation. It meets our needs fully."

Wichita Falls, Texas,
Times

Duplex Printing Press Co.
BATTLE CREEK, MICH.

During the last month the following subjects have been covered in

EDITORIAL RESEARCH REPORTS

Trade Associations and the Law.
The Packer Consent Decree.

Reputedly Indebtedness of American States.

American Investments in Foreign Countries. (Pages Numbered 253 to 326.)

A copy of any one of these reports will be sent for your examination upon request.

EDITORIAL RESEARCH REPORTS

1425 G. St., N.W., Washington, D.C.

A newspaper is no stronger than its classified section.

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors

Packard Building, Philadelphia

FIRST IN OHIO

8,762,117 LINES

January 1st to May 31st, 1925

The Dispatch published during the first five months of 1925 over 55% of all Columbus newspaper advertising and 1,612,084 lines more than all other Columbus newspapers combined.

In 1924 it exceeded the next largest Ohio newspaper by 2,500,909 lines.

NET PAID CIRCULATION
City 54,851
Suburban 23,624
Country 22,944

GRAND TOTAL.....105,519

LARGEST IN CENTRAL OHIO

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
- RESULTS COUNT -
67th and OCCIDENTAL BLD
INDIANAPOLIS, IND

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

Presses for Sale.

Goss Comet, Duplex Angle-Bar, Duplex 16-page tubular, Goss 20-page and several other desirable newspaper presses. Also Junior Autoplate, Autoshaver, Semi-Autoplate and general stereotyping equipment. Griffiths Publishers' Exchange, 154 Nassau St., N. Y. C.

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.

**A Fine Opportunity for Some Publisher
12 Page Duplex
Flat bed web press
"Used but Good"**

Printing from type or flat form, papers of 4, 6, 8, 10 or 12 pages, 22 1/2 in. long. For sale because of consolidation. In fine working condition. Can be seen in operation. Samples of its late work supplied on request. Can be purchased at a low price for quick action. Wire or write for details.

BAKER SALES CO.
200 Fifth Ave. New York City
Many other machines for sale "Used but Good." Send for our List No. 50.

FOR SALE

Two Hoe Automatic Plate-Finishing Machines

FACTORY REBUILT

for 14 1/2 inch prtg. dia.
Price Reasonable

By **THE GOSS**
PRINTING PRESS CO.
1535 So. Paulina St. Chicago

**Your Classified Ad
in
EDITOR & PUBLISHER
is read by the man you want to reach**

USED NEWSPAPER PRESSES

Scott. 16, 24 and 32 Page Presses.
GOSS 24 page Press for black or color work.
HOE Quadruple, Sextuple, Sextuple color Press, 9 cylinder color Press, Octuple and Double Sextuple Presses.

Available For Early Delivery.
WALTER SCOTT & COMPANY
Main Office & Factory Plainfield, N. J.
New York Office Brokaw Bldg., 1457 Broadway
Chicago Office Monadnock Bldg.

FOR SALE

Three 2-motor press drive and control equipments

One unit as follows:
Seven and one-half H.P. Allis-Chalmers motor, 220 volts, 875 R.P.M.-D.C.
Seventy-five H.P. Sprague motor, 230 volts, 550-1,100 R.P.M.-D.C.
Cutler-Hammer press panel with 4 banks of resistance grids.

The above has no gear reduction and consists of motors only.

One unit as follows:
Seven and one-half H.P. Sprague motor, 230 volts, 1,100 R.P.M.-D.C.
Seventy-five H.P. Sprague motor, 230 volts, 550-1,100 R.P.M.-D.C.
Cutler-Hammer press panel with 5 banks of grids.

The above has gear reduction—Cutler-Hammer drive.

One unit as follows:
Five H.P. Allis-Chalmers motor, 220 volts, 1,050 R.P.M.-D.C.
Fifty H.P. Allis-Chalmers motor, 220 volts, 550-975 R.P.M.-D.C.
Cutler-Hammer panel with 5 banks of grids.

The above has gear reduction—Cutler-Hammer drive.

Miscellaneous Equipment

Sixteen Kohler System Stations—On, stop, off, run, safe.
Twenty Cutler-Hammer Stations—On, stop, off, run, safe.
Seventeen Cutler-Hammer inch stations.

All of the above equipment is in good working condition and is surplus with us due to installation of new equipment in our new building. For particulars write Purchasing Agent, The Milwaukee Journal, Milwaukee, Wisconsin.

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

USED BY THE
Rockford Register-Gazette
Rockford, Ill.

We refer you to them for their opinion



MAIN OFFICE: Conway Bldg., 111 W. Washington St., CHICAGO
EASTERN OFFICE: Marbridge Bldg., Broadway at 34th St., NEW YORK

MODERNIZE

your
COMPOSING ROOM
with
HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.

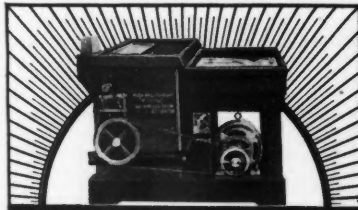
For sale by all prominent Type Founders and Dealers everywhere.

**SPEED and MAIL
Are Synonymous Where
SPEEDAUMATIC**

equipment is on the job in the mail room.

And the Circulation Department controls the list. This fixed responsibility for its upkeep reduces errors and eliminates complaints.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO



**THE APPROPRIATE
ETCHING DEVICE
FOR THE NEWSPAPER**

NEW PRICES:
"MIGNON" \$ 625
"SIRIUS" \$ 890
"DIAMOND" \$1025

AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut St., PHILADELPHIA, PA.



Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11 1/4 seconds; dry mats in 22 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Wonderful Values in Newspaper Plant Equipment

No. 15 Linotype
No. 8 Linotype
No. 5 Linotype
No. 3 Linotype
No. 1 Linotypes
Hoe Double Steam Table
Hoe Stereotype Melting Furnace
Hoe Matrix Scorching Machine
Wesel Electric Proof Press
Steel-top Form Tables
Stereotype Chases—all sizes

U. S. 8-column Casting Box
14x22 Casting Box
Hamilton Steel Galley Cabinets
Hamilton Steel Cabinets with letter-boards
Hamilton Wooden Type Cabinets, 25 and 50-drawer
Cappes Flat Plate Trimmer
Steel-top Imposing Surfaces, size of top 41x56, 41x78, 42x62 and 51x65, with square-legged table, shelf and drawer

Send for current issue of *Hall Broadcaster*



THOMAS W. HALL CO.
INCORPORATED
512 West 41st St. New York

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., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

5c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

30c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

10c per word per insertion, cash with order, for advertisements under any other classification.

60c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.

Aggressive, trained, desires permanent connections where ability and results will be recognized. 18 years' experience as executive, solicitor and copy writer on mediums of from \$,000 to \$5,000. Now employed, excellent record and references. Address Box A-604, Editor & Publisher.

Advertising Solicitor.

Wants to represent hardware, automotive, radio or class publication, direct in New York territory. Former trade and agency account man. At present New York City newspaper executive. Forty years old, married. Christian. Box A-616, Editor & Publisher.

Circulation Executive.

Wants promotion work west Mississippi. Ten years' experience circulation leading dailies. Average fifty a week individually; salary, commission, or straight salary. A-609, Editor & Publisher.

Circulation Manager.

Thoroughly competent in all branches of circulation and promotion. Seven years with Des Moines Capital, three and one-half years with Canton, Ohio, News. L. T. Ward, 3844 4th St., Des Moines, Iowa.

Circulation Manager.

Fast promotion man and keen circulation executive. Capable of combining circulation and promotion departments under one head to obtain best results. Excellent reference. Protestant; Mason. Will travel reasonable distance for conference. Box A-593, Editor & Publisher.

Classified Advertising Manager

who is a proved producer of paid volume on a permanent basis, who knows that classified must be built and that it is not a temporary proposition. Thoroughly experienced in department organization, training and production. Last 3 years on daily of 25,000 circulation, with record of 200% increase in money over the first year, and less than 1% loss. Unsatisfactory conditions make a change desirable. Available August 1. Write Box A-613, Editor & Publisher.

Classified Manager.

Young married man, 30 years of age, with ten years' newspaper experience; 6 years as classified manager on two well-known newspapers and an enviable record as a business builder, at present showing over 100% increase in one year. Would like to connect with a live organization where a man that is a doer and a real producer is appreciated. Will go anywhere in the United States or Canada. Address Box A-591, Editor & Publisher.

Desk or Features.

News Editor, 27, with eight years' experience, for desk or assignments in middle-west or south. Brilliant writer and proven executive. Now in specialty work but wants permanent location by July 15. Position must pay \$55 and be responsive to efforts. A-607, Editor and Publisher.

Dramatic Editor.

Dramatic editor, Midwest paper of 130,000 circulation, seeks change. Ten years' experience dramatic and literary editor. Will gladly handle both departments on smaller paper if necessary. Prefer good theatre town. Location immaterial. Address A-614, Editor & Publisher.

Editor.

News, city or telegraph. Knows a story and how to play it. Available two weeks' notice. Excellent training. Box A-608, Editor & Publisher.

Editorial Writer and Assistant

On National magazine would like to make new connection which would include some dramatic and literary criticism. A-605, Editor & Publisher.

Editorial Writer.

Would like to discuss new connection with publisher of paper having sane, constructive policies and offering a permanent and agreeable association to one who renders satisfactory service. Successful record with large, important daily. Practical background of news and executive experience. Effective paragrapher. Address A-599, Editor & Publisher.

Situations Wanted

Experienced Auditor and Accountant

Recently in charge of the business office and accounting departments of a large Eastern daily and Sunday paper, is open for a position of similar character, preferably in the Middle West or South. Experience covers all phases of the accounting, financing, credit and collection work of a metropolitan newspaper. Ability to manage a department proven by experience. Can furnish the highest references as to ability and character from former employers; age 38. Have been making better than \$150 per week, but would be willing to demonstrate ability and capacity on commission and bonus basis. Address Box A-588, Editor & Publisher, New York.

Manager.

Experienced in all departments, with reputation as business builder and expense cutter, seeks situation for personal reasons. References show successful work in this line for several years. At present employed on paper that was at breaking point less than two years ago, but is now making money and is fastest growing paper in state. Positions only considered on paper now losing money or not making profit that it should and where he will be given full charge of each department, being responsible only to owner of paper. Address A-612, care Editor & Publisher.

Newspaper Artist

And cartoonist desires change from large city to smaller place. A-538, Editor & Publisher.

Newspaper Man.

Thoroughly trained newspaper man, former Sunday editor, wants position as special feature writer for national magazine. Can do own camera work. Will submit references and samples. Plenty of ideas; single; salary \$50. Box C-982, Editor & Publisher.

Notice to Publishers.

Circulation Man Available—Any publisher wishing to strengthen his circulation organization by the addition of a sound executive, please note: I have 12 years' good solid circulation promotion and executive experience with various newspapers and periodicals, coming up through the ranks from route boy—office and independently owned—to circulation manager. Was with one newspaper three years whose circulation increased approximately 60%. Can engage, instruct and supervise the entire department. Excellent executive and builder of goodwill. Age 30; Christian; references all past employers and many prominent individuals. Can quickly grasp your problems. Moderate salary until value to your organization proven. Box A-565, Editor & Publisher.

Publication or Agency Connection.

Writer and printer; twenty years' experience of both. Can produce ideas and turn them into print. Have newspaper and agency production trade journal experience. A-610 Editor & Publisher.

Reporter, City Editor.

Twelve years' experience reporter, correspondent, city editor. Last four years in business. Desire to return to newspaper work. Forty-one years old. Will go anywhere and at nominal salary. Reliable, accurate, good education. A-564, Editor & Publisher.

Sports Writer.

Experienced Sports Writer desires position with Southern Newspaper, preferably in one of Carolinas. Also experienced in General Reportorial work. Address A-603, care of Editor & Publisher.

Secretary-stenographer.

Rapid, accurate and conscientious, possessing common sense, desires temporary position. Seven years' valuable experience in advertising agency and advertising department of well-known publication. Keen and enthusiastic. Excellent references. Box A-585, Editor & Publisher.

Somewhere.

A Publisher and business staff are facing circulation problems that require executive ability to produce definite results. A connection of this kind is desired by a Circulation Manager possessing the aggressiveness, progressiveness, tact and experience to conduct this department along modern lines, install system, secure the maximum of service and co-operation from all associates, building substantial circulation, using all methods of distribution. To the Publisher "somewhere," the writer would be pleased to submit references and past records of achievement. A-602, Editor & Publisher.

Thoroughly Experienced Desk Man.

What desk have you open? Thoroughly experienced, rapid, accurate copy reader. Have worked every newspaper desk. Considered A-1 "makeup" man. 35, married, any temperate. Box A-615, Editor & Publisher.

Young Man.

University post-graduate, anxious to get on newspaper. Ambitious, ability to write, willing to start at bottom and work. City, anywhere. Best references. Address A-594, care Editor & Publisher.

HELP WANTED

Syndicate Salesman.

To sell new idea in advertising promotion to publishers as sideline. State territory covered. Box A-611, Editor & Publisher.

A Life Opportunity.

For Live Circulation Managers—Within the last six years a permanent national circulation organization—the largest of its kind—has been developed and is now functioning successfully in all of the large cities of the country from Maine to California. Branch offices have been established in more than fifty big cities. The managers of these branch offices whose earnings range from \$2,600 to \$7,500 per year and more, have been drawn largely from the ranks of newspaper circulation managers. There are still several desirable openings for the right men, due to further expansion of the organization, which has not yet reached the limit of its growth. We can place three men immediately, but we require that candidates for these vacancies be about thirty years of age or older, and that they must have had experience in hiring and training canvassers. References required. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Building, New York.

BUSINESS OPPORTUNITIES

Few Thousand to Invest and Services.

Efficient, all-around and technically trained newspaper executive. Single and an orphan, looking for brighter future as regards advancement; ambitious, honest, loyal, absolutely reliable. Served in all mechanical departments. 34 years. Present connection Hearst dailies. A-600, Editor & Publisher.

For Sale.

Newspaper, well established job printing business located in one of best Florida cities. Address A-606, Editor & Publisher.

General Magazine

For sale. Publication with 460,000 circulation among women of farming states; page size 4 cols.—712 lines (9 3/4" x 12 3/4"), for sale to close an estate. For further information address C. R. Davis, Assistant Trust Officer, Chicago Title & Trust Co., 69 W. Washington St., Chicago, Illinois.

Newspaper Wanted.

By newspaperman who has had unusual range of experience, from small town daily to large city; from advertising and business end to editorial end; from weekly to medium sized city, and later metropolitan daily; have some capital, good credit and successful business record. Do not hesitate to submit your proposition regardless of size. Practical Newspaperman, A-567, Editor & Publisher.

To Close an Estate.

For Sale. Monthly farm magazine established ten years, with 300,000 circulation in all states but principally Middle West; editorial material on farm mechanics. Page size 4 cols. 712 lines (9 3/4" x 12 3/4"). Manager estimates that an additional \$25,000 investment would net within three years \$25,000 to \$30,000 profit annually. For further information address C. R. Davis, Assistant Trust Officer, Chicago Title & Trust Company, 69 W. Washington St., Chicago, Ill.

BOOKS

American Standard Style Book,

1925 Edition. Every writer, proofreader and printer should have one; thirty years' compilation, by Jack Rutherford, I. T. U. Register No. 13744. Only standard style book published. Price \$1.00. Arts and Craft Press, Kalamazoo, Michigan.

CORRESPONDENTS

Washington Correspondents.

Any paper which might be interested in obtaining a high-grade Washington correspondent this fall at a reasonable rate is requested to communicate with me. D. B., 2217 Pennsylvania Avenue, Washington, D. C.

The Prestige of Leadership

In

Sales—Appraisals
Newspaper Properties

PALMER, DEWITT
& PALMER

350 Madison Ave. New York
Telephone: Murray Hill 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION,
SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

MANAGER AND AUDITOR, now assistant general manager large daily (since 1919), seeks responsible position anywhere in the United States. Prefers to invest in stock of the company. Has done considerable travelling. Expert buyer of newsprint. Eleven years' previous auditing experience. Age 36. Married. University and Wharton School of Business Administration. Our No. 1054.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

NEW ARKANSAS DAILY

El Dorado Evening Times Launched by News Publishing Company

The *El Dorado* (Ark.) *Evening Times*, an afternoon newspaper published by the News Publishing Company, which publishes the *News*, morning newspaper, made its appearance this week.

The *Times* was established, according to the publishers, "that the entire newspaper field might be served more fully." *El Dorado* has been without an afternoon paper since the failure of last year of the *Tribune*.

The new paper carries a full leased wire of the Associated Press, and feature and syndicate matter.

C. A. Berry is president of the News Publishing Company, Stanley Andrews, is vice-president and editorial director of the two papers; Lewis C. Callow, is business manager of the two papers and treasurer of the publishing company. Floyd Miller, is circulation manager for both papers; R. A. Ligon is advertising manager for the *Times* and Kenneth Roy, advertising manager of the *News*.

Alex Washburn, formerly with the *News* and recently state editor of the *Little Rock Arkansas Gazette* comes back to the *News* as night managing editor. Robert Hays, former telegraph editor of the *News* is city editor of the *Times*.

Two South Dakota Sales

Fred C. Christopherson, who has been managing editor of the *Sioux Falls* (S. D.) *Press*, has bought the interest of Charles H. J. Mitchell in the *Press* Company and is now publisher. Mr. Mitchell has purchased the *Rapid City* (S. D.) *Journal* and with G. F. McCannon and E. F. Lusk incorporated the journal Publishing Company with \$100,000 capital stock.

DOLLAR PULLERS

BUSINESS TICKLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

THE Los Angeles Times has inaugurated a new and popular service for its readers, known as "Direct-U." This department will give information where readers can buy advertised trademarked goods, such as special makes of gloves, hats, furniture, radio sets, autos, food products, office equipment, etc. Besides being an accommodation to readers, it is appreciated by the retailers and materially helps national advertisers just entering the local field.—Harold J. Ashe.

The *Dubuque* (Ia.) *Telegraph-Herald* obtained a number of new subscriptions by giving newspaper service to a number of nearby towns cut off from civilization by a great flood recently. When the railroads went down, the newspaper hired all available trucks, private automobiles and wagons that could navigate the submerged roads, rushed its first edition to the unfortunate area, and filled a page and a half in its second edition with pictures of flood damage. Samples were distributed and followed up by solicitors.—Wm. J. Arndt.

The Dayton Master Plumbers Association recently began a series of advertisements in the *Dayton* (O.) *Sunday Journal* to run for 52 Sundays. This campaign was sold by calling upon individual members of the Association and will amount to a nice piece of business within a year's time for the newspaper as well as the Master Plumbers. The National Trade Extension Bureau of Evansville, Ind., co-operated in selling the Association on co-operative advertising, even to the extent of furnishing prepared copy and lay-outs. The work of the Bureau was purely missionary work. They make no charge for their services. It seems to me that a similar campaign could be worked in any city where some advertising salesman is a "pluggler" and will get around and see these fellows. Plumbers rarely advertise and this campaign should be the means of working the members into regular accounts.—J. Withers.

The Union-Davenport Bank, when its new bank building was completed ran a campaign in which each piece of copy showed a picture of the building, told its location and then gave a "testimonial" from one of the tenants as to why that tenant had rented space in the new building. The campaign will run 40 weeks, eight inches a week. And this is in addition to the bank advertising and regular small classified space.—DeA.

Your advertisers will appreciate the information obtained through an "ad criticism" contest, while the contest will also serve to draw more attention to the advertising columns. Just offer a certain prize for the best letter of criticism of

WIRE NEWS
 For Evening and Sunday Newspapers
 International News Service
 World Building, New York

advertising carried on your average dull-est day of the week, the prize being offered once a week for a set period. The letters should be constructive, telling why a reader likes or dislikes a certain advertisement, and suggestions for its improvement if possible.—B. A. T.

Many newspaper readers mail their favorite paper to relatives and friends in some other part of the country regularly. In most instances it is now cheaper for them to take an extra subscription to the paper and have it sent direct from the office because of the increase in postal rates on single newspapers. An advertisement explaining this situation ought to pull subscriptions.—L. C. Pratt.

The *Sacramento* (Cal.) *Bee* wanted to know how many buildings were under construction in that city. The real estate men, builders and contractors said it was impossible to determine that fact so the Bee set three staff men at work to canvass the city while the advertising department obtained sufficient ads to put over a *Sacramento-Forward* edition on ten pages. The staff men listed every building under construction, giving location, owner's name, contractor, price, classification and stage of completion. Each distinct subdivision or district of the city was given a story on its development following by the list of buildings for that section. The lists filled the largest part of the section and provided material for lead development stories. The staff men found \$12,000,000 of construction under way and by the lists were able to prove the fact. Far from proving space wasters the lists were of interest to every person in the city because they wanted to know "who is building that house" nearby.—A. B.

The *Fort Wayne* (Ind.) *News-Sentinel* issued an eight-page tabloid "baby section," giving advice to mothers as to the care of their infants. Hot weather rules, general advice for feeding, bathing and clothing babies, and a number of miscellaneous hints fill about 36 per cent of the space. The remainder carries the advertising of stores handling nursery articles, a street railroad offering facilities for open-air frolics, a hardware store advertising toys, several food and ice cream specialties, a dairy, an ice company, two banks, a drug store, a chain shoe shop, and the city light and power works. Advertising totalled 430 out of 680 inches in the section.—H. J. Rohrbach.

The Sequel to "THE SHEIK"

by E. M. Hull

It is called "The SONS of the SHEIK" and has the same quality of Glamorous Love that made the earlier story Go Like Wildfire

Immediate Release Wire for Option

The McClure Newspaper Syndicate
 373 Fourth Avenue, New York City

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THERE'S a mighty good story lying dormant in your own waste paper basket—"The Million Dollar Waste Basket!" How much money does the postage, envelopes, paper, labor, and printing on discarded publicity represent each day? Multiply your discarded space grafters copy by the thousands of offices that are following your example, and you will realize it means a big sum wasted every year.—B. A. T.

as acceptable to the average rabid fan as \$10.—George Lemon Sugg.

The *New York World* announces every Saturday and Sunday the church services (and the name of the minister) to be covered for the Monday editions. As a result of this often exclusive news features are picked up that otherwise would have been lost.—DeArmand.

Who's the city's most distant visitor today? A Texas daily is running an interesting front-page box feature under the heading "Today's Farthest Visitor." The short story that follows gives the name of the man or woman registered at a local hotel who resides farthest away from the city, and tells where he or she lives. The story usually gives a brief reason for the visitor's presence in the city.—Ruel McDaniel.

The *Chicago Daily News* recently used a good idea to stimulate interest in its sport pages and provide fans with peanut and soda water money. Under the heading, "Did You See That Play?" the News carried the following announcement: "If you go to the ball park and the chances are you do go, you often see plays that interest you. The Daily News Sports Department will pay \$10 each week to the fan who best describes what he believes to be the best play of the week at the local big league or the semipro parks." In smaller towns, the stunt might be modified to the extent of giving away tickets to the league games instead of cash. Two \$1 tickets would be almost



(One of a series of advertising panels supplied to subscribers.)

But Not Half So Wonderful a Job As

ELLA CINDERS

the Delectable Little Kitchen Slavey, with her hands in the soapsuds and her head in the clouds, is now found appearing regularly in important papers across the country as

A HEADLINE COMIC STAR

"A Feature of the First Magnitude"

Metropolitan Newspaper Service

Marimilian Elser, Jr., Genl. Mgr.
 150 Nassau Street, New York City

The Classified Manager's Release Service

Tells the story. Have you seen the plans?

CLARENCE M. RUSK SERVICE

TELEGRAPH BUILDING
 Harrisburg Penna.

FRANCE
 1 FRANCES
 2 FRANKS
 3 CRANKS
 4 CRACKS
 5 CRACKS

STEP WORD PUZZLES

By ARTHUR WYNNE

Father of Modern X-Words invents and patents new popular bit. Get it via—

KING FEATURES SYNDICATE, Inc.
 241 W. 58th St. NEW YORK CITY

A Dependable Means of Increasing Classified Lineage

Write for Particulars

Associated Editors, Inc.
 440 S. Dearborn St., Chicago

WHEN SUMMER COMES TO NEW ENGLAND

THERE IS INCREASED POPULATION AND INCREASED WEALTH

At the present time, hundreds of thousands of vacationists are preparing to enter New England. These people are from all over the country. Many will come to New England and stay all summer; others will tour these six beautiful states.

There can be but one result—more wealth per capita and greater buying power.

New England people, running true to form as to thrift and ability to improve every opportunity, have provided splendid roads, many quaint stopping places and resorts, while history has aided nature in making New England a place well worth visiting.

To these hundreds of thousands of people, the daily newspaper conveys the news of political and commercial life. To these readers the newspaper is the all-important and influential medium of sales promotion.

The daily newspapers of New England have the call. Their local flavor keeps them close to the hearts of New Englanders, the world news makes them necessary to the visitors.

The accompanying list will furnish an unparalleled choice of result-producing newspapers.

MASSACHUSETTS—Population, 3,852,356				MAINE—Population, 768,014				CONNECTICUT—Population, 1,380,631			
	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Attleboro Sun.....(E)	5,551	.0275	.0175	**Augusta Kennebec Journal (M)	11,382	.05	.05	**Rutland Herald.....(M)	10,878	.04	.04
**Boston Globe.....(M&E)	284,601	.50	.50	††Banger Daily Commercial..(E)	23,182	.06	.06	**St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015
**Boston Globe.....(S)	331,221	.55	.55	**Portland Express.....(E)	29,548	.10	.07	CONNECTICUT—Population, 1,380,631			
**Boston Transcript.....(E)	34,863	.20	.20	**Portland Telegram.....(S)	28,977	.10	.07	**Bridgeport Post-Telegram (E&M)	44,381	.15	.15
**Boston Post.....(M)	372,872	.60	.60	NEW HAMPSHIRE—Population, 443,683				**Bridgeport Post.....(S)	20,910	.10	.10
**Boston Post.....(S)	359,335	.55	.55	**Concord Monitor-Patriot... (E)	5,258	.0375	.025	**Hartford Courant.....(M)	32,459	.08	.08
**Fall River Herald.....(E)	15,972	.05	.05	††Keene Sentinel.....(E)	3,773	.038	.023	**Hartford Courant.....(S)	32,769	.11	.11
**Fitchburg Sentinel.....(E)	11,762	.055	.045	**Manchester Union Leader (M&E)	29,692	.13	.10	††Hartford Times.....(E)	49,566	.12	.12
**Haverhill Gazette.....(E)	15,729	.065	.05	RHODE ISLAND—Population, 604,397				**Meriden Record.....(M)	7,506	.045	.03
††Lynn Item.....(E)	16,640	.06	.045	††Newport Daily News.....(E)	6,273	.0336	.0296	**Middletown Press.....(E)	8,239	.0325	.025
††Lowell Courier-Citizen and Evening Leader.....(M&E)	21,207	.06	.06	††Providence Journal.....(E)	26,921	.07	.07	††New Haven Register... (E&S)	43,196	.12	.11
**New Bedford Standard Mercury (M&E)	33,115	.10	.10	††Providence Bulletin.....(E)	66,674	.17	(E).23	**New London Day.....(E)	11,761	.06	.046
**New Bedford Sunday Standard (S)	27,552	.10	.10	††Providence Journal.....(M)	35,668	.10	(E).23	††Norwich Bulletin.....(M)	12,592	.07	.05
**North Adams Transcript... (E)	9,691	.04	.035	††Providence Journal.....(S)	83,549	.15	.15	**Norwalk Hour.....(E)	6,073	.04	.04
**Salem News.....(E)	21,325	.08	.07	††Providence News.....(E)	27,006	.07	.07	††South Norwalk Sentinel... (E)	4,415	.025	.025
**Taunton Gazette.....(E)	8,895	.045	.02	††Providence Tribune.....(E)	23,211	.10	.09	**Stamford Advocate.....(E)	9,867	.05	.04
**Worcester Telegram-Gazette (M&E)	91,177	.26	.23	**Westerly Sun.....(E&S)	4,857	.025	.025	**Waterbury Republican American (M&E)	23,467	.06	.06
**Worcester Sunday Telegram (S)	51,784	.19	.18	**Woonsocket Call.....(E)	14,075	.05	.05	**Waterbury Republican....(S)	15,073	.05	.05
				VERMONT—Population, 352,428				*A. B. C. Publishers' Statement, March 31, 1925.			
				**Barre Times.....(E)	7,121	.03	.025	††Government Statement, March 31, 1925.			
				††Bennington Banner.....(E)	3,104	.0125	.0125	(B) Combination Late Daily Journal and Eve. Bulletin.			
				**Burlington Free Press.....(M)	13,187	.05	.05				

First In National Advertising

New York Evening Newspapers

During the first six months of 1925, as well as during the year 1924, The New York Sun published far more National Advertising than any other New York evening newspaper.



The  Sun

280 Broadway

New York

