

TOR&PUB

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NEW YORK, SATURDAY, MARCH 22, 1924

No. 43

Complete Inside Story of Huge New York Herald-Tribune Amalgamation

insey As Seller to Reid Accomplishes Another Feat in Press Economics-Price "In Excess of \$2,000,000," Tribune Publisher Declares—Throws Possible 600 Out of Employment— New York's Economic Situation Explained

ANK MUNSEY, New York's com mittee of one to eliminate wasteful paper practices, reports progress to bint of accomplishment as the result

point of accomplishment as the result his week's labors. he New York Herald, aged 89, and New York Tribune, aged 83, are now—the New York Herald and Tribune nder the ownership and direction of Ogden M. Reid, fourth in the line of bune owners and editors since 1841. Paris edition of the Herald, for the plaything of James Gordon nett the younger, also falls under Reid's swav. Reid's sway.

either party would disclose the neial consideration involved. Mr. isey denied that he was paid \$4,000,- as some rumors had it. Mr. Reit red to Editor & Publisher that the "exceeded \$2,000,000."

e "exceeded \$2,000,000."

es than four days of intensive neation preceded the transfer. Few
abers of either paper's staff knew
t was going on until the story was
ished. More or less casual discussion
possible consolidation between the
ald and the Tribune has been in pros since December, with Mr. Munsey
the position of would-be purchaser. the position of would-be purchaser. line failing, the current veered the way, and in four days—between ay and Monday—the Herald had be-

wo outstanding causes contributed to latest consolidation of long-powerful smen for the Republican voters of York City, Mr. Reid told Editor &

irst-The rising cost of newsprint

econd—High wages demanded by or unions and indications that further reases impended. Production has been down by union labor to such an ex-and costs were mounting so high the death of the Herald was fated, it

ore than 600 men and women emfore than 600 men and women emyed in various departments of the rald found themselves jobless Tuesday uing. The Herald announced that it uld pay unplaced employes two weeks' ra salary and Mr. Reid told EDITOR & BLISHER that the Herald-Tribune uld try to "care for as many men as sible" and would pay those unavailetwo weeks' salary.

Ir. Reid declined to enlarge on the tement published in the Tribune and Herald Tuesday morning, in answer questions.

questions.
I will make the best newspaper I

DON'T MISS THIS!

Exclusively in the columns of EDITOR & URLISHER, starting next week, Albert ander Coleman's fascinating book-length story of the New York Herald—Biograph of the Bennetts. The most exciting salife story you will read this year.



Ogden Reid, editor of the New York Herald-Tribune, victor in three-generation New York battle for supremacy of a press ideal; his talented, industrions wife, advertising manager of the amalgamated newspaper; their children. Whitelaw, aged 10, and Elisabeth, aged 8, who, as their proud and sensible father said, "will need jobs some day."

know how," he said. "I have a son, Whitelaw, 10 years old, and a daughter, Elisabeth, 8, who will be looking for jobs some day."

Elisabeth, 8, who will be looking for jobs some day."

Mr. Reid squelched mention of Wall Street's connection with the consolidation with emphatic denial. Congressman Ogden Mills' association with it, he said, was only as one of the 9 directors of the Tribune.

In the offices of the Herald and the Tribune, Editor & Publisher this week followed the intricate inside details of the

amalgamation of two newspaper giants. There were many urgent questions. What was to become of the men and

women affected? How was the merger manipulated? Who expected the news? Who did not? How long were negotiations in pro-

What tears, what laughs followed in the wake of this newspaper upheaval? These and many other questions were asked and answered.

asked and answered.
"I started negotiations with Mr. Reid only last Friday." W. T. Dewart, treasurer of the Munsey organization, declared. "They were completed Monday night. Before that we had talked it back and forth. Then the thought was that the Herald should purchase the Tribune.
"But Mr. Reid did the right thing to buy rather than sell. It had to be. Think of the family traditions involved—Mr. Reid's father, his mother, and now he has a boy 10 years old to carry along the property.

"The Tribune will continue to use much of the Herald's mechanical equip-

much of the Herald's mechanical equipment for two years. Circulation, of course, will jump overnight, and the presses will be needed."

Downstairs in the business office of the Herald and the Sun in the old Stewart Building, opposite City Hall Park, the Editor & Publisher reporter sat Tuesday morning close to the desk of Edwin S. Friendly, business manager, while he carried out countless details in connection with the merger. with the merger.

He summoned department heads to assign them various duties. Many out-of-town employes had to be notified that their services were no longer required. Countless details covering the world activities of an aged newspaper had to

The telephone jangled.

"Yes, Mrs. Reid," Friendly answered.

Mrs. Helen Rogers Reid, wife of the editor, is advertising director of the Tribune, and from the one-sided conversation, it was evident to the listener that she was already deep in the advertising problems that had arisen with the announcement of the consolidation. Friendly adjourned to the Tribune office to help in their solution.

"The Tribune gets every contract the Herald has," he told Editor & Publisher before he left. "This amalgamation will be entirely on a clean basis. No transfers to the Sun will be made. If advertisers wish to cancel contracts, they must deal with the Tribune. must deal with the Tribune.

"As for the men and women affected," Mr. Friendly continued, "it is certain that the Sun won't need them all. It is

certain that the Tribune won't need them all. It is all. The Tribune will undoubtedly pick the strong ones. The weak ones must go. "H. B. Fairchild, advertising manager of the Herald, remains with the Munsey organization as advertising manager of

the Sun.
"E. A. Sutphen, advertising manager of the Sun, is retained as its foreign advertising manager."

"James E. Hasenack, for 5 years con-nected with the Munsey organization, most recently as circulation director of

Modern Economics Fuse Herald and Tribun W



CHARLES A. DANA

the Herald and the Sun, is retained

as circulation manager of the Sun.

Mr. Hasenack since Jan. 4, 1924, had built up an exclusive delivery system for the Herald, which had declined to cooperate with the other morning newsocoperate with the other morning newspapers when they discontinued their agreement with the American News Company. This service is completely abolished by the merger, as the Tribune, Times, and World have a joint delivery system in some parts of the city and operate individual services in others. Mr. Hasenack declined to divulge how much be Merall's experience that describes the the Herald's experiment had cost, beyond stating that it involved "a lot of money." The personnel of 80 men emmoney." The personnel of 80 men employed in this department are now out of

work.

"It was the best morning delivery system in town," Mr. Hasenack said. "We received fewer complaints from news dealers and made deliveries better and earlier than any other service."

Another recent Herald innovation, the Sunday redicted which it is admitted.

Sunday radio tabloid, which, it is claimed, has increased the Herald's Sunday circulation to 225,000 in recent weeks, has been taken over by the Tribune.

Leaving the business office, alive with excitement concerned with the machinery of transfer, the writer looked into the Herald's editorial room. It was

into the Herald's editorial room. It was quiet, almost deserted.

At one end Keats Speed, recently managing editor of the Herald, now hack at his old post as managing editor of the Sun; Fred A. Walker, publisher of the Telegram and Evening Mail, and William Chenery, managing editor of the latter paper, conferred concerning the amalgamation of their editorial staffs. Speed and Walker are old hands at handling Mr. Munsey's consolidations, and Mr. Chenery came into the organization through the consolidation which eliminated the Globe.

LITTLE ACORN



Herald plant in early Bennett days at 34 Ann Street.



HORACE GREELEY 1811-1872

The trio, like the Fates of old, were gathered at the Herald copy desk. Before them lay typewritten rosters. A pencil in Speed's hand marked off names of men and women who at evening would find the hand the speeds. find the blue envelope and three weeks

find the blue envelope and three weeks' pay awaiting them.

Dwight Perrin, Herald city editor, sat reading a hunch for a story left for him the night before by Charles M. Lincoln, executive editor. Perrin came to the Herald from the city editor's desk of the Tribune two months ago. He returns to the Herald-Tribune as news editor.

Indication that Munsey was building up the Herald rapidly is seen in the report that he spent more than \$200,000 in 176 different newspapers from Bangor, Me., as far south as Birming-

Bangor, Me., as far south as Birming-ham, Ala., exploiting his tabloid radio section, appearing with the Sunday editions. This section, it is claimed, boosted the Herald's Sunday circulation considerably. The Sunday circulation for the last 8 Sundays is said to have averaged 223,000.

The Sept. 30, 1923, A. B. C. statement credited the Sunday Herald with 180,566.

There was gloom aplenty in the empty city room of the Herald and stark depression in the advertising quarters below, where clerks and solicitors gathered low, where clerks and solicitors gathered in small groups and whispered. Doctor bills, mortgages on the little house in Queens, and the summer vacations planned, but not to be, and maybe next month's grocery bill, flitted through the minds of the bewildered, groping beings who faced the situation of fewer jobs and more applicants.

But at the Tribuse plant untown just

and more applicants.

But at the Tribune plant uptown, just below the White Light district, the atmosphere was one of joy and celebration. The advertising office on the sixth floor and the editorial department on the fifth were gay with American flags and the staff was jubilant.

Mr. Reid was with Little S. Marchen

Mr. Reid was with Julian S. Mason, Tribune managing editor, choosing fea-tures of the Herald to be retained on the amalgamated newspaper. In addition to tures of the Herald to be retained on the amalgamated newspaper. In addition to the Sunday radio magazine, it was decided to run an 8-page section of comics Sundays, with "Smatter Pop?" and "Regular Fellows" combined with Briggs "Mr. and Mrs." and other characters of both newspapers. The complete weather report and the society news and personal intelligence columns, long features of the Herald were retained.

The entire Tribune force had been recalled to the assembly room in the new

called to the assembly room in the new

Tribune building on Monday evening.

Their chief, Mr. Reid, took the platform, trying his best to look the picture of dismay.

"I have a big news story to break to you," he began.

you," he began.
"I have just come from an important husiness discussion with Mr. Frank Mun-

From the crowd in the auditorium came groans. Mr. Reid had sold the Tribune to Mr. Munsey was the first thought.



WHITELAW REID 1837-1912

But the purchaser could keep back

But the purchaser count seep the news no longer,
"I have purchased the Herald," he declared, amid wild shouts.
It had been very different at the Herald office. No official announcement was made. Of course, like all bad news, it traveled fast.

traveled fast.

In the flag-draped business office of the Tribune, Howard Davis, general manager, was wrestling with one bit of friction, which had developed. Old employees of the Herald's composing room were claiming places in the composing room of the merged newspaper. It is the practice in New York where newspapers have been consolidated to retain in the service of the merged newspaper, the the service of the merged newspaper the oldest printers on each.

oldest printers on each.

Davis spent much of Tuesday in conference with Leon H. Rouse and a committee of "Big Six" officials, ironing out this difficulty.

Mrs. Reid was too busy with the new advertising contracts to talk for publication Tuesday, her secretary said.

Back then to the question: What was to become of the staff members not needed on the merged newspaper?

on the merged newspaper?

What Happened to Some of the Men of Herald's Staff

About 40 members of the Herald edi-About 40 members of the Herald editorial staff were retained on the Sun. They include: Alexander Woollcott, dramatic critic; Charles Still, assistant city editor; Owen Oliver, telegraph editor; M. Snyder, cable editor, who becomes assistant cable editor on the Sun; Peter Dolan, news editor; Rev. Fr.



OGDEN REID

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Nichol, religious editor; Lawrence (ington, make-up editor, who been night editor.

Alva Johnston and John Meli-tuart, reporters; George Van Si-gislative correspondent; Captain Pair Stuart, Stuart, reporters; George Van Sulegislative correspondent; Captain Parshipping department; Robert Patres John Barlow, William Bolger, Im Doherty, George Gaston, Gustar Imer, district men.

From the sports department: W. McGechan, Al Steimer, Henry V. Sm. Wilbur Wood, Robert Maher, Charles M. Lincoln, executive effect the New York Herald, when interested Entropy Research and Captain St. On the Europe for several men plans to go to Europe for sever

plans to go to Europe for several med Lincoln was advanced from managed editor to executive editor of the Heal

in October, 1923.

Hamilton Peltz, prominent reports
the Herald, has joined the staff of

New York Times.
Only 5 members of a staff of 2 metained from the Herald's financial partment. They were: Trace 8 liffe, financial editor, Frank Win Thomas F. Woodlock, M. Goldsen.

Rhomas F. Woodlock, M. Goldsen Ray Bailey.

In this department came to light of the intimate stories of the mer Frank Gunnell, who has been win for Mr. Munsey since he was like saved money and was planning to within the next 2 weeks. When went to work Monday he conditions to the same than the same that the same than the same than the same than the same than the sa

FRANK MUNSEY'S NEWSPAPER RECORD

| City | Newspaper | Established | Bought | Sold | Suspend |
|--------------|-------------------|-------------|--------|------|---------|
| New York | Star Continent | | 1890 | 1890 | |
| New York | Daily News | | 1901 | 1904 | |
| Washington. | Times | | 1901 | 1917 | |
| | Journal | | 1902 | 1913 | |
| Philadelphia | Times | 1908 | | | 1914 |
| Baltimore | News | | 1908 | 1915 | |
| New York | Press | | 1912 | | 191 |
| New York | Sun | | 1916 | | 192 |
| New York | Evening Sun | | 1916 | | |
| Baltimore | News | | 1917 | 1923 | |
| New York | Herald | | 1920 | 1924 | |
| New York | Evening Telegram. | | 1920 | | |
| New York | Sunday Telegram. | | 1920 | | 192 |
| Baltimore | American | | 1921 | 1923 | |
| Baltimore | Star | | 1921 | | 190 |
| New York | Globe | | 1923 | | 199 |
| New York | Mail | | 1924 | | 195 |

Work of Three Generations of Famous Editors



FRANK A. MUNSEY Born 1854

friends he had completed the purchase of furniture for "our" apartment. The piano had just been moved in. That evening Munsey sold. Gunnell is out of

Others retained were: Others retained were: E. M. Jenks and George Edgecombe of the real estate department; Luther Price and T. B. Preston, copy readers; W. J. Henderson, music critic; Henry McBride, art critic; Cecil Allen, society editor; and L. J. Faulkner and Miss B. I. Phillips of the society department.
Walter Davenport, star reporter of the

Herald, has joined the staff of the new Chicago Tribune's coloroto weekly.

E. L. Bragdon, editor of the Herald Radio Magazine was retained by the Sun. Keats Speed, managing editor of the Sun, said Wednesday he was unable to announce the editorial writers retained or the changes in the Washington bureau, which will be made necessary.

The Tribune retained about 25 members of the Herald staff.

of the Herald staff.

They were: Henry Hill, assistant night editor; Reginald Wilson, assistant night editor; Which Fore

SALIENT FEATURES OF **HERALD SALE**

OUTSTANDING features of the whirlwind Herald Tribune merger as gathered by EDITOR & PUBLISHER follow: Price: "In excess of \$2,000,000."

Intensive negotiations started March 14, and closed March 17.

March 14, and closed March 17.
More than 600 men and women
thrown out of work. The Tribune
and Herald each gave two weeks'
pay, except to mechanical men.
Two outstanding causes coutributing to the merger were, according to Ogden Reid: (1) Rising newsprint cost; (2) High
wages devended to the

ing newsprint cost; (2) High wages demanded by labor unions. Tribune continues to use Her-

ald's presses for 2 years.
All advertising contracts turned

over by Herald to the Tribune. Charles M. Lincoln, executive editor, Herald, goes abroad for several months. Dispute arises over priority rights, Typographical Union mem-



COMMODORE JAMES GORDON BENNETT 1841-1918

Stanley Walker, assistant night city

editor.
The following reporters: Harold S.
Corbin, F. S. Schlesinger, Milton V.
O'Connell, Floyd W. Taylor, Lee Stowe,
and W. P. Carney.
Herbert Asbury, Joseph Endler, district men; James V. Linck, Eugene
Lokey, Hugh Durigan, and Everett Kall-

Frank Dole, dog editor; Gurney Gue, horse editor; Kerr N. Petrie, golf editor; William Henderson and Fred H. Can-

William Henderson and Fred H. Can-field, radio department, and John Logan, society department.

The business office of the Sun retained the following Herald men: C. F. Col-burn, assistant advertising manager; H. L. Goldman, in charge of classified ad-vertising; Burton Brown, in charge of automobile advertising; Philip Bleeth, in charge of financial advertising; E. O. Petersen, in charge of local advertising. Practically every member of the Herald's want-ad department went over to the Tribune.

Friendly stated the Sun plans to keep all the Herald's mechanical equipment except one color press which the Tribune will take over.

Which Forced the Historic Merger

A PPALLING," wrote Mr. Munsey of the cost of publishing a New York newspaper. He did not exaggerate. New York is the scene of the most expensive metropolitan operations in the country, or has been until the pruning knife of Mr. Munsey's purse trimmed off some loose ends during the past nine months.

For instance, consider the advertising volume of New York papers, compared with those of Chicago, Cleveland, Detroit,

or Philadelphia.

New York, with 17 daily papers last year, carried a total of 160,000,000 lines of advertising.
Chicago, with six papers, produced 80,-

000,000 lines Philadelphia, with six papers, had 85 .-

Other three papers are papers, and oscillation of the papers of the pape

Detroits tines papers.

The disparity is too apparent for further comment, except this—that New York employed 2,900 newspaper compositors, against 900 in Chicago, New York newspapers operate 18 plants against Chicago's six, New York's print paper consumption was thrice that of Chicago, and its payrolls in all depart-



JAMES GORDON BENNETT, SR.

ments maintained the three to one ratio. Costs, New York vs. Chicago—3:1. Income, New York vs. Chicago—2:

The difference was written in red ink in the monthly and annual balance sheets of several New York newspapers, of which the Herald is mentioned as one along Park Row.

Mounting costs are blamed by pub-lishers when they talk shop among them-selves. That is only a partial diagnosis of the business blight that has wiped out three New York newspapers in less than three New York newspapers in less than a year and which has been terrifically and malignantly active all over the country since before the war. In New York, especially, as the above figures show, the newspaper business has been topheavy, unsound, many of its members far behind the parade of modern business and happing to the table of the averaging as large. hanging to the tail of the procession only through the momentum carried over from easier days.

It is here that mounting costs enter.\ They are as pneumonia or cancer to newspapers not strongly intrenched in



WILLIAM LAFFAN

popular affection and in advertisers' profits. Costs have combed steadily and to dizzy heights since 1914, and advertising rates, at their highest, have not maintained an average increase equal to that of the production budget.

Every element that enters into the making of a newspaper has followed a rising cost curve that even the ablest management has found hard to check. Reporters, editors, solicitors and bookkeepers—all receive more money than they did in 1918. To be sure, their dollars are not so valuable as they were six years ago and perable as they were six years ago and perhaps their real wages are no greater, but the drain on the publisher's treasury is not the less appreciable. Organized workmen have more than kept their wages abreast of increased living costs. They have permitted no recession from their war-time wages, in New York and most other big cities. Taking wages of New York mechanical labor:

Typographical wages have increased

Typographical wages have increased 76.1 per cent over 1914.

Wages of pressmen-in-charge have in-creases of 76 per cent.

Journeyman pressmen's wages have increased 90 per cent.

(Continued on page 6)

MODERN TOWERING OAK



West Fortieth Street home of the consolidated newspapers, gay with flags and staff enthe this week, following Reid's purchase,

Photo-engravers' pay increased 101 per Mailers' wages are 88 per cent over

1914 levels

Delivery men are earning 113 per cent more than 10 years ago. Paper handlers now receive 123 per

cent over 1914 levels. Increases for other crafts of small number in newspaper forces range from 81 to 100 per cent.

These increases have been steady, un-checked even during the depression that followed the 1919-1920 boom. The war peak soon became a footbill as the organized workmen pursued their course of getting all there was to be gotten. Last year the pressmen wanted a taise, struck, lost the strike, but got the raise. They lost some imponderables which are slow in appearing on newspaper balance sheets. The paper handlers this week received an increase retroactive to September, 1923.

Typographical Union and the The mailers are now pressing demands for increased wages, which they are likely to receive, at least in part, if the hotheads in their own ranks do not precipitate trouble similar to that caused by the pressmen last December. There is no relief in sight from this pressure of ever-increas-ing labor costs for the publisher, nor for the reporter, advertising solicitor, and office employe, who take what is left of the payroll after the organized workers insure their own piece of the

Print paper is fairly stable now—at twice its 1914 price. Common sense warrants the guess that it will be higher twice its

hefore many years.

Cost of distribution has risen with the growth of the city, especially the outlying sections. The Herald only three months ago started organization of its own delivery system throughout the city and has spent a sum of money in this work described this week by one Herald executive as "considerable." A successful effort to give the Herald

a distinctive Sunday feature, which would have an appeal to readers throughout the East—the recently-established radio supplement—is said to have cost Mr. Munsey about \$250,000. The feature was advertised in large space in 176

newspapers.
Mr. Munsey's other business of the Mr. Munsey's other business of the week included suspension of the Sunday evening Telegram-Mail, inherited from the Bennett ownership and said to have been profitable under the latter. Its de-mise was attributed to the wide disparity between its circulation and that of the daily Telegram-Mail, which has been greatly increased by the Mail purchase. The differential between the daily and The differential between the daily and Sunday advertising rates of this paper in recent weeks, it has been said, has caused advertisers to disrupt their previous schedules to the disadvantage of the property as a whole. Another factor is that the Sunday evening paper carried a tremendously high production cost, due to premium rates paid to mechanical forces. This factor is said to have been decisive in causing Mr. Hearst to suspend the Baltimore Sunday Evening News, purchased last year from Mr. Munsey. Taken as a whole, Mr. Munsey's accomplishments of the past year may be summed up in a paragraph or two. He has climinated two evening papers, one

has eliminated two evening papers, one Sunday evening paper, and one morning

and Sunday paper.

His two evening papers—the Sun and the Telegram-Mail—now claim a combined total of over 450,000 circulation daily. They serve the people who a year ago were buying about 600,000 copies of the Sun, the Globe, the Telegram, and the Mail. The 150,000 difference may be ascribed to duplicate circulation, though possibly some of it may have gone to other newspapers.

A circulation of 150,000 daily for 310 days on two papers averaging 20 pages a day runs into real money in newsprint alone.—4,650 tons, at \$75 per ton, valued at \$348,750, or roughly, \$350,000. That is interest at 6 per cent on an investment of \$533,000. of \$5,833,000.

Advertisers are paying less, too, to

Stereotypers' wages are up 66.6 per reach the readers of the class Mr. Munreach the readers of the class Mr. Munsey desires to serve. A year ago they paid in the neighborhood of \$1.40 per agate line if they used the four papers. They pay \$1.00, more or less, for the 450,000 circulation which the Munsey evening papers now claim to provide.

What will happen to the Herald's 170,000 delivered 200 000 Section 200 000 delivered 200 000 Section 200 000 delivered 200

000 daily and over 200,000 Sunday cir-culation nobody knows. Mr. Munsey is authority for the statement that circula-tion cannot be bought and that he buys character, instead. New York news-paper men believe that the Herald's circulation will be held in great part by the cuiation will be held in great part by the Tribune, in view of the fact that both papers have catered to the same kind of readers and that no other New York paper has shared any large part of their field. The result for the next few years, at least, is likely to be a centralized circulation among conservative readers, much larger than that enjoyed by either the Tribune or the Herald, but smaller combined present totals, and an advertising revenue based on this cir-culation which will afford a profit to one paper which was impossible for both papers according to seniority in service.
This seniority dates from the day when a

Why Consolid compositor began to appear regularly for work as a sub.

The Tribune compositors claim that as

Mr. Reid purchased no physical property, but only the Herald's name, Associated Press membership, advertising contracts, and mailing list, the transaction was not a merger. The Herald men contended a merger. The Herald men contended that it was no different from other recent consolidations in New York in which the usual priority rule had determined the standing of the compositors affected.

Herald-Tribune managemen agreed with the Tribune compositors' stand and objected to dismissing any of its force to make way for the old men the Herald.

Mergers of the past year affecting the Sun, Globe, Telegram and Mail have put a number of men out of situations and places near the top of the substitute list, but until this week no Sunday operation, with a large force of men, has been in-

A further complication is the dispute over the newspaper scale. Discussions have been in progress for several months

Why Consolidation Was Inevitable

Munsey announced the Heral sales thus!

People TO THE READERS OF THE NEW YO HERALD:

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"This note is to say that beginning imorrow (Wednesday) morning New York Herald and the New York Tribune will be issued as one newspare." morrow Tribune will be issued as one newspec. The title will be the New York liral and New York Tribune. This measurily cumbersome title will be simple later. But however simplified, the man of the amalgamated newspaper will can permanently the title of this newspec in full. in full.

in full.
"I may tell you, and I want you to devoted followers of the New You Herald, to know, that the permanent maintenance of the name of this results when the manner of this results are the name of the name of this results are the name of this results are the name of the name of this results are the name of the name of this results are the name of this results are the name of the na maintenance of the name of this perpaper as the name in full or in part the amalgamated newspaper was a but condition to my consent to the sake the New York Herald. And I may all in this connection that Mr. Ogden Ru the owner of the New York Tribune at the purchaser of this newspaper, is namely agreeable to the maintenance of the Herald 'name for the amalgament Herald Tribune. Herald *name Herald-Tribune.

The New York Herald and the New York Tribune should have been mered York Tribune should nave been maga-into one newspaper two or three par-ity one newspaper two or three par-ity every reason why the ago. There is every reason why the should have happened, as the two empapers occupied precisely the same felt in their political principles and in the content of the political principles. views generally they were in accord at each stood alike for worthwhile ideals in

American journalism.

"The great obstacle to amalgamatin has hitherto lain in the fact that the owner of neither paper was willing a sell. Meanwhile the costs of newspape publishing in New York have mound higher and higher, until today appalling. And the worst of the mater in the morning field is that the selling price of morning and Sunday newspaper has been held at a starvation price by the iron hand of divergent interests.

"With Mr. Reid, the continuance of his ownership of the Tribune was a den sentiment and a duty, as it was a famil heritage from his father, Mr. Whitelaw In our discussions from time to time about amalgamation, Mr. Ogun Reid urged that I had no such obligation to the New York Herald to continue in my ownershop as he had to the New York Tribune to continue it in his owner-ship. In this position his reasoning wa

ship. In this position his reasoning was "At the time I took over the New York Herald, however, after the dead of its distinguished owner, Commodute Bennett, it had become but a stard shadow of its great days. Revitabing snadow of its great days. Revitaning it into a newspaper of grasp and power developing a brilliant, able staff of tors, reporters and department had always spending of myself and my more interesting to the staff of the staff o without stint in its upbuilding and in the public service, the New York Herald in public service, the New York Herald on become a very real part of my life. So to pass it out of my life involves some thing of the same meaning to me that the disposal of the Tribune would have lad to Mr. Reid. But this is one thing, sound common sense is quite another. "My work of amalcamating newspoor!"

"My work of amalgamating newspapers in the evening field in New York been as sound a piece of economics the amalagation of competing line of railroads or banks or manufactures. This principle applies equally well to morning journalism. As I have two other New York newspapers, the Sun and the Telegram, the sale of the New York head

gram, the sale of the New York Herat to Mr. Reid meant less to me than the sale of the New York Tribune would have meant to him.

"Moreover, the sale of the New York Herald will enable me to concentrate on the Sun quite as I have concentrate on the New York Herald And the Su the Sun quite as I have on the New York Herald. And the Sm a newspaper of distinction, of quality of very strong position. Whatever is me to do in the way of public series will be done through the Sun precise as it has until now been done through the New York Herald.

(Continued on page 25)

BATTLES OF GIANTS

FOR thirty years in the swashbuckling days of American inde-F pendence, the journalistic forefathers, Ben Day, Bennett, Greeley, Dana, fought on New York ground for the supremacy of their respective ideals, slashing right and left with amazing audacity and unrestraint, creating newspapers that fairly burned with exciting interest.

In all American history there is no chapter so fascinating as the age of "personal journalism," of the roaring thirties and

Bennett started the Herald with \$500 eapital, Greeley started the Tribune with \$2,000, but the stuff they put into them was richer than gold, for by sheer force of character and varying degrees of moral purpose they swept all before them.

invented our good game.

Never until now has the complete story of the Bennetts been written, and EDITOR & PUBLISHER takes pride in announcing that it will be presented serially in these columns, starting with next week's issue. The author, now engaged in writing the final chapters of this fascinating book, is Albert Evander Coleman, well equipped to write the inside story of the lives of the Bennetts and the history of the Herald by reason of his long association with Commodore Bennett on the staff of the Herald.

This story is a real refreshment in press idealism as well as a sound biography. It smaeks of the "good old stuff" dear to the memories of all workers in journalism.

Get in on this heart-thumping, nerve-thrilling, mind-filling story of adventure and achievement, live a day with giants of the press-first chapter exclusively in next week's EDITOR & PUBLISHER.

Herald Printers Not Entitled to Priority By Sale, Union Rules

NOT the least of the problems arising from the Herald-Tribune consolida-tion fell not to Mr. Reid or Mr. Munsey, but to the officers and members of Typographical Union No. 6.

Decision of the executive council of the union, in whose hands the case was placed, was against the contention of the Herald printers that they were entitled to priority rights over the Tribune men. Approximately 125 men were affected by

They will take their places according they will take their places according to priority in the Sun typographical force, which has operated as part of the Herald chapel. Probably at least 50 men will be cared for in this manner.

The Tribune has also created a number of new situations, adding a day shift of 25 men and increasing the night force. Herald men are in the majority in these

The question at issue between the compositors of the Tribune and of the Herald was whether the sale constituted a merger. If so, the practice followed in similar operations in New York would dovetail the typographical forces of both

between Typographical Union No. 6 and the publishers. The Union's original de-mand for an increase of \$14 per week and mand for an increase of \$14 per week and reduction of hours to six a day or night has not been withdrawn, but in recent weeks negotiations with the publishers have been conducted by President Charles P. Howard of the International Typographical Union and the local committee.

In their report to the local union's special meeting March 23, it is understood that Mr. Howard and the committee will present the publishers' offer of a \$3 weekly increase without reduction in hours. Acceptance of this offer is foreshadowed.

Other unions are not facing so tense situation, with the exception of the De-liverers' Union, eighty members of which were thrown out of employment when the Herald's delivery service was

abolished.

abolisned.

Few, if any, pressmen will lose their places, as the Herald-Tribune is using some of the Herald's presses at 280 Broadway in addition to its own battery on West 40th street. The Sun and the Telegram-Mail, Mr. Munsey's evening additional propers and also employing additional papers, are also employing additional press capacity outside their own plants. Comparatively few mailers, photo-engravers, stereotypers, or paper-handlers are affected.

EDITORS UNDERESTIMATE PUBLIC SAYS DR. CRANE

People Want Ideas, Not Exhortations—Dailies Should Serve, Not Lead, Declares Famous Syndicate Editorial Writer-"Write 'Em Short" His Advice

WHAT'S wrong with the average

WHAT'S wrong with the average newspaper editorial page?
Dr. Frank Crane, who writes editorials read daily by 20,000,000 people all over the world, whose hand, as advertised, has hidas touch to circulation lists, considered the question for EDITOR & PUBLISHER this week.

SHER this week.
"Newspaper editorials too frequently
ttempt to lead when rather they should
erve," was Dr. Crane's immediate an-

"The newspaper world has undervalued "The newspaper world has undervalued the human race. Newspaper men are overlooking the fact that people are interested in ideas and thinking.

"Too many newspapers are trying to be leaders. We don't need leaders: we

need servants."

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"Too many newspapers are trying to be leaders. We don't need leaders: we med servants."

Dr. Crane, retired minister, now proud to call himself newspaper man, sat in a soft upholstered chair in his luxurious uptown New York apartment. Between phrases he puffed at a short pipe. Three buttons of the vest of his brown suit were undone for comfort. The room was bright and sunny. The whole pictured satisfaction and comfort.

Thirteen years ago at 50, he climbed down from the underpaid pulpit, possessing, he recalls, "a wife and a \$1,600 debt." He started writing editorials for the Chicago Evening Post at \$1 a day. He has made editorials pay him well. He believe newspaper editorial pages should pay publishers well, very well.

"But first publishers must take a new view of editorial purpose," he declared. "Editors must first change their method of writing and presenting editorials. "Newspapers shouldn't have editorial policies. They under-rate the readers' mtelligence. They should recognize themselves as the judge; their readers as the jury. They should give both sides of every question and let the reader decide. "Editorials can and should be put on a paying basis," Dr. Crane declared. "Eliminate the partisan and give them miversal appeal."

In Dr. Crane's opinion the average newspaper editorial is "poorly done," hampered by policy, neglectful of fundamentals, lacking in power, suffering from anonymity.

"Most editorials are too long," he contined "Attacker lede one of the province of the continued of the continued "Attacker lede one of the continued "Attacke

mentans, taking in power, statering from anonymity.

"Most editorials are too long," he continued. "A reader looks one over. First he sees the title. Is it interesting? Then he looks at the length. If it is too long, me times out of ten he lays it aside un-

"To be successful then an editorial must be reasonably short. be attractively "Second: it must

printed.
"Third: it must be broken up into

many paragraphs. Long paragraphs dis-courage readers. Long sentences also

courage readers. Long sentences also discourage readers.

"Fourth: an editorial must be written in the language of the people. The curse of most editorials is that they are too literary. People never think or speak the way most editorials are written. One must use common homely words to reach must use common, homely words to reach the masses."

"In the news columns, makers give the public what it wants. News, which is of course, always the unusual, has universal appeal.

ual, has universal appeal.
"On the editorial page, however, edi-"On the editorial page, however, editors are too prone to reverse this and try to tell the public what it should want. "Newspaper publishing offers the quickest way to lose money in the world, next to hotel-keeping. The best and most permanent way of making money is to tell the truth and serve the people. "Serving the people on the editorial page doesn't mean giving biased and prejudiced opinions. Both sides of every question should be fairly stated and the public left to decide the issue. "Newspapers should put more trust in the average man. Too many people are trying to work the public. We don't



Dr. Frank Crane

need leaders, but we need good servants'.

Dr. Crane scored the anonymity of the

editorial pages of today.
"This present custom, which grew out of the days when a newspaper represented one distinct known personality, is very

"Editorials of today written by a cluster of individuals should all be signed. "Let the editorial writer look for the

"Let the editorial writer look for the fundamentals, and realize they are interesting," was his parting advice.

Although trained to be a preacher, Dr. Crane always wanted to write. As a young boy he was an omnivorous reader. Then, as is his custom today, he "read in" instead of "read through" books.

"It is very silly to read every book through," he believes. "It is much too difficult to acquire knowledge that way.

"The most important part of every

"The most important part of every book is its table of contents," he said. "The best knowledge a man can possess

"The best knowledge a man can possess is knowledge of where he can find various facts, theories, and opinions."

Dr. Crane has such knowledge. He works each day from 9 o'clock to 1 in the study of his New York apartment, writing editorials to be sent to 120 newspapers in the United States and 30 newspapers in foreign countries, editorials. papers in foreign countries; editorials, which will be translated into Japanese for readers of the Tokyo Nichi Nichi; into Chinese for the merchants of Shanghai; into Spanish for natives of Havana, Cuba; and into French for the entertain-ment of the elite ladies and gentlemen,

ment of the elite ladies and gentlemen, the concierges and midinettes, who peruse the Paris Petit Parisien. He likes to say he champions no cause, except the cause of humanity.

In appearance he is not in the least ministerial. When interviewed, he was wearing a brown business suit of modish cut. His white silky hair was carefully combed and brushed. He certainly did not look his age of 63.

"They told me this was the age of youth, when I started newspaper work at 50. They said I would never succeed."

"Why, I never woke up until I was

"Why, I never woke up until I was 50," he ejaculated. "The past 10 years have been the happiest of my life. This

BRANT ATTACKS VULGAR HUMOR

Well-Known Editor and Writer Complains of Language of "Big City Illiterates and Back Alley Degenerates" in Hot Criticism of Syndicated Material

By IRVING BRANT-

THE newspaper having supplanted the book, the magazine and the mail order catalog as the source of American culture, many standards have been given into its keeping. The English language has been turned over to the tender mercy of journalism. The newspaper has become all-powerful in fixing the level of intellectual interest among the people. It reflects the delicate releases the control of the co reflects the delicate relationship between the spoken word and the unuttered thought, on such subjects as sex morality. And, finally, it is becoming the custodian

And, finally, it is becoming the custodian of the American sense of humor.

The influence of the newspaper on morality may be left to the preachers. Its effect on the level of thought may be made the study of metaphysicians. But how shall the responsibility for newspaper humor be passed on and forgotten in the limbo of expert analysis?

Nay, nay! The newspaper is more and more seeking to hold its readers by touching their risibilities. Every newspaper man will admit that he himself is an unexcelled expert in the theory and application of humor. The standardization of the American newspaper began and centers on the comic page. A joke, once started on its journalistic rounds, goes from newspaper in an analyse sizely existed. once started on its journalistic rounds, goes from newspaper in an endless circle, until in time, no matter where it is published, it murmurs to the make-up man, "There's no place like

This standardization of humor is what makes the matter so portentious. The jokes, the jests, the quips, the slang, the wit, the delicacy, the imagination and the finesse of a single individual are spread into a mental and artistic feast for millions of people. They must eat it

or starve.

The humorist, on his part, merely mirror his own mind. He reflects the language, habits, ideas and ideals of a group. This group level is thus placed a group. This group level is thus placed before the entire populace of America, with the tendency to make it the universal level.

Pick up the newspapers of any city in America, turn to the comic page, and ascertain what group has been chosen as the standard bearer of American humor. If you are a slow reader, it may taken ten seconds to discover that comic page humor, is all concled in the length of the control of the taken ten seconds to discover that comic page humor is all couched in the language of big city illiterates and back alley degenerates. They are chosen as the model for the country. Their idioms and ideas are put into the head of every boy from Montauk Point to Puget Sound. They have supplanted Pilgrim's Progress and the King James Version as the insurers of a language pure in word and thought.

This links the question of newspaper.

word and thought.

This links the question of newspaper humor with the effect of journalism's custodianship of the English language. Some may claim that the level of humor is above the level of language. If that were the case, it would be an easy matter to bring about a reform. Simply asphyxiate a dozen cartoonists, put their successors in a model environment, and their English would rise to the level of their humor.

Unfortunately, the humor of the comic page is no better than its English. It is merely easier to define what is wrong with the cartoonist's English. His huwith the cartoonists English. This had mor mixes with language at its own level. The word has been suited to the deed, and the deed is deadly.

The answer to all this may be, it is what makes the people laugh. If that is true, and they will laugh a nothing else, there is a better field for newspaper endeavor than making the people

The situation is entirely too suggestive of the story of Kibate and the rhinoceros, as it is told in Uganda folk

lore.

Kibate was an African who met up with the King of Uganda while the latter was on the war path. The king's army camped one night in a terrific rain which put out their fire, but the king saw a fire on a distant hill, and bade his men fetch it. They went up the hill, and found that the fire was on the horn of a rhinoceros. They begged for fire, but the rhinoceros said:

"It is very dull living alone on the

"It is very dull living alone on the hill-top; the man who can tell me a funny story shall take the fire from my

None of the men could think of a funny story, so they went down the hill. Then Kibate announced that he would bring the fire. He went up the hill, and came back with a pot of glowing coals.

coals.
"How did you get the fire?" asked the

"How did you get the nee: asked the King of Uganda.
"Listen," said Kibate. "Do you hear that noise in the distance. The rhinoceros is still laughing at the story I told him."
"What was the story?" asked the Licanda chief.

Uganda chief.

I told him," said Kibate, "that there "I told him," said Kibate, "that there was once a king who had no feet. He asked what the king did, and I told him he walked on his hands. Ha, ha, ha, laughed the rhinoceros, and I took the fire. Listen, my king, he is still laughing at the story I told him."

"I don't think that story is funny," said the King of Utanda.

said the King of Uganda.
"Neither do I," answered Kibate.
"But it is the kind of a story that makes a rhinoceros laugh."

There is no doubt whatever that the American people laugh at the comic page. They can be heard laughing on every hill-top. And the Kibates of the comic page are never tired of tickling the tender hide of the rhino.

Syndicated humor is so concentrated that it would be subject to easy control, if the newspaper publishers of the country, through their organizations, showed try, through their organizations, showed any desire to change the general standard. It is of course unlikely that anything of the sort will be done, at least not until there is a reaction from the exaggerated importance now given the slap-stick, slang-slinging brand of humor. One newspaper (not in New York or Chicago, either) recently contracted to pay \$725 a week for two comic strips. Another newspaper in the same city pays \$425 a week for a single comic. It would be interesting to compare those payments be interesting to compare those payments with the total amount spent, per week, upon their reportorial staffs. In fact, how many newspapers are there in America which have a total reportorial payroll of \$725 a week?

payron or \$/25 a week?

If it is legitimate journalism to narcotize the sensibilities of the people in
order to swing a few subscribers back
and forth between rival newspapers, why
not carry the practice a bit farther, and
fold a good sniff of cocaine into every
copy of the paper?

FOREIGN NEWS MEN AMBASSADORS OF THE PEOPLE, SAYS WILSON

New President Foreign Press Correspondents Tells Views on Reporting-M. P. at 30-Came to U. S. for London News in 1917

By HAROLD BUTCHER

PHILIP WHITWELL WILSON, author and special correspondent, recently elected president of the Association of Foreign Press Correspondents in the United States, was almost a stranger in this country when he came to New York from London in 1917. Today his writings have carried his name to as great a public here as ever he had on the other side of the Atlantic. He is one of the big figures of world journalism. It was with great enthusiasm that his fellow members in the Association of

fellow members in the Association of Foreign Press Correspondents elected him to the position vacated by W. W. Davies, of La Nacion, Buenos Aires, who had served the Association well during the past year.

ing the past year.

"P. W. W."—those are the initials by which he is known all over Great Britain—was born at Kendal, England, in Britam—was born at Kendal, England, in 1875. He is tall, and looks the part of the well-to-do Britisher with a background of Cambridge and culture. He is fortunate in having a devoted wife, whom he met at a wedding when she was chief bridesmaid and John D. Rocke-

relier, Jr. was best man. He has five children.

"The foreign correspondent is the ambassador of the people," said "P. W. W." discussing the work in the newspaperman abroad during this interview

paperman abroad during this interview at the City Club.

"The correspondent's work is invaluable." "The man who is doing just one piece of work on a newspaper is limited, but the foreign correspondent has a whole continent to explore. He is a correspondent, and he should emphasize the correspondences. He should read the newspapers of his own country. Then, when England is thinking about a Royal Academy exhibition, he should write about American art, discussing it as he would with a friend at the dinner table. American art has not the mystery of English, paintings, but it is brilliant, like the American climate; and the correspendent should say so. American artists are not as well known in England as they ought to be.

they ought to be.
"The correspondent should try to picture the American as he really is. I have never yet met a boastful American. The Englishman is reserved, but his reserve covers his pride. The American is open and direct, but underneath there is a

genuine humility.
"When England is discussing her debt "When England is discussing her debt to America that is the time to point out what a long way America went to meet us. It is thought in England that the United States merely made money out of the war; whereas the United States was getting wealthy before the war, and would have been as well off now if there had been as well off now if there

had been no war.

would have been as well off now if there had been no war.

"Then there is prohibition. The English people do not realize how firm the American people are for prohibition. They judge the entire country by what they read of New York. The kind of Englishman who usually visits New York—which is a wet spot—is the kind which moves among the 'best' people—those who are in the 5 per cent who can buy what they want because they have the money. In New York you can buy anything if you have the money. The Englishman is offered drink, and he writes home saying that drink can be obtained anywhere. He gives the impression that prohibition is a failure; which is not so. The Americans have done a great thing in prohibition, and they are at the back of it—especially the women, who see that this law protects them.

"Remembering that the correspondent is the ambassador of the people he should write as the representative of his country. The English correspondent should be an Englishman, not an English

WHITWELL WILSON, Liberal or English Conservative. I am an advanced Liberal, but when I write or speak I do so as an Englishman, paying my tribute to men of all parties who have been thought worthy by their countrymen to fill high office. In the America the correspondent should write not as a Democrat or a Republican but as one who regards the country as a whole. Also, by the way, he should cultivate a Biblical brevity!"

Although he is now an independent writer; holding his position in America

by virtue of his articles and books, Mr. Wilson came to this country as special correspondent for the London Daily News, the great Liberal paper which he News, the great Liberal paper which he had served as assistant editor and Parliamentary correspondent. He had also found time, at the age of 30, to enter the House of Commons as Liberal M.P. for St. Paneras, London. As "P.W.W." he enjoyed a fame like that of "Toby M.P.:" and every morning, while Parliament was sitting, the Liberals who 'took' the Daily News read his dispatch, at breakfast, before they opened their shops and pulled down the shutters. His easy, graceful flow of comment, description and quotation, made a strong appeal to the business man who would never dream of buying the Times and reading a debate of buying the Times and reading a debate right through. His stories were read in thousands of homes throughout Great thousands of homes throughout Britain—a striking example of the power Those Liberals saw the House of Commons through "P.W.W.'s" pen pictures; they heard its oratory through his summaries of the speeches.

When changes were made in the of the Daily News Mr. Wilson to the United States as special

PAN-AMERICAN PRE MEET AT WASHINGTO

News Service and Editorial Au Chiefs Choose April, 1925 Conference of Journalists Committee Named

By SAM BELL (Washington Correspondent, EDITOR & LISHER)

Representatives of press assorted organizations of editors and Representatives of press associated and organizations of editors and lishers met in Washington this with officials of the State Department the Pan-American Union to discussion of Journalists provided for resolution of the Pan-American of the Pan-March.

ference held in Santiago, Chi March.

It was decided to hold the men Washington in April, 1925.

Secretary Hughes presided on conference which was attended by Leo S. Rowe, director general dialector of Pan-American Union; Francis Washington in April, 1925.

Fan-American Union; Francis Washington, 1925.

Fan-American Union; Francis Washington, 1925.

Fan-American Union; Francis Washington, 1925.

Fan-American Chairton, 1925.

Fan-American Newspaper Painers' Association, Casper S. Yost, potent, American Newspaper Painers' Association; Casper S. Yost, potent, American Society of Editor, Wallace Odell, president, National Litorial Association.

It was suggested that the organization will be held this spragative to proceed with the rangements and organization. As annual elections of the newspaper ganization will be held this spragation will be held this spragation of the committee from the new officers in the committee from the new officers in text of the resolution providing to Pan-American Conference follows:

"Resolved:

Pan-American Conference follows:

"Resolved: "1. To recommend to the Gorena
Board of the Pan-American Units to
convoke an inter-continental conferent
which shall represent the press of at
of the countries, members of the ha

of the countries, members of the hamerican Union.

"2. To recommend that the Government facilitate the holding of the ference of Journalists to which the receding article refers.

"3. To recommend to the Government of the Pan-American Union that the date for holding of the confermand to select a city of the United Sun of America as the seat of the First hamerican Sun of America as the seat of the First hamerican stress of the seat of the First hamerican stress of the United Sun of American stress of the United Sun of American stress of the United Sun of American stress of the Sun of American stress of the Sun of American stress of the Sun of the Sun of American stress of the Sun of th of America as the seat of the First la-American Conference of Journalist'

ALL IN THE DAY'S WORK

By FREDERICK B. OPPER

Celebrated Comic Artist and Cartoonist of the Hearst Organization



WONDERFUL Opper!

At it for more than half a century.

At it for more than half a century.

Going as strong today, as twenty, ten
or five years ago.
On Jan. 2, he
entered his 67th
year, but his pace
does not slacken,
nor humor dull,
nor the famous
line waver. Wonderful Opper!

derful Opper! Recently sweet young girl High School stu-dent of New Ro-chelle, N. Y., home of the arinterviewed Opper for her school paper, the

F. OPPER

Purple & White."

"Purple & White."
Here's the naive story she wrote:
"Mr. Opper's career has been an interesting one, to say the least. Formerly he illustrated many comic books such as 'Bill Nye's History of the United States.' If you feel like laughing, just look at the illustration of 'The Landing of the Pilgrims.' Other books are 'Aesop's Fables.' Mother Goose,' and also one by Mark Twain. Mr. Opper started by illustrating for 'Leslies' and 'Puck.' Then he drew cartoons for the Hearst Mark I wain. Mr. Opper started by illustrating for 'Leslies' and 'Puck.' Then he drew cartoons for the Hearst papers, which he has done ever since. Every day he sends in a comic to the 'American.' * * * These single drawings, done in pen and ink, are sent

paper, but the colored Sunday supplement is drawn six weeks in other in the day before they appear in the of the length of time it takes to print

"The artist does not only draw cartoons but also sketches. He says it rests him to draw scenery for a change. He has several books full of these sketches. Some he has done while on a vacation. He remembers more of his trips by drawing these pictures. He has several oil paintings, too, which he put on exhibition

"Mr. Opper has another occupation. The squirrels are numerous around his home. This time of the year it is very difficult for them to find food. So, every morning, he takes care to put out peanuts for them.

"Some of the 'Happy Hooligan' comics have been used in the movies as Animated Cartoons. Mr. Opper says they are extremely funny to look at, but they are extremely funny to look at, but very hard and uninteresting to draw. Some artists carefully preserve all the fruits of their labor. Mr. Opper did at first. But when he started to draw so many for the papers, he discovered that he had enough to fill the house. So he made a bonfire of them all. Now the staff of the 'American' keeps them.

"As I came away from the studio, I couldn't help feeling that I had interviewed a man who has done much to uphold New Rochelle's reputation as a

hold New Rochelle's reputation as colony of artists.

"KATHERINE FITZPATRICK, '24."

Newspaper Women Dance

Second annual ball of the New I'm Women's Newspaper Club was held the Hotel Astor, March 21. Stars in leading Broadway attractions profite entertainment. The sum realized in the ball will be used towards the lishment of permanent club rooms in Dixon of the Evening Telegram chairman of the Ball Committee

Premier Greets British Journalis

Premier MacDonald was the gust the London Press Club, March 18. The Prime Minister addressed the club's fellow journalists." When he left office he said, he would return to the woold, very honorable, and very important profession of journalism."

World Abolishes Art Criticism

New York Evening World this as abolished its department of art choice conducted for the past 10 years by W. Bowdoin. Mr. Bowdoin has not a nounced his plans.

F Congres \$150,000,00 tal emplo the count

ublisher

nd-class ma Realization nome to rep General Ha the salary in a boost in s mail rates. mail rates.
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To stal increase means higher 2ND your publication goes on record recommending a horizontal raise as opposed to a discriminating raise in postal compensa-CLASS RATES, NEW DECLARES

Publishers Frankly Told Pending Wage Bill Means Added Burden at Washington Conference-Sliding Scale Proposed as Substitute

By SAM BELL

. (Washington Correspondent, Editor & Publisher)

\$150,000,000 annual pay increase for ostal employees, the publishing industry if the country may prepare itself for a substantial increase in the rates on sec-

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ubstantial increase in modelass matter.

Realization of this fact was brought some to representatives of the industry in Washington this week by Postmaster General Harry S. New, who predicted he salary increase could be met only by some second third and fourth class boost in second, third and fourth class

Mr. New's statement was made to Wal-

mai rates.

Mr. New's statement was made to Wallace Odell, president of the National Editorial Association, and A. C. Pearson,
national chairman of the American Publishers' Conference. Mr. Odell discussed
the situation with the Postmaster General on Monday and Mr. Pearson conferred with Mr. New on Wednesday.

As a result of his conversation with
the Postmaster General, Mr. Pearson
sent out letters to the individual membership of all the organizations affiliated
with the Publishers' Conference urging
that immediate consideration be given to
the problem and that the Postmaster
General be supported in his demand that
the pay increase proposal be submitted to
a commission for study before its presmission for study before its presentation to Congress.

"War-time postal rates now in effect on newspapers are excessive without imposition of additional burdens, wrote Mr. Pearson as warning to the publishers of what they might expect if Congress went forward with present plans. Postmaster General New was frank in his statements that Senators and Con-

gressmen had suggested that higher rates be imposed on second class matter, as well as upon the first few zone rates of the parcels post to raise the money necessary to grant the salary increase. He said the main features of the Kelly-Edge bill and other measures having for their purpose a flat increase in postal em-ployees' salaries, would be incorporated in a bill which will be reported to the House

a bill which will be reported to the House and Senate early next week.

The agitation in Congress for an increase for postal employees had gone forward rapidly, despite the opposition of President Coolidge and the Postmaster General. Business organizations also have supported it on the grounds that the mail service should not be subordinated to economy in Federal expenditures, although business men have favored a sliding scale of increases to take care of employees where the eost of living is high. ployees where the eost of living is high, rather than the blanket increase plan pro-

Interest of the American Publishers' Conference in the proposal stems from that organization's interest in second class postal rates and the fight it made at the last session of Congress to bring about the repeal of the latest to war inreases in second class matter. Representative M. Clyde Kelly of Pennsylvania, who is a member of the House Post Office Committee, and introduced the bill for elimination of the last two brackets

for elimination of the last two brackets of the second class mail rate increases, now is the author of the salary increase. The proposed increase will entail an initial cost of \$122.759.499 annually and approximately \$150,000,000 a year thereafter, according to estimates of Postmaster General New. The proposal of the employees and many members of Congress that the increase be taken up by an advance in parcel post rates, now considered. advance in parcel post rates, now considered too low, particularly in the shorter zones, will not work, Mr. New said. The parcel post advances will not provide anywhere near the additional revenue.

The Postmaster General has suggested that Congress give him latitude to make up at his discretion the inequalities in pay, and a remedy can be effected with-

F Congress authorizes the proposed out an increase in postal rates. The vances should be made in some instances and not in others, and that the service be placed on a basis comparable with industries with which the Post Office Department competes for its employees.

The letter sent out by Mr. Pearson

March 21, 1924. her: For sever "Dear Mr. Publisher: For several years we have been trying to get a reduction in the postal rate which was so unfairly increased during the war. We have had hopes at different times that we would get an early remedy. At present we are awaiting the result of the 'weigh and count' of the mails which is being conducted by the Post Office Department. "Almost overnight there loomed up

"Almost overnight there loomed up danger that we will not only fail to get a decrease but will have saddled upon us

a decrease but will have saddled upon us a considerable increase.

"There is a bill now before Congress to make a horizontal increase in salary for most of the postal employees, which is estimated will amount to a minimum of \$122,000,000, and a maximum of \$150,000,000. Postmaster General New says 000,000. Postmaster General New says that if this increase is made, it will have to be added to the second, third and fourth classes of mail.

The rate is already so high that the larger publications have more than half of their output independent of the mail, and if there is another rise, it will be up to us to organize more extensive ma-chinery for our own distribution.

"The question that is pressing just now, however, is that many publications learning of the movement to give the postal employees a raise, have said that it is a fine thing in principle, and have run edi-torials favoring a raise in postal salaries. The chances are that very few of them know how postal salaries are arrived at and whether it is necessary to raise salaries in small towns in order to be per-mitted to raise them in the larger cities where there is a crying need of some

The Civil Service Commission has figured to show scientifically where the law of supply and demand makes it necessary of supply and demand makes it necessary to pay increases to get the right kind of men, and their figures also show where there is an oversupply of men because other opportunities in local communities do not pay as well as the postal service. "The United States Chamber of Commerce made a considerable study of the postal situation, and I quote from their report as follows: This committee recommends that in those localities in which

postal situation, and I quote from their report as follows: "This committee rec-ommends that in those localities in which the cost of living is exceptionally high, postal employes should be allowed a temporary salary supplement on a sliding scale, adjusted in accordance with the cost porary of living, until such time as a proper re-classification of post offices and readjustment of wages can he effected to meet prevailing conditions.'

"It is a dangerous situation when "It is a dangerous situation when in the largest business enterprise of the United States there is no elasticity in compensation, and where the general man-ager must go by hard and fast regula-tions of compensation preseribed for him by Congress."

by Congress.

"The Postmaster General would like to have authority from Congress to adjust the inequalities of pay and this could doubtless be done with one-third the amount of money which would be required by a horizontal raise, such as that now before Congress.

"I have not had an opportunity to get this question before all the organization esentatives who constitute the Ameri-Puhlishers Conference, so I am only sending this as a personal communication, but I recommend that you study the matter thoroughly and consider the sources from which the money can come before

a discriminating raise in postar compensa-tion.

"If you were the general manager of a business enterprise having offices in all of the cities, towns and villages in this country, would you consider it ordi-nary fairness to pay the same salaries in a town of 500 which you must pay in a city like Detroit, where living costs are extremely inflated and labor supply limited?

War-time postal rates now in effect on newspapers are excessive without the imposition of additional burdens,

"C. A. Pearson, "National Chairman."

PRESS FREEDOM MENACED

New York Publishers Flay "Clean Books Bill"

Representatives of New York news-paper, magazine and book publishers denounced as un-American the Rabenold-Jenks "Clean Book" bill at a hearing be-fore the New York State Senate Committee on Judiciary and the Codes Com-mittee of the Assembly in Albany, March The publishers claimed the bill was a sectarian measure, aimed at religious liberty and freedom of the press. It is expected the bill will die in committee. S. M. Williams, of the New York World, represented newspapers at the hearing.

"The writer cannot conceive of a more elastic, brutal and destructive attack upon freedom of the press (with all that means of restriction upon the sources of means of restriction upon the sources of public knowledge and enlightenment) than that which is made by the proposed amendments," William A. De Ford, attorney for the Hearst newspapers, declared in presenting his argument at the

hearing.

"This bill is a maimed, dwarfed, unAmerican thing, hideous and deformed,"
he said. "Under its vicious provisions,
great books that have stirred the feeling and thought of mankind through the ages would be doomed."

Others who spoke in opposition to the measure were: H. F. Stone, National Association of Book Publishers; F. W. ASSOCIATION OF BOOK PUBLISHERS; F. W. Hume, National Publishers' Association; F. J. Keefe, New York State Publishers' Association; Jay W. Shaw, New York Press Association; and E. Percy Howard, American Press Association.

JOURNALISTS HOME ASSURED

Bennett Fund Unaffected By Herald Sale-\$3,000,000 Available

The future of the James Gordon Bennett Memorial Home for New York Journalists is not changed by the sale to Ogden Reid by Frank Munsey of the New York Herald, Robert E. Livingstone, president of the James Gordon Bennett Association, announced this

Mr. Livingstone said there would be about \$3,000,000 for the home after all has been settled. Munsey purchased the Herald, the Paris Herald and the Telegram for \$4,000,000, paying one-fourth cash and giving six notes of \$500,000 each, Livingstone said. The executors set aside 4 of these notes for the newspaper

men's home.
"Mr. Munsey told me that he had paid all of these notes, and that so far as he was concerned, everything was settled with the Bennett estate," Livingstone de-

A Correction

Last week it was incorrectly stated in the columns of Editor & Publisher that the Rushville (Ind.) Republican had suspended publication. The item should have announced the suspension of the three-month-old Rushville Telegram, pub-lished hy Forrest W. Tehbets and James N. Culp. The Republican, of which Will O. Feudner is general manager, now occupies uncontested the local daily field and is one of the most prosperous newspapers of its class in the state. EDITOR & PUBLISHER regrets the error and the inconvenience it has eaused the Republican.

Advertising Growing But Not Yet at Peak, Ad Men Say-Good Summer Business Predicted

Radio advertising, both local and na-Radio advertising, both local and national, has not yet reached its height and will show far less of a slump this summer than last year, according to men handling the business for Chicago newspapers. Radio advertising in many cases has caused electrical companies to advertise other electrical goods more than before the advertising more says.

tise other electrical goods more than before, the advertising men say.

"The Tribune started handling radio
news on a big scale and pushing radio
advertising only 5 weeks ago," said H.

J. Crawford, of that paper, "but our experience during that time proves the possibilities. We still handle little local radio advertising but our western add sibilities. We still handle little local ra-dio advertising, but our western and na-tional advertising has been approximately doubling itself each week since we started handling it. There is no indication that there will be a summer slump."

Crawford said circulation of the Sunday Tribune increased more than 30,000

during February, when the radio section was started, over January, while the January average gain over December was only about 16,000. The radio section accounts for the greater rate of increase, he believes.

Static now can be overcome better than Static now can be overcome better than ever before, and for this reason radio advertising should hold up better through this summer, P. M. Riddel, of the Daily News, declared. Radio advertising is 40 per eent greater this year than in the corresponding period last year, he said. An increase in Saturday circulation of the News during recent months of about 30,000 is largely due to the Saturday radio section, he believes.

The Chicago American's radio adver

tising so far this year has been about 100 per eent greater than during the first 3 months of last year, according to the advertising department. The volume during the summer will exceed last sumby at least 50 per cent, it is pre-

dicted.

The Evening Post sees a steady increase in radio advertising, according to Frank Hussey. The Thursday tabloid magazine runs from 13 to 15 standard columns of advertising, he said. Circulation of the Thursday Post is about 25,000 greater than on other days in the week, due largely to the clips columns.

greater than on other days in the week, due largely to the radio section.

Advertising of radio apparatus, both local and national, is increasing every week, according to the advertising department of the Herald and Examiner.

Radio advertising of the Journal has increased steadily up to March 1, according to 1. G. Tampins of the advertising

increased steadily up to March 1, according to J. G. Tappins, of the advertising department, but during the last three weeks there has been a slight decline, which is expected to continue through the summer. Manufacturers, jobbers and retailers are being convinced rapidly of the necessity of advertising, he said, and their fall accounts undoubtedly will be greater than ever before.

Noyes Gets Harding's Last Type

W. F. Thompson, publisher of the Fairbanks (Alaska) News-Miner on March 19, presented Frank B. Noyes, president of the Associated Press, the last "stick" of type set by President Harding during his visit last July to Fairbanks. Arrangements were made whereby Secretary Wallace of the Department of Agriculture will make the formal presentation at the A. P.'s Annual meeting in New York in April.

Herald A. P. Membership Expires

With the consolidation of the Herald with the Tribune, the cost of the As-sociated Press service to the morning newspapers will be divided equally among the six morning newspapers now taking the service—the Times. World, Ameri-can, Herald-Tribune, Staats-Zeitung and Journal of Commerce.

COLLEGE SURVEY JOLTS COMPLACENCY OF MAGAZINE ADVERTISERS

Engineering Students Over Country Show Dismal Ignorance of Products Hammered "Nationally" in Replies to Barnhill Ouestionnaire

FOLKS who spend their millions in magazine advertising would wear funeral faces eternally if they had to secure all their sales from engineering college students. Oh yes, the young men read magazines—some of them read some read magazines—some of them read some magazines, anyway, as they say in freshman philosophy. Of the 285 juniors and seniors questioned by Roy Barnhill, representative of college publications, 43 regularly read the Saturday Evening Post; 21 like the American's success gospel; 12 take the Literary Digest; 7 are Cosmopolitan fans; 103 don't read any magazine regularly; and 99 are distributed over a wide range of general and technical publications.

over a wide range of general and technical publications.

But, only 29 of the 285 knew what "G. T. M." abbreviates. Five guessed "general traffic manager," 3 took a chance on "Greenfield Tap Machine"; 248 couldn't even guess at the meaning of letters that the Goodyear Company has spent thousands to place before the users and future users of belting, as the "Goodyear Technical Man."

One lundred and thirty-eight were

One hundred and thirty-eight were unable to name a valve manufacturer, and only 74 remembered the name of Crane, a frequent advertiser of valves in

Forty-seven failed to name a leading cement firm, and only 93 wrote "Portland"; 32 recalled "Atlas," a consistent national advertiser; only 12 recalled "Atlas."

"Atlas."
Seventy-one flunked on naming a glue manufacturer; and 177, or about 60 per cent, remembered "Le Page," which the Russia Cement Company has spread across magazine space since time immemorial.

Sixty-two tuned out on naming a var nish manufacturer. Ninty remembered Valspar of the steaming tea-kettle; 59 thought of Sherwin-Williams.

Two hundred and twenty-three blanked their answer on the manufacturer of equipment for cutting thick metal. Eighteen wrote "Oxyweld," but only 3 Eighteen wrote "Oxyweld," but only 3 were sufficiently impressed by technical copy in general magazines to recall "Lincoln Welding."

On Welding Equipment, 218 turned in blank answers. Fourteen wrote "Oxyweld" and 13 "Lincoln Welding."

Automatic Sprinklers drew 166 blanks, and 107 answers of "Grinnell," which has and 107 answers of "Grinnell," which has featured the young engineer in its interesting dialogue series in magazines.

Industrial Bearings evoked 149 blanks, Timken getting 83 and Hyatt 28 re-

Lubricating Oil went unanswered by 44. Standard Oil, which is a large newspaper account, led the answers with 144; Vacuum and Texas, consistent users

144; Vacuum and Texas, consistent users of large color space in magazines, won 35 and 23 votes, respectively.

Bushings hardly registered, 243 returning the question unanswered. "Bunting," with its "dominance copy" in leading magazines, squeezed out only 22 replies; no other firm got more than three. Hair Clippers supplied another Water-

loo, 244 reporting no answer. Brown & Sharp, who recently tried to Satevepost Uncle Sam into cutting his own, and who advertise industrial machine tools in en-gineering college papers, got 14 answers. The Koch Barber Supply Company, a comparatively limited advertiser, drew 9

Elevators were over the heads of 89, the Otis firm getting 184 responses.

Dynamite couldn't be handled by 74, and was attributed to duPont (which

and was attributed to duPont (which doesn't stress that product in its advertising) by 142, and to Hercules (which does) by 56.

On Taps and Dies, 172 expressed ignorance. Twenty-nine named Brown & Sharpe; 23 wrote "Greenfield," and 10 named "Starrett." named "Starrett." Manufacturers Steel Window Sash, a

recent magazine recruit, were unknown to 206 students; thirty-three wrote "Trus-con," 19 named "Fenestra." Chevrolet tells the magazine-reading

Chevrolet tells the magazine-reading world which car is most economical for salesmen, but only 19 of the boys took Chevrolet's word for it. One hundred and eighty-four championed a "light car of well-known make," which is usually called out of its proper name.

One hundred and four didn't associate the "Dutch Boy" with any advertiser, and only 28, less than 10 per cent, tied him up to the National Lead Company. But why go on after that? If the "Dutch Boy" isn't a fixed star in the magazine advertising firmanent—well, there just "ain't no sech animile."

The students questioned during last December and January were located at Princeton, Georgia Tech., Iowa State, University of Iowa, University of Vir-

University of Iowa, University of Virginia, University of Minnesota, Kansas State, University of Nebraska, Univer-State, Chiversity of Nebraska, Chiversity of Wisconsin, Carnegie Tech, University of Kansas, University of Pennsylvania, Harvard, Cornell, Michigan, Purdue, Yale, Ohio State, and Armour

The questionnaire's results will he used—effectively, it may he surmised—by the Barnhill organization as ammunition for their list of college papers. These publications, it is claimed, can put the advertiser's message more forcibly through the collegiate retina than any other medium. It might be remarked here that the task doesn't seem too hard, against the atrocious showing of the

general magazines.

It might also be noted that advertisers who use the daily newspapers scored heaviest in the student mind.

NORTH CAROLINA DAILY SOLD

Wilmington (N. C.) News-Dispatch Changes Hands-New Corporation

J. L. Horne, Jr., editor and manager of the Rocky Mountain (N. C.) Telegram, has purchased the Wilmington (N. C.) News-Dispatch from the Port Publishing Company of Wilmington. Horne, with Chester C. Bellamy and J. E. Thompson of Wilmington have formed a corporation known as the News-Dispatch. Inc. with will own and our part of the property of the p

formed a corporation known as the News-Dispatch, Inc., which will own and op-erate the publication in the future. The consideration was not given.

George B. Lay has been appointed edi-tor and general manager. Horne, the president of the new company, was sec-ond vice-president of the Associated Press in 1919, and for 5 years was on the A. P.'s southern advisory board. He is past president of the North Carolina Association of Daily Newspapers and president of the North Carolina Associat-ed Press Club.

PRISON STORY SCORES

Milwaukee Reporter Interviews Man 62 Years in Pen

John M. Cuddy, police reporter, Mil-waukee Journal, recently obtained the first interview with a state prisoner granted in the administration of Gov-ernor John D. Blaine.

The story as printed in the Journal told of the philosophy of a prisoner who had spent 62 years in the penitentiary, confined before the automobile, the telephone and street cars were in use. It told the thoughts and philosophy of a man separated from the world for more

than half a century.

In former years there was strong opposition to interviews with prisoners, who usually thought themselves innocent and gave out stories in the hope of hastening their parole.

AMERICA-BOUND



Lord Rothermere, brother of the late Lord ortholiffo, who has to his credit the fact that has trebled the profits of the Northcliffe ess since the death of his brother, is on the Tanconia." en route to the United States. Deceded here in a few days. His departure "Franconia" en route to the Expected here in a few days, was secret. Expects to slip in.

OLYMPIC PLANS COMPLETE

Seven Hundred Newspaper Men Provided for in New Stadium

By G. LANGELAAN (Paris Editor, EDITOR & PUBLISHER)

Colombes Olympic stadium is nearing completion and will be handed over to the French Olympic Committee in a few weeks. The first Olympic competition will be the Brether Colombia. will be the Rugby contest heginning

The press stand providing accommoda-tion for 700 newspaper men is already completed. The seats in this stand will be divided 60 per cent. to the foreign press and 40 per cent. to the French press. The actual attributing of seats will begin on May 16, when all applica-tions must be in the hands of the Com-mittee.

It is expected that there will be as many as 2,000 applications for the 700

seats.

American newspapers desiring to be represented by special correspondents must send applications for credentials to M. Georges Bruni, president of the Press Commission of the French Olympic Committee, 17 Boulevard Haussmann, Paris, IX, before May 15. Applications are to be made by the management of newspapers and the responsible person signing the application must certify that the representative is a regular member of representative is a regular member of the staff or a bona fide correspondent engaged to cover the games

American newspapers having permanent correspondents in Paris should make their application for credentials through the Anglo-American Press Association.

TEXAS DAILY WINS SUIT

Fort Worth Star-Telegram Victor in \$50,000 Libel Action

R. Slaughter, bank president who sued the Fort Worth (Tex.) Star-Telegram for \$50,000 libel, lost the litigation, in a verdict returned by a jury at Co-manche, Tex., recently. Slaughter was indicted, following the closing of his bank at Whelan, Stephens county, but his case was never tried.

He alleged that the publication of his indictment hy the Star-Telegram had prevented him from getting a position and had brought him financial loss.

There are six Arahic newspapers in the United States, all published in New

EDITOR'S MESSAGE HELD BY CENSOR

Both Western Union and Postal agers at San Diego Decim Paine's Editorial on Arbitrary "Libel" Charge

Robert F. Paine, manager and to of the Scripps-Paine Service, with a quarters at San Diego, Cal., recent tempted to send a telegram addresse a colleague in another branch of Scripps-Howard service, at Washing expressing his editorial views regard certain revelations in the certain revelations in the Teapot Is scandal, and the managers of both wern Union and Postal censored the patch, and it did not get over the approximation.

patch, and it did not get over the to "Since 1879," said (Mr. Pair Editor & Publisher," I have been more or less 'hot stuff' news, but was a novel experience. In the mean that the table the species of the stuff' news but was a novel experience. In the mean that the stuff of the species of the stuff of t I stated that the people of this or 'deprecate anything that has the slip tendency to reflect upon the of the United States,' and ad and added of the United States, and added in ill-repute, his taint, his shame must theirs.' I went on to advise how is about the relationship, as shown by cyclence, between President Cooling McLean. Very plainly my reference ill-repute, 'taint' and 'shame,' in control of the control of

"But the local managers of both to graph companies did not so construe meaning, plain to everyone else, and message did not get over the wires.

"I employed lawyers to ascertain indeed, freedom of the press depairs of largely upon interpretations of light the legal-minded managers of the the graph companies.

"This point, it may be of interest a all publishers to know, has never be definitely and particularly settled by the highest court. There are a few its and lower federal court decisions. California law clearly puts interprate of libel in the hands of the telem management. There are decisions management. There are decisions ir and against the proposition that he consists in publication and the telegral consists in publication and the especial company doesn't publish. There is not a decision to the effect that, while the graph companies may be legally ben't as to messages handled the mere transmission of a libelous mes from one operator to another is publi and the company can be held for libel

"The consensus of legal opinion sem "The consensus of legal opinion sent to be that the telegraph manage, ig or little, legally equipped or otherse informed as to the truth, or ignoral thereof, is censor not only as to the strength of a message's adjectives and truthfulness as to facts but also at the when it is libelous per se to critical certain public official."

TO PRO RATE WIRE COSTS

Canadian Press Eastern Service to On Without Government Subsidy

Costs of leased wire service to Easter province members of the Canadian Pre will be apportioned equally, follows termination of the Dominion govern ment's annual grant of \$50,000 Marchit was decided at a meeting of the 28 ciation's Ontario and Quebec division Toronto, March 17.

Toronto, March 17.

This plan was adopted only promine ally, and will be given 6 months rial. A special committee was appointed investigate the proposed and exist costs and make such recommendation alternative proposals as seemed equivalent that the considered and adopted at annual meeting of the Canadian Press Vancouver in June.

The special committee consists of El Archibald. Montreal Star; Convene that the Green of the Canadian Press Chronick; L. Tarte, Montreal La Patrie; W. J. Wishisson, Toronto Mail & Empire; Iring E. Rohertson, Toronto Telegram; the thur Ford, London Free Press, and J. W. Curran, Sault Ste. Marie Star.



traws



HERE are many roads to success. Some businesses flourish without consumer advertising. Each form of advertising points to satisfied users. The Chicago Territory is but one of many splendid markets. The Chicago Tribune offers but one of many ways to cover this market.

But there are straws which show that success built on consumer Advertising is MOST SOUND—that the newspaper offers the most ECO-NOMICAL and productive form of advertising — that the wealth and RESPONSIVENESS of The Chicago Market are unequaled—that The Chicago Tribune offers the BEST way to cover its territory.

Straws that point to these con-clusions may be found in many lines. Take cigars, for instance: More than one hundred brands of ten-cent cigars and 80 brands of 2 for 15 cent cigars are sold in Chicago. Some of them are not advertised. Those that are advertised use many mediums. But the best selling brand at each price is the brand which has used the most advertising in The Chicago Tribune. ALL cigars extensively advertised in The Tribune are found among the bestsellers: La Palina, Dutch Masters, White Owl, El Producto, Robert Burns and Harvester.



The same situation is found among dentifrices. The best seller in The Chicago Market is the brand which has been most advertised in The Tribune-Persodent. One brand is found among the leading sellers by virtue of magazine advertising. All the other leaders have been large users of Tribune space — Pebeco, Forhan's, Kolynos, Revelation and Dr. Lvons.

Whether it is a ten cent cigar or an automobile at tens of thousands times ten cents-Chicago Tribune advertising seems inseparably linked with sales leadership. Registration of new cars in Cook County was 46% greater in 1923 than in 1922; but Jewett increased 206%, Moon 187%, Willys-Knight 177% and Reo 123%. cars spent twice as much in The Tribuneas in all other Chicago papers combined.

During the first week in February The Chicago Daily News ran a page advertisement which claimed that people no longer read Sunday papers and that therefore furniture merchants are using the evening paper. On the following Sunday there were twelve pages of furniture advertising in The Sunday Tribune. Spiegel's Housefurnishing Company had two of these twelve pages and on the following day had the largest business ever transacted in February or March. As a matter of fact, The Tribune during 1923 ran more furniture lineage in its 52 Sunday issues than The Daily News ran in its 308 issues.



Lyon & Healy is the world's largest musical instrument house. It has been advertising in The

Chicago Tribune continuously for 69 years and last year spent three times as much in The Tribune as in all other Chicago papers combined. Sales last year amounted to \$8,260,313 the largest by far in the history of the business.

Charles A. Stevens & Bros. is the largest store in the world catering exclusively to women. For many years this store has used far more advertising in The Tribune than in all other Chicago papers combined. It has just paid \$4,500,000 for adjoining property to enable it to expand.



Calumet Baking Powder claims a production double that of any other brand, and 30% of this enormous production is sold in one market-

The Chicago Territory. The Chicago Tribune has been the backbone of the advertising effort by which this was achieved.

Other straws there are pointing in the same direction. They all go to prove that business is as good as you make it and that in The Chicago Territory you can make good business better by using The Chicago Tribune.

CLASSIFIED ADVERTISING

The New Public Service

XI—PUBLIC RELATIONS IN CLASSIFIED **ADVERTISING**

By BASIL L SMITH

SILENCE may be golden, as some-one has said, but keeping quiet about a good thing certainly isn't. The amazing growth of modern adver-

tising has proved that silence, as a bus-iness asset, is in a class with bad debts and limited credits. It simply has no place in the development of any product or service that is to be sold in quantities

to the public.

These are the foregone conclusions on which advertising men sell space in mag-azines and newspapers, on billboards and car-cards. And on this same basis of the value of publicity, classified adver-tising is sold to its hundreds of users in

a newspaper every day.

But, after going this far in admitting the benefits of intelligent advertising, the classified organizations of many newspapers neglect the next important and logical step—of popularizing their own classified service to the fullest possible extent.

There are three ways in which the service that a classified medium gives can be brought to the public attention. People form their opinions of classified People form their opinions of classified service from what they hear their friends say about it, from what they read about it in the newspaper and—last but far from least—from their personal contact with the classified organization when they use ads of their own.

Another way of putting the same thing would be to say that public approval of a medium depended on publicity, results and service. When a classified section has these three things on its side, there isn't anything that can then its contraction in the section of the section in the section in

on its side, there isn't anything that can stop its growth.

Progressive methods of promotion put these three assets within easy reach of a newspaper. But being able to accomplish desirable ends and actually accomplishing them are two different things. And it will be a good thing in this connection to see how the modern classified promotion methods in use on a newspaper can be made to yield the greatest paper can be made to yield the greatest returns in popular favor, volume and

revenue.

To get back to our original point, what the people of a city think of a classified medium decides the exact position that it occupies in their lives. And what they think about it largely depends on the faithfulness with which the classified organization adheres to progressive tactics. Results, service and publicity are ready to become the assets of a medium that its publisher would like them to be —just as soon as every member of the classified staff looks at his work with the

classified staff looks at his work with the real vision of classified advertising.

First, take the matter of selling the public on a medium through publicity. There is no method of promotion more clearly indicated than this. We have only to turn to any of the magazines of the newspaper and advertising professions to notice the eagerness with which the daily weekly and monthly publicasions to notice the eagerness with which the daily, weekly and monthly publications in every part of the country bid for the advertisers' favor for their pages. Newspapers and magazines set forth their claims to circulation, quality, buving power, market coverage and the hundred and one other variations of the appeal to advertisers. And this type of advertising, when it is backed by facts, is convincing and profitable.

And why should'nt a classified advertising medium go after its prospects just as hard as a display medium—if it really wants to win and hold their patronage? Mr. and Mrs. Everybody are the future customers of a classified medium and the

customers of a classified medium and the way to reach and sell them on the value of classified service is to talk directly to them through the pages of the newspaper. The special usefulness of the different types of intelligent publicity was thor-

oughly covered by a previous article in this series. A thorough application of the principles of publicity is one of the three important means of attracting the attention and gaining the patronage of the classified advertising public. Next, take the all-important matter

only been sold the right kind of ads—they have been made interested friends of

the medium as well.

The third strong point in winning over the public is one that has come in for a good deal of discussion in these pages. It is service. And a spirit of service is the very life-blood of a classified organization, as it is of any business. Without it, the chances of getting results would be out in half. Without it publicity would be out in half. be cut in half. Without it, publicity would not amount to much more than a collec-tion of empty claims. Without it, a classified organization might as well shut up shop and go out of business as far as the true development and growth of the medium is concerned.

Service means, quite as much as the giving of correct ad-writing information

Coupled with even fairly satisfactory to sults, it can make the sort of impressing that brings advertisers back whenever fresh needs arise. Seen in its true light service is the mortar that holds the foundation stones together in the firm stream of the successful medium. tion of the successful medium.

144 PAGES OF GRAVURE

San Francisco Chronicle Issues Picture Number Descriptive of Progress

With the issue of Wednesday, Mari 12, San Francisco Chronicle publisse nine supplements in rotagravure, pitating "Progressive California," to the atonishing total of 144 pages.

tonishing total of 144 pages,

Every conceivable feature of life, a
water and land, city and country, as
portrayed in beautifully toned picture,
the whole smacking of the tropical jay
of a nature's pet land at the Golden Ga.

M. H. de Young informed Edition
Publisher that this picture rounding
had been so interesting and successful
from every viewpoint that it had bee
decided to make it an annual feature of
the Chronicle. the Chronicle.

To Advertise Missouri

Proposal of the Missouri Association to raise a fund to conduct a national at to raise a fund to conduct a national alvertising campaign in newspapers al
magazines, setting out the advantages of
Missouri, has been indorsed by the Boal
of Directors of the St. Louis Chambeof Commerce. The association was organized a year ago at Jefferson City and
already has spent \$10,000 in publicity
work. The amount required for the campaign has not been announced.

What Turns the Casual Advertiser Into an Interested Classified Patron?

Here is one of the most important questions that anyone interested in this great field of advertising can ask.

The answer is simple, and the method of accomplishing this valuable

end is direct and easy.

Mr. Smith goes into the matter thoroughly in his article for next week;
"Broadening The Field Of Classified Service For Customers."

of results for advertisers. Results talk everyone's language. They are the most convincing arguments in the world, and without them it is impossible to build any substantial patronage. And results any substantial patronage. And results depend, as you know, directly on reader-interest, which, in turn, is developed to its fullest possibilities by the perfect catalogue form of medium. And here we are, right back to principles again—perfect cataloguing and indexing, multiple ads and full description copy. These make up the simple but lasting foundation of real classified results.

The way to let the public know about

the results of real classified results.

The way to let the public know about the result-producing factors of a medium, outside of getting actual results for each one of them, is to explain to every possible prospect exactly why his ad is written up as it is, why it has an indexing word, why it is alphabetically listed and carefully grouped. This is not only making an intelligent noise about a good thing—it is also making the sale of good ads much casier. When individual advertisers are made to realize that an organization is taking great pains to get results for them scientifically, they will have a favorable attitude toward the medium and be a dozen times more the medium and be a dozen times more likely to recommend it to their friends. The more that people generally know about a newspaper's classified advertising, the greater will be the patronage of the medium and the surer its growth. Prosmedium and the surer its growth. Pros-pects should be shown just how the classified organization is going about preparing ads that have the greatest chances of bringing them satisfactory results. The ads should be talked over with them from every angle until they understand and approve of what is being done. Then they have not

to prospects, the use of courtesy and tact in handling patrons of every sort. It is the added touch that makes the individ-ual advertiser feel that he is being well treated and that he can expect the best from the medium. Courteous, interested treatment of the needs of advertisers prejudices them in favor of a newspaper.

Take the Chill off the Cold Canvass

The "cold canvass" always encounters maximum sales resistance.

In Cincinnati particularly, jobbers and retailers are slow to respond to inducements that represent price concessions rather than consumer influence. know that the Cincinnati public has both the will and the means to pay a fair price for meritorious merchandise. They know too, by long experience, that the Cincinnati public is influenced in its buying habits as it is influenced in its social, political, educational, cultural and recreational habits, by the Times-Star, the great home paper that for sixteen years has been the dominating medium for local display advertising.

The Times-Star has complete consumer acceptance in the Cincinnati market. An advertising story told in the columns of the Times-Star goes far toward converting sales resistance into consumer acceptance. Assurance of an advertising campaign in the Times-Star takes the chill off the cold canvass and secures distribution where the cheap expedients of free goods, extra discounts and consignment deals

The city circulation of the Times-Star, according to the Audit Bureau of Circulations, is 25% greater than that of the second evening newspaper. It is more than two and one-half times that of the unaudited circulation of the leading morning paper.

246,627

THAT was the average net paid daily circulation of The Baltimore Sun (morning, and evening) for the month of February, 1924a gain of 12,454 average net paid daily over February,

> Everything in Baltimore Revolves Around



Member of Audit Bureau of Circulations

C. H. REMBOLD, Manage

A Real A.B.C. of National Affairs

One topic a week.

The background of the news.

Simple, clear statement of facts.

Stuff the news is made of.

What it's all about, what it means.

The A. B. C. weeds out non-essentials of news developments. Information is taken from the source and goes straight to the copy desk stripped of all opinion and comment.

Each topic is selected for its timeliness and treated in from three to five articles for mid-week release — something you can advertise in advance.

The A. B. C. "blends with the news."

Available for afternoon or morning use—but to only one newspaper in a city.

Find out at once if your territory has been sold.

Current News Features

INCORPORATED

William E. Yelverton, Managing Director Evening Star Building Washington, D. C.

RALPH PULITZER NOW N. Y. WORLD EDITOR

Takes Place of Late Frank I. Cobb-Walter Lippmann Named Chief Editorial Writer-Return from Trip Abroad

Ralph Pulitzer announced himself as editor of the New York World, March 20, succeeding the late Frank I. Cobb

who died last De-cember. Walter Lippmann has been appointed chief editorial writer by Mr. Pulitzer.

Mr. Pulitzer mann returned to New York March 18, on the S. S. Olympic from a trip abroad. Ralph Pulitzer

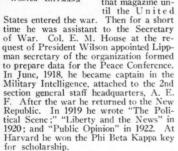
is the son of the late Joseph Pulitzer, who built up the World to its

present high position. He is 45 years old. After graduating from Harvard in 1900, he began newspaper work on the World. From 1906 to 1908 he was vicepresident of the Press Publishing Company, publisher of the World. He was elected president in 1911, and now holds the title of president and editor.

Lippmann, who is 34, has had a brilliant career as author and journalist. He has been on the editorial staff of the New

York World since 1922. Graduated from Harvard, class of 1910, he first devoted him-self to writing, his "Preface to Politics" being published in 1913 and his "Drift and Mastery" in





WALTER LIPPMANN

While abroad during the past several months, Mr. Pulitzer and Mr. Lippmann



"To the advertising executive who believes in copy that is compelling because it is backed with fresh, in-teresting selling ideas, I would suggest these points for earnest consid-

"Decide thoughtfully upon the type of copy to be used in your advertising.

tising.

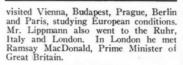
"Find copy writers whose personality and ability enable them to produce this type of copy.

"Give them the environment and

the broadening opportunities that will stimulate come hither selling

ideas.
"And then—eternal vigilance. Ideas "And then—eternal vigilance. Ideas run out; commonplaces occur; flights of fancy creep in. But the advertising executive who sufficiently glorifies the copy, making it the chief product and not the by-product of the day's work, is going to have his reward not in tomorrow's sales but in finding his store a little closer to the buying hearts of his public."

JULIA COBURN, Advertising Manager, Lasalle & Koch, Toledo, O.



AD MAN TALKS TO STUDENTS

Perrin Tells Changes in Profession in Twenty Years

"The nature of the message in advertising has undergone a great change in the last 20 years," asserted Edwin O. Perrin, contract manager of the J. Walter Thompson Advertising Agency, in a re-cent address to advertising and journalism students of Syracuse University.
"Twenty years ago the trademark of

"I wenty years ago the trademark of an article was advertised but today something must be said and reasons given for its purchase. Mere display and constant repetition of a trademark will no longer sell an article against the competitor's advertisement which tells what the article can do. That is the important feature."

"At that time the staff of an advertise-

"At that time the staff of an advertis-"At that time the staff of an advertising agency was composed of about 98 per cent salesmen who bought and sold space and 2 per cent advertising men. Today the situation is reversed. By this change the burden of the public has been lightened, for a short and direct cut from the producer to the consumer has been reached, eliminating the thousands of isobhers; salesmen and middlener. Their isobhers realesmen and middlener.

jobbers, salesmen and middlemen. Their profits and wages have been dispensed with, lowering the cost of the article.

Another point brought out by Mr. Perrin in his address related to the qualities required for success in advertis-

FRENCH DAILY SELLS YEAR'S AD RIGHTS

Le Quotidien, Paris, Disproves of All Space Except Small Classified to Agency for 5,000,000 Francs -Practice General

> By G. LANGELAAN (Paris Editor, EDITOR & PUBLISHER)

A notice in Le Ouotidien, Paris, informing its readers that it has disposed of its advertising rights for one year for the sum of 5,000,000 frames illustrates a procedure which is quite common in

France.

A newspaper is started, begins to get on its legs, and then offers its advertising space to an agency for a fixed sum.

In the case of Le Quotidien, this includes the right to all advertising except the small classified. The period may be extended to 3 years, if the advertising agency so desires. Payment is to be made by the agency to the newspaper at the end of each month. The newspaper will supply office room to the agency in the building of the newspaper, where it can carry on its activities on behalf of Le Quotidien.

Should the newspaper at any time.

Le Quotidien.

Should the newspaper at any time carry its circulation during 30 consecutive days to a figure 25,000 higher than at the signing of the contract, the newspaper has the right to demand an increase in what it receives from the agency. Should, however, the paper print 25,000 copies a day less during thirty days, the agency will have the right to ask for a diminution in the sum it is paying. tion in the sum it is paying.

Another article of the agreement stip-lates that the books of the advertising agency shall be open to the inspection of Le Quotidien, while the agency is to re-ceive each day the confidential circul-tion report from the publisher. The newspaper reserves certain rights regard-ing what advertising shall appear in in columns.

COAST EDITORS FETE STONE

Cowles Reports A. P. to Expand West ern Leased Wire Service

(By Telegraph to Editor & Publishin)

(By Telegraph to EDITOR & PUBLISHER)
SPOKANE, Wash, March 19.—Melville
Stone, counselor of the Associated Pres,
was guest of honor at a banquet give
at Spokane by editors and publishers of
the Northwest. W. H. Cowles, publisher
of the Spokesman Review, presided.
At a meeting of Associated Press mesbers, Paul Cowles, superintendent of the
Western Devision of the A. P., asnounced that leased wire service would
be installed to serve Astoria, Albany,
and Corvallis out of the Portland Ore,
office. Cowles also outlined plans for
covering election returns. covering election returns,

Press Poet Prints Paper in Rhyme

Refuting a statement that he was mable to publish his weekly paper entirely in rhyme, Charley Gant, editor, Guense (Wash.) Beachcomber, Puget Soud poet, recently issued a number written wholly in verse. News stories, editorial feature articles—even the advertisement were written in rhyme, and in some different properties. -were written in rhyme, and in some of the stories, there were rhymes within the lines.

Who's Who in the CONSOLIDATED PRESS



A. G. GARDINER

G. GARDINER is Great Britain's greatest Liberal editor and writer. A versatile and brilliant journalist, he is above all a keen reporter.

One week before any other correspondent in Great Britain touched the subject, Mr. Gardiner cabled that the MacDonald government had "definitely reached the decision to abandon the Singapore naval scheme." The importance of this decision—this defiance of the powerful naval ring-is the paramount topic in British politics today.

At his clubs A. G. Gardiner mingles with the members of the British government. He is absolutely independent, but closer to things that are, and things that are going to be, than any other British writer. His weekly cable dispatch always teems with exclusive news.

The exclusive rights in America to A. G. Gardiner's newspaper writings are held by the Consolidated Press and are a part of the comprehensive Sunday Service furnished to leading newspapers from coast to coast.

The Consolidated Press Association Executive Offices, Evening Star Building, Washington, D. C.



of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print. Supplied weekly through the Babson News Service,

Division of BABSON INSTITUTE, Babson Park, Mass. SPECIMEN RELEASES AND RATES ON REQUEST

Saturday, March 22nd

The Erie Daily Times Moves Into Its New Building

GOOD LUCK, JOHN MEAD!

Today you take possession of the new building that pluck, perseverance and sterling integrity have built for the Erie Times.

We know the long struggle, the hard fight and the well won victory. We like to feel that in a small way we have had a part in it, for we are very proud of you, of the Erie Times and of the fact that we now represent you for more than twenty-four years. And we don't give a damn who knows it.

What you are, you made yourself. What you have, you made for yourself.

Erie should be proud of you. We are.

E. Katz Special Advertising Agency

Established 1888

PUBLISHERS' REPRESENTATIVES

Chicago

Kansas City

New York

Atlanta

San Francisco

FORD, CHICAGO SPECIAL, LEFT NEWS SIDE TO ENTER AD FIELD

By LUCILE BRIAN GILMORE .

A PHYSICAL breakdown ordinarily conviction is a quality which has impressed itself on men about him. It would be difficult to make Horace M. He has been one of the most earnest

Ford of the Ford-Parson Company admit this to be true. For it was a breakdown that witched him from the editorial to the advertising end of newspaper work. As a result, he has built up the Ford-Parsons Company, one of the well-known newspaper representa-tives in the tives in t United States



HORACE FORD

Mr. Ford left a small-town weekly in 1887 to go to the editorial department of the Kansas City Star. Later he went to the same department of the Kansas City Journal. The strain of a sevenday job, done with the close application

which old associates say has been charac-teristic of Mr. Ford ever since, under-mined his health to the extent that he arranged to be transferred to the advertising department of the Journal as a

solicitor.

Mr. Ford came to Chicago in 1892 as representative of the Kansas City Journal, operating a one-man office. He gradually acquired other newspapers.

In 1889, F. F. Parsons joined Mr. Ford as a solicitor and has been associated with him ever since. The business was operated in Mr. Ford's name until 1915, when it was incorporated as the Ford-Parsons Company. The company has an office in San Francisco headed by G. Frank McDermott. Frank McDermott.

His scrupulous honesty and his cease-less industry account for Mr. Ford's big work in building the business, in the opin-ion of his associate, Mr. Parsons.
"During the early years of my associa-tion with Mr. Ford one of the largest space buyers in Chicago told me I had

a hard man to work for, because of his scruples of honesty and truthfulness even to the smallest detail," he said. "The years of working with him since have confirmed this description of his char-

"Furthermore, Mr. Ford lives a clean ersonal life. He didn't drink before personal life. He didn't drink before prohibition and hasn't started since. He doesn't even use tobacco. He is a mem-ber of the official board of the First

ber of the official board of the First Methodist Church of Evanston and is an active worker in the church."

Mr. Ford knows thoroughly the details of the business of a newspaper representative, men in his firm say. Although old enough to have been in the game 32 years, he keeps in close touch with his business and continues actively as a solicitor. He is a tireless worker, at his office early and late every day, including Saturdays. He is known as a man who reaches decisions deliberately, rather than by snap judgment, and his openness to

pressed itself on men about him.

He has been one of the most earnest

and active workers in the Chicago asso-ciation of newspaper representatives representatives

from its beginning. Hobby? Mr. Ford always has been too busy as a newspaper representative to have an avocation. Outside of his business, though, his chief interests are bis large and valuable library and his church activities. He is declared to be a voracious reader during his hours away from the office.

REDUCED FARES GRANTED

Railroads Favor Ad Men and Circulators Attending Columbus Meet

Complete arrangements have been made Complete arrangements have been made for reduced fares to Columbus, O., for delegates to the joint convention of the Association of Newspaper Advertising Executives and the Association of Newspaper Classified Advertising Managers, Frank T. Carroll, advertising manager, Indianapolis News, and president of the former association, has announced. The convention will be held June 9, 10 and 11.

C. L. Perkins, secretary of the Associa-

June 9, 10 and 11.

C. L. Perkins, secretary of the Association of Newspaper Classified Advertising Managers will validate tickets at Columbus. By obtaining the proper forms from the local passenger offices, members may buy a round trip ticket for a fare and a half.

Indications point to a large attendance at the joint convention. All sessions will be devoted exclusively to newspaper au vertising problems and revenue produc-

Canadian Press Adds Members

Directors of The Canadian Press at a meeting held in Toronto on March 17 granted membership to the Moose Jaw (Sask.) Herald; Oshawa (Ont.) Telegram; Oshawa (Ont.) Reformer and Belleville (Ont.) Intelligencer. The Moose Jaw Herald will receive morning nowy service and the other three papers Moose Jaw Herald will receive morning pony service and the other three papers, evening pony service. The Herald's membership stands in the name of Hon. Walter Scott, former premier of Saskatchewan, and for many years owner and editor of the Regina Leader. The Oshawa Telegram is represented by O. M. Alger, the Oshawa Reformer by J. C. Ross and the Belleville Intelligencer by S. B. Dawson. The application of the Southam interests for a franchise for an evening paper in Windsor, Ont., was withdrawn by the applicants.

Inland Company Buys Power Site

A mortgage of \$150,000 was filed recently in Spokane, Wash, by the Inland Empire Paper Company of Millwood, Wash, in connection with purchase of a large power site near its mills. A large amount of land along the the Spokane river is included in the pur-

2STN OH 1,612,702 LINES The Columbus Dispatch starts another year of leadership in Ohio by publishing 150,412 lines paid advertising more than the next Ohio newspaper (Cleveland). Dispatch exceeded other Columpapers combined during January 178,731 lines. Columbus Largest Circulation in Central Ohio OHIO'S GREATEST HOME DAILY

PAPER WORKERS MEET

100 Union Delegates Gather at Buffalo for Conference

One hundred delegates representing the 10,000 members of the International Brotherhood of Papermakers began on

Monday, what promises to be a 10-day convention in Buffalo, N. Y.
First session was held in the Hotel Statler, where executive meetings are being held until the labor union concludes its business.

Drawing of a new wage scale to be submitted to paper manufacturers, and the settlement of internal affairs are the

the settlement of internal affairs are the chief matters before the delegates.

F. P. Barry first vice-president of the union, opened the convention. M. H. Parker of Virginia, president of the brotherhood, was in the meeting place but was restrained from presiding by a court order, because his election has been contested. J. T. Carey of Albany, president for the last 18 years, brought the order which barred the Virginia man from fulfilling the duties of the chief executive. executive.

The present wage scale which expires on May 1, provides a minimum of 40 cents an hour for unskilled help in paper to considerably higher rates skilled workers.

Wilson Succeeds Hawks

Hugh Robert Wilson, until recently attached to the American Embassy at Tokio, has succeeded Stanley Hawks as tached ehief of the division of current informaof the State Department, the division in direct contact with the representatives of newspapers. Mr. Hawks who has

been acting as head of the so-called a licity division of the Department is Edward Bell was made counsely the legation at Pekin, has been asset to a secretaryship at Warsaw. Mr. son is what is known as "career" mathe State Department, holding his apost in the legation at Guatemala Ch.

Editor Freed of Contempt Charge

Contempt proceedings against Qualified in Blalock, editor of the Dunlap (Ten Tribune, were dismissed by Change T. L. Stewart recently. He was they attorneys for the Tennessee Collinon Company, then in a litigation of the Palmetto Coal Company, with tempt for severely criticizing the fore company. The article did not crise the court, it was ruled.

Iowa Press Issues Ad Booklet

lowa Daily Press Association, the lowa Daily Press Association, the is carrying on a national advertice annual to boost Iowa's market pebilities has issued a 28-page books advertisers as supplementary to the expaign. The pamphlet is an encyclosis of Iowa's resources, both agricultural techniques of Iowa's resources, both agricultural techniques and the company of the manufacturing. It shows that lowns year paid \$3,524,000 for subscripting the 32 lowa dailies holding membershy the association, while \$470,501 well of the leading national magazines.

Name Contest Closes March 31

Chicago Tribune has announced the contest for prizes totaling \$2500 a name for the weekly colorotomagn be launched by the Tribune and a ew York Daily News will do March 31.

Rhode Island's Wealth **Doubles In Ten Years**

The U. S. Census Bureau reports that the principal forms of wealth in Rhode Island amounted in value on December 31, 1922, to \$1,924,326,000, an increase of 97.8% over the 1912 figures. Per capita values increased from \$1,712 to \$3,086, or 80.3%.

Savings deposits in Rhode Island for 1923 amounted to \$246,893,002, an increase of \$23,835,487, or 10.68% over 1922.

Providence clearing house figures for 1923 were \$633,123,500, an increase of \$52,401,-200, or 9.02% over 1922.

THE PROVIDENCE JOURNAL and THE EVENING BULLETIN, Rhode Island's great newspapers, with their responsive reader influence, offer advertisers thorough coverage of this prosperous Rhode Island market at a minimum cost.

Providence Journal Company Providence, R. I.

Representatives

CHAS. H. EDDY CO. NEW YORK

CH1CAG0

R. J. BIDWELL CO.

BOSTON

Constructive Service to the Industry 198 LINOTYPE SCHOOLS

In addition to maintaining several large schools of its own, the Linotype Company has been in close touch and active co-operation with every other movement for advancement of trade education

SCHOOLS GIVING INSTRUCTION IN PRINTING AND MACHINE COMPOSITION

| Albama School for the Deal. Little Rock Arkmans Rogist Callege. Between School of International Federation Publishing Company School of International Publishing Company School of International Federation Publishing Company School of International | | | |
|--|---|--|--|
| ARASANS Rapid College M. Little Rock Arkansa Rapid College M. Little Rock Rapid Shool. A. Little Rock Right Shool. A. Balance Right Shool. A. Balance Right Shool. A. Balance Rapid Market Finiter's Association Publishing Company Rapid Market Finiter's Association Linguige Shool of Rapid Ready In the Shool of Long Ready Rapid High Shool. Modern Rapid Ready In the Ready In the Shool of Long Ready Rapid High Shool. Modern Rapid Ready In the Ready | Alabama Boys' Industrial School | timore School of Printing | Hazleton Vocational School |
| ARSAGUESETTS High School | Typ | pographical Union Local No. 12 School for | Johnstown Vocational School. Johnstown New Era Training School for Printers. Lancaster Tressler Orphans' Home. Loysville |
| School of International Federation Publishing Company School for the Deaf School Angeles High School. Loa Angeles High School. Loa Angeles High School. Loa Angeles High School. Loa Angeles High School. School Medicate Molectes High School. School Medicate Molectes High School. School Medicate Molectes High School. Pomona High School. Pomona High School. Pomona High School. School Federate Medicate School of Houlard William School School of Industry Person School of Industry Person School of Industry State Reformatory. School | Arkansas School for the Deaf. Little Rock MASS | SACHUSETTS nchard Linotyping CompanyBoston | "Evening Bulletin" Apprentice SchoolPhiladelphia Girard College Mechanical SchoolPhiladelphia |
| Euroka High School | School of International Federation Publishing Company Siloam Springs Uni | ston Trade School | Institute for Deaf and Dumh |
| Long Beach Polytechnel High School | Enreka High School Eureka Fite | chburg State Normal SchoolFitchburg | School for Composition |
| Master Printers' Association Linotype School An Andrew Vectimal Bis School Modests Vectimal Bis School Modests Vectimal Bis School Modests Vectimal Bis School Promosa Richmond Linot Bis School Promosa Richmond Linot Bis School Rechange Richmond Linotype Richmond Linotype School Rechange Richmond L | Long Beach Polytechnic High SchoolLong Beach New Los Angeles High SchoolLos Angeles New | w Bedford Vocational School | Pittsburgh Linotype School |
| Vocational High School. Ordenite Overeillus High School. Ordenite Richmond Union High School. Richmond Richmond Union High School. Richmond Richmond Union High School. Richmond Richmond Union High School. San Lais Obligo San Mateo Union High School. San Mateo Previous School of Industry. # Farkman Official National Union Local No. 98 And San Mateo Previous School of Industry. # Farkman District Color of Bridgeport. Bridgeport State Reformatory. Cherking Beardman Training School. Farkington Calman Management of the Deaf. Cherking Readman I mainting School. # Farkington Calman Management School of Instruction # Farkington Calman Industrict for the Deaf. School for the Deaf. School for the Deaf. Callege of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Instruction # Farkington Calman Industriction for the Deaf. School of Ins | Master Printers' Association Linotype School Los Angeles MICI | HIGAN | The Sharon Telegraph Apprentice DepartmentSharon |
| San Jose High School. San Jose California Polytechnic High School. San Jose California Polytechnic High School. San Marc Lino High School. | Vocational High SchoolOakland Uni | iversity of Michigan | Manual Training School |
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| Statistic School. Mo. 19 School for Linctype Operators ONNETICUT State Trade School of Bridgeport State Rofomatory State Rofomatory State Rofomatory Operators ONNETICUT State Trade School of Bridgeport State Rofomatory State Rofomatory State Rofomatory Operators ONNETICUT State Trade School of Bridgeport State Rofomatory State | San Jose High SchoolSan Jose | iews. Tribune" Linotype School Typographical | School for the Deaf |
| Colorado School for the Deaf. Colorado Springs Typographical Union Local No. 49 School for Linotype Operators: Dense Operator | Wikitties State School Whitties Sta | ite Training School for Boya | Thornwell Orphanage. Clinton Allen University |
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| Columbia Institution for the Deaf. Gallaudet College of Printing Office Apprentice School. Washington Government Printing Office Apprentice School. Washington Hanting Office Apprentice School. Washington Washington Linotype School of Instruction. Washington FLORIDA School for the Deaf. St. Augustine GEORGIA Foote and Davies-Webh & Vary Company Atlanta School for the Deaf. Care Spring Georeia-Alabama Business College. Macon The Berry School. Mount Berry ILIMOUS Harrison cehnical High School. Mount Berry ILIMOUS Harrison cehnical High School. Chicago Mergenthaler Linotype Company Brooklyn Lane Technical School Morton High School. Chicago Wendell Phillips High School. Chicago Setelling Moton High School. Des Plaines School for the Deaf. Jacksonsile Mooseheart Institute. Mooseheart School for the Deaf. Jacksonsile Mooseheart Institute. Mooseheart Rockford High School. Anderson School for the Deaf. Indianapolis IOWA Anderson High School. Anderson School for the Deaf. Indianapolis IOWA State Reformatory Anamosa Indians University Book of Kansas Lawrence School for the Deaf. Lakewood Haustrial School of Printing Indianapolis IOWA State Reformatory Anamosa Industrial School of Boya. Eldons Solon City High School. Lakewood Washington School. Technical High School. Manufeld School of Kansas Lawrence School for the Deaf. Dancille Lawrence North Harvison Manuel Training and Industrial School of Chicago Office Apprentice School of Printing Indianapolis Harvison College of the City Treaton North Care Spring Treaton North Care Spring Treaton North Care Spring Treaton North Care State Reformatory Boya Vocational School of Printing Office of the Deaf North Care School of Printing Office of Pr | ISTRICT OF COLUMBIA NEW | hooI for the Deaf | School |
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| School for the Deaf | Washington Linotype School of Instruction Washington Po | pographical Union Local No. 94Jersey City olish-American Publishing CompanyPerth Amboy | Bryan Street High School |
| School for the Deaf | School for the DeafSt. Augustine School | hool for the Deaf | Collego of Industrial Arta |
| United States Army Print Shop. For Benning Georeia-Alabama Business College. Macon The Berry School. Mount Berry Harrison Technical High School. Chicago Training Department of The Lakeaide Press. Chicago Mergenthaler Linotype Company Chicago Wendell Phillips High School. Chicago Wendell Phillips High School. Chicago Sterling Morton High School. Chicago Sterling Morton High School. Chicago Sterling Morton High School. Des Plaines School for the Deaf. Jacksonwille Mooseheart Institute. Mosseheart St. Hervity's Industrial School. Rockford High School | Foote and Daviea-Wehh & Vary CompanyAtlanta All School for the Deaf | huquerque City High School | Kingsville Prairie View Normal and Industrial Collego Prairie View Brackenridge Manual Training School San Autonio |
| Harrison Technical High School | United States Army Print ShopFort Benning NEW | W YORK oya' Vocational School | |
| Lane Technical School Chicago Mergenthaler Linotype Company Brooklyn J. W. Clement Company Apprentice School Buffalo Empire State School of Printing Lhaca New York St. Harva' Training School Ciccro Sterling Morton High School Ciccro St. Marva' Training School Des Plaines School for th Deaf Jacksonville Mooseheart Inatitute Mooseheart St. Hedwig's Industrial School New York St. Joseph's Institute Festchester Rockford High School Anderson Indiana University Bloomington School for the Deaf Indianapolis Other Masonic Orphanage Oxford School for the Deaf Indianapolis Other Masonic Orphanage Oxford School for the Deaf Lakewood University of Kansaa Laurence School for the Deaf Olathe Kansaa State Teacher's College Pitsburg KENTUCKY Berea College Bereo Kentucky School for the Deaf Daneille Verticky Berea College Bereo Kentucky School for the Deaf Daneille Verticking Canadian Indianapol Canical High School Lakewood University of Kansaa Laurence School for the Deaf Daneille School for the Deaf Daneille Verticking Canadian Indianapol Canical High School Lakewood Obio State Reformatory Manafield Solders' Orphana' Home Xenia School for the Deaf Daneille School | LLINOIS | ushwick Evening Trade SchoolBrooklyn | |
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| KANSAS Fort Haya Normal School Hays Boya' Industrial School Hatchinson University of Kansas Lawrence School for the Deaf. Olathe KANSAS State Teachers' College. Pittsburg Berea College Berea College Berea College Berea School for the Deaf. Daneille LOUISIANA School for the Deaf. Boton Rosge Bero School for the Deaf. Boton Rosge Bero School For the Deaf. Boton Rosge Division State Teachers' College Comparation of State Reformatory. Manifold Solders' Orphana' Home. Xenia ONTARIO Gulph Technical School. Canadian Linotype Limit Canadian Linotype Limit Carden City Preas. | Industrial School for Boya | 10 | CANADIAN PRINTING AND MACHINE |
| University of Kansaa. Laurence School for the Deaf. Olathe Kansaa State Teachers College. Pittsburg KENTUCKY Berea College. Bereo Kentucky School for the Deaf. Daneille LOUISIANA School for the Deaf. Boton Rouge Boton For the Deaf. Boton Rouge School of the Deaf. Boton Rouge Benson Polytechnic School Polytechnic School Portland Carden City Press. | Fort Haya Normal School | thio State School for the Deaf | COMPOSITION SCHOOLS |
| KENTUCKY Berea College. Kentucky School for the Deaf. | University of Kansaa | hio State Reformatory | Driscoll and Herald Trade Plant |
| Kentucky School for the Deaf | Kansaa State Teachers' CollegePittsburg OK | LAHOMA | Guelph Technical School |
| LOUISIANA University of Oregon Eugene QUEBEC School for the Deaf Boton Rouge Benson Polytechnic School Portland Garden City Press | Berea College | Central High School | Technical School |
| Sensor to the Beat Portion Rouge Benson Forteening Sensor Portion City Frems | School for the Deef Reter Pouse | niversity of Oregon | QUEBEC Garden City PressGardenvale |
| Issae Delgado Central Tradea School | Isaac Delgado Central Tradea SchoolNew Orleans School | chool for the DeafSalem | British-American Publishing Company. Montreal Deaf and Dumb Instituto. Montreal |

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



CHARLES CHESTER LANE-Devotee of "Horse Sense."

gentleman and scholar" type.

About him there is none of the dingdong of the super-salesman. Rather, he is the scientist, probing business with the scalpel, testing theories in the glass tubes of practice. He knows the scientific method of picking fact from theory and of stepping carefully upwards from fact to fact.

to fact.
His Massachusetts manner disarms one
What is this one-time at first meeting. What is this one-time Harvard professor doing among the grabbing, rushing, subway crushing business men of Gotham?

The question is answered by further

acquaintance.

acquaintance.

Lane is no mere theorist. He is a practical man who makes good use of book learning. His office reflects his character. Behind his neat, well-ordered desk stands a bookease filled with volumes on business law and advertising methods. A picture of Daniel Webster has a conspicuous place on one wall

This newspaper maker, now only 41 and with only 5 years of direct newspaper contact which came after a teaching and and with only 5 years of direct newspaper.

Lane, one might say, has been "pluggcontact which came after a teaching and
book publishing career, does not care to

youngster of 11. At that age he was

CHARLES CHESTER LANE, business manager of the New York Evening Post, is, to be trite, of the "gentleman and scholar" type.

About him there is none of the dingtong of the super-salesman. Rather, he is the scientist, probing business with the scalpel, testing theories in the glass tubes of practice. He knows the scientific method of picking fact from theory and of stepping carefully upwards from fact to fact. separately. The business manager shound merely concern himself with selling the product of the editor, and should not tinker with upstairs policies. "Common horse sense," he declares. "That is the quality a man needs for business managership."

And to this he would add "plugging

and honesty."

"It is a little slower," he continued,
"less flashy or sensational. Business
managership isn't simply super-salesmanship. It is a matter of constant plugging, College education is a good thing if used rightly, but it isn't necessary. Personality and readiness to work—that is what really counts on the business side of a newspaper.

editor, printer, and owner of a small weekly in his home town of Hingham, Mass. In true New England style, he entered Harvard. His father died before his course was completed, and he had to help earn his way through the last two

Graduating in 1903, he went to work for Ginn & Co., book publishers. He in-tended to learn the business and started at the very bottom, receiving as pay \$1 a day, setting type. Before 1908 he had been through the editorial department and was placed in charge of the art and ad-

was placed in charge of the art and advertising departments of that company.

From 1908 until 1913 he was publication agent at Harvard. While in the employ of the university, he organized the Harvard University Press and was appointed director of the Press, serving in that capacity from 1913 until 1919.

From 1912 until 1919 he was lecturer on printing and publishing at the Harvard.

in that capacity from 1913 until 1919. From 1912 until 1919 he was lecturer on printing and publishing at the Harvard Graduate School of Business Administration. He became production manager of the New York Evening Post in 1919.

In 1917 Lane served as adjutant and batalion commander of the Harvard R. O. T. C. In 1918 he was commissioned major on the Adjutant General's Department, U. S. A., and assigned to duty at the Army War College, Washington. Later he served as division adjutant of the Fifteenth Division and as camp adjutant at Camp Meade, Md.

From 1915 until 1918 Lane was chairman of the Board of Education of Hingham, Mass. He was also president of the Boston Society of Printers and director of the Harvard Alumni Bulletin. He is a member of the advisory committee of the Industrial Art Survey of the National Society for Vocational Education. Education.

Special Train for Texas Delegates

Special Train for Texas Delegates
An all-Texas special will leave Houston for New York in the latter part of
June carrying the Texas A. A. C. W.
delegation, where they will embark on the
Republic for the London convention,
Dale C. Rogers, president of the district
has announced. Details of the trip will be
completed at a meeting of the officers of
the district within next few weeks. More
than 50 Houston advertising men and
women have signed for the London trip.
Another Texas group of more than 100
is expected to sail from Houston on the
French liner De La Salle June 25.

THE COPY WRITER'S PRAYE

PRO

TO

John or of lames

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1912. Gen. a stock the Ne be the

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1893

BEN

661

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to

BEN

Oh, God of the Printed Page! Incline this day thine ear to me, Who, perforce, must join in one The poet and the peddler, The singer and the salesman—A min trel of the market place Whose craft it is to find The hidden heart of things for sale, And make that spirit vocal, So that multitudes may hear—and be

Grant, oh, God', that I may not forget That primal obligation:
That primal obligation:
Always and always to put myself
In the place of him that's going to bu,
And think of him as just a human being
Like myself,
And one who talks and feels and acts
Even as I do,
And doesn't want to waste his hard-wee wa
Any more than I.

And may I tell the truth, oh, God!
Insofar as it is permitted me to know the track and may I have enthusiasm without man quence.
Wit without self-consciousness,
And may I long be spared those two the manadies—
Flux of words
And paralysis of the imagination.

Deliver me, too, from the seven deady in Which are, as Thou knowest well, Inaccuracy, banality, bromidity, Affectation, exaggeration, Bombast, inanity, and gasconade.

May there be vouchsafed to me As a special bounty, Some small measure of that priceless ph-Originality.

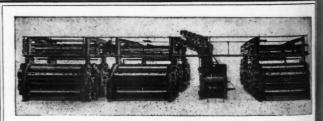
And when my flaccid fingers can no large fumble
The keys of the typewriter,
And my copy is flat, stale and unprofess
Then may I, oh, God of the Printed FagBe not unworthy of the epitaph:
"HERE LIES THE COPY WRITE-A
TERPRETER OF TRADE—PROPHET
COMMERCE—REVELATOR OF IS
NESS!"

W. F. G. TRAGERS

W. F. G. THATCHER, University of Oreg

"Pay Your Bills" Drive Plannel

Approximately \$12,000 is to be spe Approximately \$12,000 is to be superior solutions of the superior advertising campaign in local dailies impress the public with the necessify meeting their bill's promptly. It planned to spend about \$1,000 a me for the period of a year, according K. F. Niemoeller, secretary of the Asciated Retailers. Funds should be mable within the next 6 weeks, Mr. Sompeller said.



THE AGE-HERALD Birmingham, Alabama

has just installed a

SCOTT DOUBLE SEXTUPLE "MULTI-UNIT" PRESS

consisting of six four page wide units and two folders. It prints an number up to 48 page papers and it is one of the finest installation in the South.

YOU WILL EVENTUALLY - WHY NOT NOW!

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO 1441 Monadnock Block

NEW YORK 1457 Broadway, at 42d Street

Income Tax

NEW YORK CITY System

Circulation Structure

Ask the Publisher who

has taken my service.

W. H. Sammons, SIOUX CITY JOURNAL

Sioux City, Ia.

knows and will tell Clifford Hemdall

ACCOUNTANT & AUDITOR 33 WEST 4299STREET

Auditing

Brown of

writer on the New York Press. Follow-

ing a short time as legislative correspondent of the New York Evening Mail

at Albany, he went to Providence as edi-torial writer and dramatic critic of the Providence Journal. From this post he

The two former owners purchased the ews from ex-Governor Brown of

Suspended Daily's Plant Sold

associated himself with Hennessy in t establishment of the Providence News.

Rhode Island in 1918.

PROVIDENCE NEWS SOLD TO SENATOR GERRY

Hennessy and Garrison to Retire Only Temporarily from Newspapering-Hamilton, Stockholder, Goes to Presidency

John A. Hennessy, president and editor of the Providence (R. I.) News and James Garrison, vice-president and pub-lisher, this week sold their inter-

sold their ests to Peter G. Gerry, United States Senator from Rhode from Rhode Island, after six years of control. Hennessy quit the old New York Press where he was managing editor. shortly after that newspaper was purchased by Frank Munsey in



JOHN A. HENNESSY

1912. Gen. Henry DeWitt Hamilton, always a stockholder and one of the founders of a stockholder and one of the founders of the News under its recent ownership, will be the new president under Gerry. Roy I. Wakeman, business manager, becomes be the new president units.

1. Wakeman, business manager, becomes
1. Wakeman, business manager, becomes
1. William H. Thornley,

secertary.

Hennessy and Garrison plan to retire only temporarily from their profession. Hennessy is a newspaper man of long experience. He started on the New York Times. Then he

Times. Then he was managing editor of the New York Mail and Express un Col. Elliott F. Shepard and Cy-Field. Some years later, and for 15 years, he was managing editor of the

Garrison's newspaper ex-

perience covers

gift-

ording the Asi



he period from 1899, when he was editor of the Ashland (Wis.) News continuously until the present time. He served as political reporter, sporting editor and city editor of the Milwaukee Wisconsin and the Milmaukee Sentinel. Then he was on the staff of the New York World. After that he was night city editor, city editor, dramatic editor and editorial

BENJAMIN & KENTNOR CO.

HEY also serve who only stand and wait" but we long ago forgot how to stand still and we are none of us waiters.

We serve by keeping moving and waiting for nothing.

BENJAMIN & KENTNOR CO.

Newspaper Advertising Representatives

2Weet 45th St. 900 Mallers Bldg. Chicago

> 401 Van Nuys Bldg. Los Angeles

TRACTOR RUNS PRESS

North Attleboro Chronicle Publishes Despite Storm Wrecked Wires

North Attleboro (Mass.) Chronicle triumphed over odds in publishing its regular edition, Thursday, March 13, when a snowstorm wrecked electric lines

and left the plant without power.
Copy was sent eight miles across country to Pawtucket, R. I., set up and returned. When the forms were set up on the press an opening was cut in the building and a farm tractor run into the press room. A belt hitched to the flywheel of the tractor furnished power for printing the edition. Joseph W. Martin, Jr., manager and editor, who was in Washington, telegraphed congratulations to the staff.

Plant of the Tarentum (Pa.) Evening Telegram, which recently suspended, was sold at bankrupt sale on March 14, to J. C. Milligan, representing the Allegheny Steel Company of Brackenridge, Pa.

The price was \$5,750. Radio and newspaper luck enabled the Woonsocket (R. I.) La Tribune, French daily, to print an edition March 12, when

the same storm cut off its wire connection with I. N. S. Thomas Horgan, I. N. S. manager at Boston notified the Attleboro (Mass.) Sun and asked aid. The Sun arranged with Foster's radio station WSAD, in Providence to a digest of the news of the day with the request that any hearers copy the bulletins and get them to La Tribune.

It happened that a La Tribune reporter was listening in and he immediately rushed the copy to his office.

Coast Financial Writer Dies

Dennis Donohoe, 62, financial editor of the San Francisco Examiner, died sudthe San Francisco Examiner, died sud-denly, March 10, at his home in San Rafael. Donohoe was city editor of the New York Star from 1887 to 1889, and financial editor of the New York Com-mercial, 1904-05. He was a general manager of the Blackburn Mines Com-pany, Alaska, in 1906. He held a law degree from Columbia University.



W^E have received many pleasing comments from numerous large advertisers upon the splendid set-ups we are able to give from the addition of the Ludlows. This is evidenced by the fact that practically every large advertiser in the city sends his copy to the Review for the original set-up.

-The Decatur Review.

How Ludlow-Set Lines Increase Reader Interest

EADER interest is greatly increased when the display of a newspaper is produced by the Ludlow System, because Ludlow-set lines add character to the page.

The "dress" of a newspaper like the dress of an individual attracts either favorable or unfavorable attention.

With the Ludlow-equipped paper, the "dress" is always distinctive; the typefaces are always new, and the characters are clear-cut, clean and sharp. There is no need to use broken, battered or worn typefaces. All old type has been remelted and the lines from newly cast slugs stand out in all their original beauty and individuality of character. From the smallest 6 point up to 60 point bold and extended there are distinctive Ludlow faces to meet every requirement.

A bright, new Ludlow type dress holds old friends and invites new ones. In this way it ever widens and increases reader interest and makes advertising space more valuable.



Ludlow Typograph Company

2032 Clybourn Avenue CHICAGO

I N T E R T Y P E KENNTONIAN 8 to 14 POINT CLOISTER BOLD 8 to 36 POINT

8 Point

No. 709 Kenntonian.

No standardized INTERTYPE has ever become obsolete. The various Intertype models are interchangeable, so that new units can be added from time to time as the need for them develops. The work being done in any

NO STANDARDIZED INTERTYPE HAS EVER

No. 709 Cloister Bold

No standardized INTERTYPE has ever become obsolete. The various Intertype models are interchangeable, so that new units can be added from time to time as the need for them develops. The work being done in any

NO STANDARDIZED INTERTYPE HAS EVER

(No. 715 Kenntonian Italic and Small Caps Ready April 1924)

10 Point

No. 811 Kenntonian.

No standardized INTERTYPE has ever become NO STANDARDIZED INTERTYPE HAS A

No. 811 Cloister Bold.

No standardized INTERTYPE has ever become NO STANDARDIZED INTERTYPE HAS A

No. 817 Kenntonian Italic.

No standardized INTERTYPE has ever become NO STANDARDIZED INTERTYPE HAS A

No. 817 Kenntonian Small Caps.

NO STANDARDIZED INTERTYPE HAS EVER BECOME

12 Point

No. 935 Kenntonian.

No standardized INTERTYPE has ever become obsolete. The various Intertype models are interchangeable, so that new

NO STANDARDIZED INTERTYPE

No. 935 Cloister Bold.

No standardized INTERTYPE has ever become obsolete. The various Intertype

NO STANDARDIZED INTERTYPE

(No. 936 Kenntonian Italic and Small Caps Ready April 1924)

14 Point

No. 973 Kenntonian.

No standardized INTERTYPE has ever become obsolete. The various STANDARDIZED INTERTYPE No. 973 Cloister Bold.

No standardized INTERTYPE has ever become obsolete. The various

STANDARDIZED INTERTYPE

(No. 976 Kenntonian Italic and Small Caps Ready April 1924)

No. 1429 Cloister Bold

18 Point Cloister Bold Series SHOWN IN THE SPECIMEN

No. 1450 Cloister Bold

24 Point Cloister Bold Series SHOWN IN THE

No. 1466 Cloister Bold

30 Point Cloister Bold SERIES SHOWN

No. 1480 Cloister Bold

36 Point Cloister BOLD SERIES

Every line in this advertisement was set on an Intertype.

INTERTYPE KENNTONIAN with CLOISTER BOLD

Two New Slug Faces Available on the Intertype

TWO of the latest additions to the new slug typography are the Intertype Kenntonian and Cloister Bold series shown on these pages. While neither of these faces is new, both being well known in modern

composing rooms, they are now offered for the first time in slug machine matrices. The Kenntonian, a comparatively recent face, has much to commend it for legibility, beauty of design, and general utility. The Cloister, developed from Nicolas Jenson's Fifteenth Century types, has recently become very popular, not only in job print-

ing offices but in the larger newspaper ad alleys. The advertising agencies often specify this face for both display and text composition. In combination with Kenntonian, as two-letter matrices, Intertype Cloister Bold will prove

a very useful face as well as distinctive.

Like all Intertype matrices, the Kenntonian and Cloister Bold faces are cut in the finest hard brass, which is made to special Intertype specifications for maximum durability. Inspec-

tions begin with the raw material and continue during the fifty-odd manufacturing operations. Finally, every order for Intertype Matrices is counted by a special machine to insure absolute accuracy.

A broadside prepared by a prominent typographer, displaying the new Intertype Kenntonian and Cloister Bold series, is now

being distributed. It shows complete specimens of the various sizes, with typical examples of book and job work, newspaper advertising, etc., set in these faces. If you have not received one, write our nearest branch.



INTERTYPE CORPORATION

50 COURT STREET, BROOKLYN, N.Y.

Chicago Branch
Rand-McNally Building
Boston Sales Office
49 Federal Street

Memphis Branch San Francisco Branch
77 McCall Street 560 Howard Street

Canadian Sales Agents
Toronto Type Foundry Co., Ltd.
Toronto

British Branch Intertype Limited, London Los Angeles Sales Office 1240 S. Main Street

The Racine Wisconsin Times-Call

Announces the Appointment of

ALLIED NEWSPAPERS, Inc.

As National Advertising Representatives

The Times-Call leads in circulation and prestige in the real Racine market.

Ninety-seven per cent of the circulation is home distribution in Racine city and country.

Clean circulation methods without contests or unusual inducements.

Member of the A. B. C.

Write for copy of new analysis of the Racine market, addressing nearest office of national representatives.

ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Ave. Chicago: 5 N. Wabash Ave.

Cleveland: 308 Euclid Ave. Cincinnati: Post Building.

San Francisco: Hobart Building.

CROMIE BUYS WORLD IN VANCOUVER

Will Continue It as Evening Sun-Now Heads Only Morning, Evening, Sunday Group in Canada

R. J. Cromie, owner and publisher of the Vancouver (B. C.) Sun, late last week purchased the Vancouver World,

and is now pub-lishing it as the Vancouver Eve-ning Sun, Cromie's deal, of considerable

of considerable importance in the Canadian field, gives him the only morning, evening and Sunday single pub-lication in the Dominion. The Dominion. The World, which he merges into the Sun, is the older newspaper. The



newspaper. The Sun's only competitor now in the Vancouver field is the Vancouver Province.
The Vancouver Sun was founded Feb. 12, 1912, and was acquired by Mr. Cromie in 1917. In the same year he purchased the News-Advertiser, oldest newspaper on the British Columbia mainland, and consolidated it with the Sun. The Deliv consolidated it with the Sun. The Daily World was founded in 1888. The Sun announced the purchase as

follows:

tollows:
"In order to consolidate the newspaper situation in Vancouver so as to give readers the best possible newspaper values we have purchased the assets and goodwill of the Vancouver World, that newspaper to be published as the Vancouver Evening Sun. This reduces the Vancouver field to two advertising mediums."

Cromie has the distinction of being Canada's youngest publisher.

DR. RUMELY TO JAIL

Former N. Y. Mail Owner Will Write Book in Westchester Prison

Dr. Edward A. Rumely, former owner of the New York Evening Mail, was taken to Westchester County Penitentiary, in White Plains, N. Y., March 19, where he commenced serving a sentence of one year for having concealed the fact be purchased his newspaper with German more with the purchased of the service of

money during the war.

After issuing statements still maintaining his innocence, Dr. Rumely told reporters he expected to spend his prison

days writing a new book on nutrition.
With the former Mail owner, went
Norvin E. Lindheim and S. Walter
Kaufman, attorneys convicted with him.

Kaufman, attorneys convicted with him. Kaufman is blind.

"At last uncertainty is ended," Dr. Rumely said in a statement issued when he surrendered. "For 5 years and 8 months this case has wrought its destructive influence in my life.

"Now the legal record is closed. I yield my body to the penalty set. The case passes from the jurisdiction of courts and the custodians of law, where it can no longer be re-opened. Hereafter further action can come only from the further action can come only from the President, in whom I have confidence.

President, in whom I have confidence. He has already seen fit somewhat to abate the penalty set by bringing the place of my imprisonment nearer home.

"The consciousness of my own innocence has enabled me to bear up during the terrible experiences of the past five and one-half years, a period more than five times the length of my sentence. It will carry me through whatever further experiences are to be mine. When these are over, I can begin anew to rebuild, for my most serious work is before me."

New Zealand Editor Honored

Sir George Fenwick, owner of the Dunedin (New Zealand) Otago Times, was guest of honor at a dinner and re-

ception given by Chicago newspaper philishers, Monday, March 17. Sir Geng was a founder of the New Zealand Pra Association and of the Rotary Chib at Dunedin. He will visit Rotary Chib at newspaper plants at New York, Philade phia, Washington, Boston and the large cities of Canada and Europe before neurning to New Zealand.

PARIS INVITES AD MEN

A. A. C. W. Tendered Official Invitation from Senator Dupuy

Headquarters of the Associated Avertising Clubs of the World, New York this week received the official invitate to the convention to be held in Paris, in lowing the international convention London, July 13. The invitation v signed by Senator Paul Dupuy, owner Le Petit Parisien.

signed by Senator Paul Dupuy, owner.
Le Petit Parisien.
The invitation reads, in part:
"In the name of the president of committee, I have the honor of presing to the affiliated clubs of your ganization our invitation to spend and ays in Paris after the London committee."

"During these days a congress of a vertising publicity will be held in Fa where technical questions will be so that our fellow citizens will be wersant with the modern methods with the modern method with make for the marvelous development advertising in America.

"We anticipate many banquets no tions, a gala at the opera, and a visit Versailles and Fountainebleau. those who wish to visit the devasta regions or some characteristic spot the American field during the war, a sp

cial train will be organized.

"The Olympic games, which will at the same date, promises a gradiat traction, but we believe at the same a source of difficulty in lodgings bear

a source of almethy in longings we foresee a considerable crowd.

"The French committee will charge of all banquets, fetes and in tions outside of the expense of w and hotels."

Extra London Reservations Made

To care for the last minute min To care for the last minute rus delegates to the A. A. C. W. Lui convention, extra reservations have made on the S. S. Leviathan and S. S. George Washington, sailing a the convention date, officials in duannounced this week. The S. S. castria, second ship charted, is now counters full. One hundred and reservations have been made on Leviathan and 100 on the George W

London Daily Advertises Ad

London Daily Express is conducing advertising campaign to advertise its advertising. (Messages tell in its language why advertised goods are easy and profitable to sell than its advertised. These campaigns, well in the United States, are comparing rare in England.

Dinner to Italian Editor

Italo Carlo Falbo, Italian editor, came to America to associate with Il Progresso Italo-Americano with Il Progresso Italo-Americana, Italian newspaper in New York. guest of honor March 15, at a given by friends at the Biltmore New York. Falbo comes to work in America after long assowith Il Messaggero of Rome and recently with L'Epoca.

Files Bankruptcy Petition

C. Godwin Turner, publisher Reading (Pa.) Herald-Telegram, suspended recently, filed a volunt tition in bankruptev in the U. Sat Philadelphia. Liabilities were \$62,000 and assets at \$38,400. Use claims amount to \$60,249, while ployees of the newsylver have the \$1,851 for wages.

LINK UP NEW ENGLAND

SUCCEED WITH THESE NEWSPAPERS

| NEWSPAF | PERS | | |
|---|------------------|----------------|-----------------|
| MASSACHUSETTS-Popul | lation, 3,8 | 52,356 | |
| | Circu- lation | 5.500 lines | 10,000 lines |
| **Attleboro Sun(E) | 5.344 | .0275 | .0175 |
| | 585.437 | .45 | .45 |
| †Beston Globe(S) | 322,415 | .55 | .55 |
| **Fitchburg Seutinel(E) | 14,620 11,191 | .055 | .045 |
| **Haverhill Gazette(E) | 15,500 | .055 | .04 |
| **Lynn Item(E) | 16,495 | .06 | .045 |
| Evening Leader(M&E) **New Bedford Standard-Mercury | 21,696 | .06 | .06 |
| (M&E) | 32,425 | .08 | .08 |
| **New Bedford Sunday Standard (S) | 26,253 | ,08 | .08 |
| (Morth Adams Transcript (E) | 9.334 | .0875 | .08 |
| ††Pittsfield Eagle(E) | 16,007 | .04 | .035 |
| ††Salem News(E) | 50,702 | .09 | .07 |
| Taunton Gasette(E) **Worcester Telegram-Gasette | 5,263 | .04 | .08 |
| (M&E) | 80,506 | .54 | .21 |
| **Wercester Sanday Telegram(S) | 46,589 | .18 | .15 |
| MAINE-Populatio | m, 765,014 | | |
| †Bangor Daily Commercial (E) | 14,448 | .05 | .04 |
| **Portland Press Herald(M&S) | 52,478 | .08 | .05 |
| **Portland Express(E) | 58,400 | .10 | .07 |
| **Portland Telegram(S) | 28,784 | .10 | .07 |
| **Portland Telegram(S) (Sunday Edition Express) ††Waterville Sentinel(M) | | *** | |
| ††Waterville Bentinei(M) | 5,888 | .085 | .025 |
| NEW HAMPSHIRE-PO | | | |
| **Concord Monitor-Patriot(E) ††Keene Sentinel(E) **Manchester Union Leader.(M&E) | 5,175 | .0875 | .025 |
| † Keene Bentinel(E) | 6,422 | .08 | ,024 |
| **Manchester Union Leader. (M&E) | 28,277 | .10 | .07 |
| RHODE ISLAND-Pop | | | |
| †#Sewport Daily News(E) | 6,580 | .0886 | .0296 |
| Pswtucket Times(E) | 25.070 | .10 | .07 |
| †Providence Bulletin(E) | 61,238 | .17 | (A).28 |
| **Providence Journal (M) **Providence Journal (S) ††Providence Tribane (E) | 58,167 | .15 | .15 |
| ††Previdence Tribnue(E) | 22,848 | .15 | .09 |
| **Westerly Sun(E&S) | 4,601 | .095 | .095 |
| ††Providence Tribnue(E) **Westerly Sun(E&6) **Westerly Sun(E) **Westerly Sun(E) (A) Combination rate Daily Jo | 13,553 | .04 | .04 |
| (A) Combination rate Daily Jo | urnal and | Eve. Bu | lletin. |
| **Barre Times(E) | | | .025 |
| ††Bearington Banuer(E) **Burlington Free Press(M) **Rutland Herald(M) | 2,051 | .0198 | .5196 |
| **Burington Free Press(M) | 12,286 | .55 | .05 |
| **Rutland Herald(M) †18t. Johnsbury Caledonian-Record | 10,245 | .04 | .05 |
| 118t. Johnsbury Caledonian-Record (E) | 8,810 | ,0214 | .018 |
| COMMECTICUT—Popu | lation 1 9 | 80 681 | |
| (Bridgeport Post-Tologram (FAM) | 45 201 | | .14 |
| †Bridgeport Post | 19,996 | .00 | .00 |
| *Bridgeport Post (B) *Hartford Courant (D) | 33,157 | .00 | .00 |
| Hartford Courant(8) | 50,185 45,195 | .00 | .11 |
| **Hartford Courant (S) | 48,195 | .18 | .12 |
| | 7,200 | .045 | .03 |
| †Middletown Press(E) | 7,897 87,068 | .045 | .16 |
| **Hew Haven Register(E&S) **Hew London Day(E) | 11,850 | .00 | .045 |
| toWarmish Wastandar (200) | 10.040 | | |

This territory is mostly city trade, with more than half of the population living in thirtynine cities.

By using daily newspapers you link up New England with a chain of advertising publicity that has no weak links—because of the perfect distribution given.

The zones of wholesale distribution are clearly defined, so that each of them can be worked alone and the results determined rather than approximated.

Every section of New England can be worked in detail and advertised to in a daily newspaper that is read at home.

Link up the more than 2,000,000 circulation of the New England daily newspapers with your distribution. Think of the trade and profit such circulation can gain for you, employed skillfully and persistently to advertise your proposition.

Trade-marked brands will be called by name when advertised in these

NEW ENGLAND DAILY NEWSPAPERS

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XXI—SACRAMENTO—A Business Renaissance By HARRY R. DRUMMOND

SACRAMENTO, capital city of the sovereign state of California, 89 miles east of San Francisco in the Sacramento Valley, is a city with an interesting past, and future.

In the past Sacramento has played many parts. Originally it was a trading post for wheat-farmers who grew the Originally it was a trading

golden grain in the valley.

Eventually lumber was needed in quantities, and a saw mill was built some 40

iles away. The building of this mill led to the dis covery of gold, and resulted in the gold rush of '49.

Then, for years, industry turned from the growing of golden grain to the digging of grains of gold, and Sacra-mento became the richest, toughest and best known, or, rather the most notorious mining camp in the world.

Oh, boy! Sacramento was a darb—net. Wide open 24 hours a day and 7 days d nights a week. Wine, women and Oh, boy! and nights a week.

Although rough miners never could sing-much-still the singing was the best of the three. Yes, Sacramento was a wild bird.

Fortunes were made, many of them. Men lived fast in those hectic days—and nights—and died fast, too, for "six-guns" were as much of citizen's outfit as were trousers—and they were not entirely ornamental—neither the guns or the

Gradually the gold rush subsided-and or did ally the gold rush subsided—and so did Sacramento. Many of the '49ers settled down into respectability. Many of them "went west" via the ever-ready gun route or the handy rope. Still others, having made and lost theirs, hit the trail for newer camps, so that those who hung on, rich in this world's goods, seemingly settled down to making up for the sleep they had lost when Sacramento wa 24-hour town, and Sacramento, like Van Winkle, went to sleep-although 20 years was not a marker for Sacramento's

Then, after many years of inerita, San rancisco had a "fire" which literally Francisco had a Francisco had a "fire" which literally jarred Sacramento and woke the old burg up.

Not with a start, however. The awakening was gradual. Just the twitching of a finger or a toe at first. Then a satisfied grunt, perhaps, and an arm thrown across the eyes. Finally, however, Sacramento assumed a state of semi-consciousness, and began realizing that something was doing, somewhere, and Sacramento needed something. But what? Funerals!

Yes sir, Sacramento needed funerals, and lots of them. You know Rip Van Winkle was never worth a tinker's whoop after he returned from his sleep, and the

old boys who went to sleep in Sacramento couldn't do a thing but sit around and talk of the days of '49 after they woke up. Funerals, however, were difficult to arrange. Sacramento being in California, and therefore super-healthful, furnished very little excuse for anyone to die, and gun-toting and the indiscriminate taking of human life had gone out of fashion, so there was nothing to do but let nature take its course

Here and there, as time wore on, one old-timer after another went to his re-ward and his fortune went to his heirs, who proceeded to put said fortune to

Meantime, however, the Sacramento valley had not slept. Golden grain and golden fruit had resumed sway, and produced more real money than had the golden nuggets, and the valley was again agricultural.

By the time the 1910 census enumerator had gotten on the job, Sacramento had a population of 44,696, and by 1920 it had grown to 65,857, including 800 Japanese and Chinese. In January, 1924, the

Sacramento Chamber of Commerce, with the modesty and conservatism of Pacific Coast Chambers of Commerce, "esti-mated" Sacramento's population at 100,mated" Sacramento's population at 100,-000—an estimate worthy of any Cali-fornian, and probably as nearly correct as any of the statistics furnished freely and willingly.

two railroads through Sacramento and 42 passenger trains enter and leave the city daily. There are 110 electric interurban trains in and out of the city and 120 motor-busses arrive and depart every 24 hours.

The Sacramento river is navigable, and there are 265 river vessels, so called in California, plying up and down and handling some 103,000 passengers annual-

These river vessels are flat-bottomed, stern-wheel affairs, some of them quite prententious. They are very much like the craft plying the Ohio and Mississippi rivers, and called "packet boats" down in

There are 17,000 automobiles, including Fords, in Sacramento proper, and 26,129 of them in Sacramento County.

The network of interurban electric ads and paved highways extending ery which way from Sacramento gives the city a distinct advantage as a central point-a trading post for the entire long

Industrially the biggest thing in S mento is the Southern Pacific railroad shops. This and other industries employ more than 13,700 people and there is a weekly industrial pay roll close to \$200,-

The value of Sacramento products in 1923 figured something like this:

| Fruits and nuts | \$37,950,000 |
|-------------------------|--------------|
| Railroad shops | 12,000,000 |
| Canneries | 9,172,000 |
| Meat packing | 5,000,000 |
| Baking | 3,926,000 |
| Dairy products | 3,740,000 |
| Printing and publishing | 2,500,000 |
| Lumber | 2,315,000 |
| Brick and pottery | 1,816,000 |
| Flour and milling | 1,790,000 |
| Furniture | 1.341.000 |
| * WITHOUT | 1,041,000 |

Sacramento occupies an area of 14 juare miles. Its style is somewhat square miles. Its style is somewhat cramped by political boundaries, and for quite a distance the "country" is built up just like the city, really making a community quite a bit larger than the city proper, and furnishing a semblance of justification for the Chamber of Com-merce's population claim.

There are 130 miles of paved streets, 61 miles of street-car tracks, 50 churches, 19 schools and 20 hotels in Sacramento. They are building a new, modern hotel, and they need it.

Sacramento is short on pretentious omes. There are a few—but very few. The old aristocratic part of town is now the slum district, and the newer largely bungalows, are built along the modern California lines—pretty, but very cheap—stucco plastered on boards—put up for California climate and to sell at a dollar down and a dollar a week for life.

Commercially, Sacramento is a moderately-priced city. People will not buy the

high-priced goods as a rule, and those who do, go to San Francisco to buy. At that, quite a number of San Francisco stores have branch houses in Sacramento.

stores have branch houses in Sacramento.
Being principally an agricultural community, Sacramento is not very well dressed—nor is it particularly stylish. It is, rather, a comfortably dressed, moderately-minded place—in no hurry, and, of course, imbued with the loyal love of California—climate, history and prospects.

The interurban lines running into Sacramento serve 54 towns that are in the trading territory of Sacramento. To be sure, many of these towns are small—

yes, quite a few of them are less than 50,000 population—but they are at least post offices, where prosperous farmers get their mail, and where they get a car

to go to Sacramento to trade.

Asparagus, spinach, oranges, apricots, rice, small fruits, cherries, berries, peaches, grapes, wheat and barley are the al products of the Sacramento and they are all of them extremely principal valley profitable crops.

There are more than 1,000 retail establishments of various kinds in Sacramento, none of them being particularly pretentious.

"K" street, from 4th to 12th, "J" street, from 4th to 14th, "L" street, from 4th to 12th are the three main retail streets, although retail business on "L" street is pretty well scattered.

The cross streets, 4th, 5th, 6th, 7th, 8th, 9th, 10th and 11th are good business

Hale Brothers is the largest and leading department store in the city. It is about like Holthausen's in Union Hill, N. J. Weinstock, Lubin & Co., is second, both in volume and class. The Nonpariel is third and Charles P. Nathan Sons fourth. Collectively these four stores do fourth. Collectively these four stores do some \$9,000,000 annually.

There are quite a few smart specialty them as said before,

stores, many of them, as said before, branches of San Francisco houses. Very little real high-grade merchandise is but a plentiful supply of medium and fairly good.

Sacramento built 1,100 new homes in and these 1,100 new homes cost \$3,600 each, which indicates the class of homes Sacramento people have. There is a \$100,000 residence which is a show

New business houses are being built. They are needed. The town is awake and, having tasted raw meat, with blood

in it, is ravenous for more.

Merchants are playing their territory hard—not only for trade from the 54 surrounding towns, but to keep more of the real home trade from going to San Francisco to buy, and it is safe to say that, in the not too far distant future, Sacramento will be thoroughly in step with itself and enter into a future that will make more history.

ENTERS N. Y. SUNDAY FIELD

Evening Star Scheduled to Appear March 23-Basner, Publisher

Hastened by retirement of Munsey's New York Telegram and Evening Mail's Sunday edition, the New York Star, a new 4-page Sunday afternoon newspaper, scheduled to make its first appearance March 23.

March 23.

The Star Publishing Company, the owners, is headed by A. L. Basner, who has conducted similar enterprises in Detroit and Cleveland. The newspaper will be printed at 444 Pearl street, New York, according to plans announced Tuesday. Basner said the size of the newspaper would be increased later. would be increased later.

SAYS PRESS PROMOTED WAR HYSTERIA

Printed News at Dictates of Washing. ton Kaltenborn of Brooklyn Eagle Declares Repentantly-Pleads for Absolute Freedom

Speaking from the standpoint of an editor who is "thoroughly ashamed" of the way he aided the American war-line press to act as a "whip" for the government in moulding public opinion, H. Y. Kaltenborn, associate editor of the Brooklyn Eagle, made a plea for sturty newspaper independence at a recent at recent at recent at recent at recent at the standard presentation of the standard presenta newspaper independence at a recent address before the Brooklyn Jewish Centre

It was wrong of the press at the dictates of the central bureau of information to have "misled, deceived, and bull-dozed" the American people, Kalter orn said, characterizing that bureau a the main pumping station from which all news flowed or was staunched. nounced such tactics and included in his defense of present-day journal ism which he contended was upward trend and radically better than its predecessors.

"It was wrong of the press to respond too completely to the whip of government authority," Mr. Kaltenborn de clared. "Every lie was accepted unquestioned as long as it reflected in a derogatory manner upon the enemy. feel thoroughly ashamed of myself as a editor, for having co-operated in the deception, practised under the fevered war-psychology that gripped the country at the time. 1 am fully convinced that had there been less of a restricting gag placed upon the newspapers, the world would not be embroiled in the difficulties it is today.

'Newspapers should not permit themselves to be swayed by some dominating authority, even though that authority be a government carrying on a war. When there is opposition to a government then its rule is healthy. The British practised freedom of the press more liberally than we did, despite our proud boast of liberty and freedom. It was partly be cause of the controlling fearlessness of the press in the British Empire that mistake in government rule and corru-tion in the war industries and munition factories were exposed and the necessary remedial measures taken. A press st not be afraid to criticize freely. I criticism is false it will fall by side and in the instances where it is just it will constitute at all times a powerful factor working in the right direction. It is the great duty of the press to keep the people informed of what is going on and to keep free from propaganda."

Woman Seeks Nebraska Advertising

Miss M. M. Hansen, for several years Miss M. M. Hansen, for several year in charge of the service department of the Lincoln, Neb., branch of the Wes ern Newspaper Union, has joined in Nebraska Press Association to derela advertising for Nebraska newspapers.

One New Broom—GUARANTEED!

It's not at all unusual for a new broom to sweep clean.

It's not at all unusual for a new broom to sweep clean. But a new broom that sweeps just as well after it has become an old broom is worth looking into as an investment. That is why we attach so much importance to the expressions of confidence and appreciation that are continually coming to us in the form of renewed service agreements from client newspapers that we have been serving for three, four and five year periods.

Our National Standard Methods of Classified Promotion succeed from the start—and keep right on being success.

ful so long as a newspaper wishes to maintain its classified leadership. We follow through on the clean sweep every time!

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

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INSIDE STORY OF HERALD-TRIBUNE DEAL

(Continued from page 6)

Mr. Reid published this statement:

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Mr. Reid published this statement:

"The Tribune has purchased the New York Herald, including its Paris edition.
"Tomorrow the publication of these combined New York newspapers will sart at the Tribune's new building, 225 West 40th street. This will unite two of the historic names in American journalism. It will establish one of the great publishing enterprises of the country.

"The Herald, founded by James Gordon Bennett in 1835 and owned by Frank Munsey since 1920, won its name by giving to journalism the first complete news service in the modern sense. Under Mr. Munsey it gained a virile editorial policy and enormously increased its influence.

"The Tribune, under Horace Greeley and Whitelaw Reid, has had in its 83 years of life a lasting effect upon the destinies of the nation.

"In this merger, too, are the individuality and tradition of another famous morning paper, Charles A. Dana's Sun, absorbed by the Herald in 1920 and perpetuating its name today in one of the strongest evening newspapers in the country. There is also included the Press, a pioneer in the reporting of American sport.

"On this historic foundation we hope to give our readers, old and not." American sport.
"On this historic foundation we hope to

"On this historic foundation we hope to give our readers, old and new, a metropolitan newspaper of even greater power and excellence.
"The New York Herald-Trihune in editorials, news and features will show, as did the great editors of its past, that a newspaper can serve its public not only with good writing, brevity and enterprise, but also with conscience and courage. courage.

"OGDEN REID."

Herald's Chronicle A Record of Big News and Stirring History

THE New York Tribune and New York Herald started diametrically different in conception and purpose.

The fundamental purpose of the Herald was news. On May 6, 1835, James Gordon Bennett issued from a dingy Wall street cellar a printed sheet of four four-columned pages. He was to give facts, not to comment upon them. Bennett cared little for opinions. His business was to find out everything that happened

cared little for opinions. His business was to find out everything that happened and tell it to the public accurately and in interesting fashion.

Five weeks after the first number he began printing the first financial news articles that ever appeared in an American paper. Six months later came the great five which raygoned the business questions. paper. Six months later came the great fire which ravaged the business quarter of New York, and it gave him opportun-ity to display in The Herald the first reportorial work of the modern press

His graphic accounts were clear forerunners of twentieth century news re-porting. He forecast the illustrated

runners of twentieth century news reporting. He forecast the illustrated journalism of today by printing a picture of the burning exchange, and a map of the devastated district.

He was quick to utilize Morse's rudimentary telegraph, obtaining from Washington for publication next day the full text of John C. Calhoun's great speech on the Mexican War—the first time a speech was ever thus reported in full. During the Civil War he had more than threescore correspondents in the field. In after years his son and successor had his own trans-Atlantic cable, and, not content with the Western Hemisphere as his field, established a New York Herald in Paris, Paris. From

From reporting news The Herald proceeded to making news and making history. Surveying mankind with comprehensive view, it sent one expedition to traverse the torrid wilderness of equatorial Africa, and another to penetrate the frigid wastes of the Arctic Zone, and still a third to carry succor to faminestricken myriads in Europe. Adapting

the epigram of Demosthenes and Danton, the motto of The Herald was news, and again news, and yet again and again well as news.

grew into the necessity of printing editorial comments, opinions, arguments, as the well as news.

Wrenn, also declined to divulge the well as news.

And more and more the news was coupled with news-making acts. There is an ancient tradition that one day, told there was no striking sensation for the next day's paper, the elder Bennett exclaimed: "Send a man out to kill some-bady! We must have news!" The next day's paper, the closed claimed: "Send a man out to kill some-body! We must have news!" The apocryphal tale was more than fulfilled when The Herald did great deeds that filled large places not alone in the news of the day, but also in the history of the world.

In time, as we have said. The Herald

well as news.

Herald Settles DeWitt Suit

Suit of Edward D. DeWitt against the New York Herald to recover \$560,000, which he claimed was due him under which he claimed was due him under contract as advertising director, has been settled out of court, it was learned this week. DeWitt was advertising director of the Herald until that newspaper was purchased by Frank Munsey in January 1920. His contract would have expired in 1922. The amount of the settlement was not disclosed. DeWitt refused com-ment when questioned by Europe & Purment when questioned by Editor & Pub-

DeWitt is now member of the firm of Palmer, DeWitt & Palmer.

Florida Publisher Marries

J. H. Harold Sommers, war veteran and publisher of the St. Petersburg (Fla.) Tourist News, and Capt. Rheba Crawford, New York evangelist, were married at St. Augustine, Fla., March 19. Sommers, who was wounded in the Argonne, fighting, met Miss Crawford, known as the "Angel of Broadway" at one of her New York meetings.



Goss Printed for three decades

THE CINCINNATI DAILY TIMES-STAR

-in 1895, the largest order with which we had been favored up to that year, was tendered to our Mr. Fred Goss (now deceased), by the Daily Times-Star of Cincinnati, Ohio. It called for three Goss Straightline Presses of the decker type. The splendid performance of these presses, in the ensuing twelve years engendered so implicit a faith in the Goss institution that

in 1907, this same newspaper had the courage, foresight and wisdom to order the first three Goss High-Speed Sextuple Presses ever produced. Veterans of Newspaperdom will recall how these Goss Presses, by reason of their fifty per cent greater speed, rapidly revolutionized the business of newspaper printing. So satisfactorily have these three original Goss High-Speed Presses printed the Times-Star, six days a week for seventeen years, that in March 1912, two more Goss Sextuple Presses of same design were added to the original battery, and

-in 1924, the Times-Star is having us build two more of these presses to accommodate the demand for still more papers. We believe that the facts, as set forth, speak for themselves—and for us.

Inquiries are cordially invited.



PRINTING PRESSES

THE GOSS PRINTING PRESS CO., CHICAGO

Diversity of Interests Shows Source of Income in Indiana

Indiana Is a Manufacturing State

Indiana's manufactured products amount to nearly two billion dollars in value annually which ranks the state ninth in the country. Indiana's income from her manufactures is 52 per cent of the entire purchasing power.

Indiana Is an Agricultural State

Indiana's agricultural value is great, ranking tenth of all states with value of all farm property exceeding \$3,042,000,-000. The value of all crops is \$500,000,-000 which represents 35 per cent of Indiana's buying power.

Indiana Is a Mining State

In coal production, Indiana ranks sixth with a production valued at over \$56,000,000. There are oil wells also, the state ranking twelfth in production. Other basic minerals are found. From its mineral products 6 per cent of the purchasing power is derived.

Indiana Newspapers Cooperate

Indiana newspapers believe in cooperation. As a result, Indiana offers exceptional opportunity to National Advertisers seeking new outlets for their wares and new trade connections with Indiana's progressive merchants.

Start With These Dailies

| | Circulation | Rate for 5,000 lines |
|---|-------------|-------------------------|
| ††Decatur Democrat(E) | 3,186 | .025 |
| **Evansville Courier and Journal (M) 26,872 | 38,274 | .08 |
| **Evansville Courier and Journal(S) | 33,443 | .08 |
| **Fort Wayne Journal-Gazette(M) | 26,812 | .07 |
| **Fort Wayne Journal-Gazette(S) | 32,729 | .07 |
| **Fort Wayne News-Sentinel(E) | 39,165 | .09 |
| **Gary Evening Post-Tribune(E) | 11,292 | .05 |
| **Indianapolis News(E) | 127,361 | .23 |
| **Lafayette Journal & Courier (M) 7,415 \\ 12,360 | 19,975 | .06 |
| ††La Porte Herald(E) | 4.124 | .025 |
| **Nomentle Courier | 4.474 | .025 |
| **South Bend News-Times(M) 9,676 11,987 | 21,663 | .06 |
| **South Bend News-Times(S) | 19,776 | .06 |
| **South Bend Tribune (S) 19,107 (E) | 20,293 | .06 |
| **Terre Haute Tribune (E&S) | 24,084 | .06 |
| **A. B. C. Statement, Sept. 30, 1923. | | |

††Government Statement, Sept. 30, 1923.

N. Y. SUNDAY TELEGRAM SUSPENDED

Disparity Between Sunday and Daily Circulations, Latter Augmented by Mail Purchase, is Mr. Munsey's Explanation

Sunday evening newspapers no longer exist in any large American city. The last to give up was the New York Sunday Telegram, founded by James Gordon Bennett, the younger, and conducted by him, his estate, and since 1920 by Frank Munsey. Its last issue appeared March 16, and its demise was explained by Mr. Munsey as follows:

"Before the consolidation of the Mail and the Telegram, the circulation of the Sunday and daily issues of the Telegram

and the Telegram, the circulation of the Sunday and daily issues of the Telegram were much the same. But, with the greatly increased circulation of the combined newspaper (daily issues) there is a wide differential between the daily and Sunday circulations which is not for the interests of the publication as a whole.

interests of the publication as a whole. Hence the retirement of the Sunday issue from the field."

Mr. Munsey had published Sunday evening papers in Washington and Baltimore before his purchase of the New York Evening Telegram. The Washington Times' Sunday evening edition was changed to Sunday morning some time after that property was taken over by William R. Hearst, and the Baltimore News' Sunday evening edition was suspended by Mr. Hearst last fall, about six months after his purchase from Mr. Munsey.

Publication cost of a Sunday evening paper is considerably greater in large cities than is that of a daily newspaper, due largely to the premium rates paid to mechanical forces for Sunday labor. Circulation of the New York, Baltimore and Weshirette. Washington newspaper on Sunday evening usually equalled or exceeded the week-day average, but advertising patronage in recent years has not grown at the same rate as has that of daily and Sunday and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has that of daily and Sunday are supported to the same rate as has the supported to the sup

day morning papers.

The sole remaining Sunday evening paper is the Westerly (R. I.) Sun, many of whose readers are Seventh Day Adventists.

Press Comment on the Sale of the Herald

"The Times, while regretting to see so "The Times, while regretting to see so venerable a newspaer contemporary pass and to witness Mr. Munsey's withdrawal from the morning field, wherein he was a gentle and kindly neighbor as well as honorable competitor, wishes the Herald Tribune, which catches into itself the lives of both, a greater prosperity than either could have had alone."—New York Times.

* * *

The Tribune is to be congratulated on buying the Herald, and Frank Munsey has shown that he knows how to sell

FORESHADOWED EVENTS

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March 24—Six Point League and A. A. A. Joint Dinner, Hotel Commodore, New York, March 29—Speakers Training Division Advertising Club of New York, dance.

April 2—Civic Club, New York, Sensin Danger?"

in Danger?"
April 4—New York Ad Men's Post,
American Legion, annual ball, the
tel Pennsylvania, New York,
April 5—New York Newspaper Club,
dinner to Charles G. Hambidge,

dinner to Charles G. Hambidge, president.

April 7—Paper Industries Exposition, Grand Central Palace, New York.

April 8—American Paper and Palace, Assn., 47th annual convention, New York.

April 11-Oklahoma Press tion, group 2, meeting Cherokee

April 11—South Florida Press Asso-ciation, annual meeting, Lakeland

April 11-15—New York State Circula-tion Managers Association, meeting Rochester, N. Y.

a newspaper as well as how to buy one.

—Brooklyn Standard Union.

"It is no loss to the reading public to have one Herald Tribune in place of the two former papers. In fact, it is a gin in convenience as well as a gain pression."—Boston Transcript.

"The disappearance of the New York Herald from the field of journalism will be regretted by a multitude of its old time friends."—Brooklyn Citizen,

"No doubt the Tribune will have, for the time at least, something of the flavor of the Herald. But almost ineviteby the line of Greeley, not the line of Bennet, will survive, no matter though the paper may retain both the familiar names."—

Philadelphia Inquirer.

"One wonders what Horace Greek, of the old Tribune, and the elder James Gordon Bennett, founder of the original Herald, would say to each other and about the journalism of the day if the could again meet on earth."—Minneapolis Tribune.

"The merged newspapers under the dual title, which ignores the Sun, will be in touch with and representative of the forces of financial and business conserutism which in the last analysis control this metropolis. The Herald Tribut ought to be successful."—Brookly

"Happily in the present merger then is little deprivation in the field of political discussion, since the Herald and Tribuna both Republican, though differing son what in viewpoint, are nearly identition that field."—New York World.

UNIQUE, ORIGINAL CLASSIFICATION. More complete, yet occupying less space.

Radio Programs

Syndicated to Newspapers

Set in galley form, with late daily telegraphed changes from all popular

broadcasting stations, ready for you to linotype.

And on Fridays, matrix of a complete program of over 50 stations for the full week in advance, classified in a new way by cities, hours and subjects with fixed features separated from changeable ones—the most approved sys-

tem; authentic, absolutely complete.

And, in addition, the latest and most complete Tabulated Directory of 600 broadcasting stations, in matrix form. Gives full data of capacity and programs. A useful, handy reference chart for your readers.

COMPLETE SERVICE \$1.00 PER DAY; FIRST RELEASE MARCH 24th One Week's SAMPLE SERVICE—Special Price of one weekly advance program and 6 dailing one week's service, to demonstrate what we have, for \$4.00 check with order.

RADIO PROGRAMS ASSOCIATION

Gotham Bank Building.

Columbus Circle.

NEW YORK

NEWSPAPER MEN AND WOMEN-

DRINK INDIA TEA

_and support the Advertiser who supports you!

INDIA TEA

York will

political Fribure

bjects

ry of

24th

is advertised only in the Newspapers

We believe in Newspaper space to sell good goods

y sure W.H. Rankin places the orders

CHARLES F.

HIGHAM

Advertising MPERIAL HOUSE KINGSWAY LONDON **ENGLAND**



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office-Hastings House, 10, Norfolk Street, Strand, W. C. 2

British Premier Supports Convention:—Prime Minister J. Ramsay Mc-Donald has consented to become a vice-president of the International Advertising Convention. The Viscountess Rhondda has also become a vice-president. The countess is associated with several large commercial undertakings and is one of Great Britain's most prominent business women.

Provinces Eager for Delegates:—
At the March 4, Tuesday Convention Luncheon, Gerald France, president of the Newcastle Advertising Club, said they would extend a hearty welcome to those who were coming overseas. Colonel Walker, of the Hull Daily Mail said that they had many interesting things in their city going back to the reign of Edward III to show their visitors. Councillor Dowling, of Margate, expressed the wish that instead of the 300 delegates promised the town, they could have had the opportunity of entertaining the whole of the delegation.

Advertising Exhibit Report:—S.

the delegation.

Advertising Exhibit Report:—S.
Bernard Smith, chairman of the International Advertising Exhibit, reported at the luncheon the work of his Committee. He said the Exhibit was divided into four sections. One, the commercial art section, under W. T. Wallace, with a strong committee of experts would show the original work of artists, etc. Second. the engraving section, under Edward Hunter of the Sun Engraving Company would show the engraving process. Third, the printed reproduction section, under W. C. Bates, of Messrs. Johnson, Riddle & Co., would show the printed reproductions. Fourth, press campaign section, which was originally printed reproductions. Fourth, press campaign section, which was originally planned to be placed under the direction of the speaker, but which is now hoped will be taken over by the Society of British Advertising Agents.

Harold Vernon Talke 4.2

of British Advertising Agents.

Harold Vernon Talks to M.P.'s:—
C. Harold Vernon addressed a meeting of the Commercial Committe of the House of Commons on the subject of the Convention. His audience was plainly interested in his exposition of the Convention as a means of interpreting advertising as a marketing and inspirational force. tional force.

Robert Thornberry's Change: ert Thornberry, last year's president of the Publicity Club, who was with the British delegation at Atlantic City, has just been appointed advertisement man-

ager of the London Daily Graphic, the picture daily that forms part of the Graphic publications in the important Berry group of newspapers.

Publicity Club Educating Liverpool:

—A record gathering of the Publicity
Club of Liverpool met recently to hear J. Gurney at the Rushworth Rooms, on the subject of "Advertising—Profitable and Unprofitable; the Merchants' Viewpoint."

London Admires N. Y. Advertising Club:—The details of the new club-house of the Advertising Club of New York, with its wonderful Stanford White scheme of decoration, have been read scheme of decoration, have been read with considerable interest in London advertising circles, and admiration generally expressed for the beautiful building and the pride of the advertising men who secured it. We have nothing like it in London—the only building likely to find comparison with it being the American Club in Piccadilly—not an advertising club. The best known and most popular advertising club in London with popular advertising club in London with any pretensions to a home of its own is the Aldwych Club, located just off the Strand and occupying all but the ground level floor of the building. But, as an Aldwych man said to me, "If we haven't Aldwych man said to me, "If we haven't the big idea in bricks and cement, we have it in warmth of welcome, and we'll make them feel at home."

Some day, it is hoped by many, the advertising clubs and other organizations in London may have a joint club house as worthy of the vigor of their publicity men as the New York Clubhouse is of that city's advertising executives.

Americans Who Keep in Touch:— One of the earliest references in these notes touched upon the fact that Amerione of the earliest references in these notes touched upon the fact that American publishers and others were not slow to grasp the fact that one way to keep in touch with Great Britain between the Atlantic City and London, 1924, was to send occasional reminders to each member of the British Delegation between those dates. Accordingly, we who met you have received not unwelcome signs of this rememberance—one of the most recent being copies of E. T. Meredith's publications, including his fine 120-page January number of Successful Farming. I asked an advertising man if he resented being mailed at in this way and he said "II believe if American publishers knew the admiration we had for their papers and their methods they would bombard us by every mail."

Los Angeles Times

The only great morning

newspaper in the Pacific Southwest whose owner-

ship, control, direction and whole interests are in

the territory which it

serves.

World Leader in Advertising

for Three Consecutive Years

PICTURESQUE SPOTS IN HISTORIC LONDON

Church That Slowly Sank—Escape from Lion Leads to Annual Sermon— "Catherine Wheel Window"— St. Botolph's Church

At the corner of Leadenhall-street and Creechurch-lane stands the church of "Saint Katherine Cree."

It is very old, and within it you may see a remarkable proof of the fact that the ground level of London has gradually risen as the centuries have rolled along.

John Stow, in the sixteenth century,

remarked that it must be very ancient, because since it was built the level of the street had risen so much that to enter it one had to go down seven

steps.

The church, as we find it now, has been rebuilt since his day, with the



floor about on the level of the present street. But one column of the old building has been left in position, and the top of it is less than three feet above the floor.

Turn to your right just inside the door, and then at once to your right again, and it is before you. There are said to be fifteen feet of it beneath the ground.

The £200 Sermon

The building was originally a chapel in the graveyard of the Priory of Christchurch — of which word "Cree" is a corruption—which was made into a parish church about A. D. 1280.

In front of the altar is a brass com-

In front of the altar is a brass commemorating Sir John Gayer. He was Lord Mayor during the troublous times of the "Civil War," and was imprisoned in the Tower by the Parliamentarians on account of his sympathies with the Royalists.

A few years before this, while traveling in the East, he had a very narrow escape from being killed by a lion. And when he died he left £200 so that a sermon might be preached each year on the anniversary, October 16. This is still done. It is known as the "Lion Sermon," and the Lord Mayor always attends in state to hear it.

The "Catherine Wheel Window"

The "Catherine Wheel Window"

The upper part of the great east window is circular in form. It is called the "Catherine Wheel Window."

In design it is not unlike the great "Rose Window," which was one of the glories of old "Saint Paul's." Here it is emblematic of the instrument of Saint Katherine's martyrdom.

Near the eastern end of the south wall is the fine tomb of Sir Nicholas Throckmorton. He is represented, life size in armor of the Tudor period. It is from him that "Throgmorton Street" takes its name.

The Church of Saint Botolph—a low brick building with a square tower and a wooden spire—stands in the corner between Aldersgate-street and Little Britain. It was not much namaged by the Great Fire, though it has been rebuilt since that date, and it contains some interesting old tombs and brasses.

On the wall of the churchward in and brasses.

On the wall of the churchyard in Little Britain is a representation of the old "Aldersgate," which stood just where the entrance to the garden now

Advertisement Inserted by The (London) Daily Mail in the Interests of the 1924 Advertising

When you come to London-

You will realise the far-You will realise the far-reaching influence of JOHN BULL. In whatever town, village or hamlet you may happen to be, you will encounter the familiar buff cover of Britain's dominant weekly.

JOHN BULL has the largest Net Paid Sole of any 2d weekly in the World. No Banuses. No Competition. For Advertising Rates and Particulars write:

Philip Emanuel, Advertisement Monager ODHAMS PRESS, LTD. 57-59, Long Acre, London, W.C.2 Eng.

OHN RULL

RIAL

HERALD TRIBUNE

BUSINESS—sentiment—the twain does not often meet,
The New York Herald, bearing Vol. LXXXVIII .- No. 201, suddenly loses its identity as

a unit in American journalism through merger with

the New York Trihune,

Pictures flash across the screen of memory: swashbuckling figure of James Gordon Bennett, Sr., "one man in a cellar against the world," knocked down to rise and write the story, horsewhipped to make news, every fibre of him journalistic; the talented yet profligate son who fled to Paris society and permitted his father's brilliant newspaper to "starve to a shadow of its great days" through sheer absentee neglect; Horace Greeley, editorial thunderer, passionate for moral earnestness and political righteousness; Ben Day and the first penny paper, publisher of the "moon hoax"; Charles A. Dana, scholarly editor with a touch so human, true and fresh that all newspaperdom worshipped at his shrine; Whitelaw Reid, austere editor and ambassador; Frank A. Munsey, economist and to some appearing like a grim reaper; Ogden Reid, reared in luxury, quiet, sober, industrious, ambitious, gratified today as he sits in his office, surrounded by floral gifts from admiring friends, possessed of the knowledge that a family heritage has been preserved and enriched. You read in the Herald still another characteristic

merger announcement, signed by Frank Munsey: It simply had to be. Appalling costs. The "iron hand of divergent interests." Mr. Reid's duty to a family heritage, outweighing Munsey's claims. ance in economics as sound as the amalgamation of competing railroads, banks, manufacturing interests. The field had to be cleaned up. The work has been

done,

Turning to the Tribune you also read a statement by Mr. Reid, glowing with pride as announcement is made of the merger of two historic names and the establishment of one of the great publishing enterprises of the country. He refers to the famous traditions represented by those names. He promises to readers a newspaper of greater power, more ex-cellence, able to serve the public cause with good

writing, brevity, enterprise, conscience and courage. How is it that, amidst these explanations and re-joicings, you feel, if you are the average journalist. a sense of depression, even a pang of unhappiness, as if a friend had passed beyond recall? Perhaps you will admit to some resentment. The Herald is gone! The up-town Herald, published in the queer flat-iron building where the owls hlinked and the clocks registered both New York and London time The Herald-well, to lose that is not personal, is it? It is only a thing you have known since childhood Do you wrap affections around a newspaper as you

do about a loved friend?

You remember Herald crusades, Stanley in Africa-nt times have changed all that. You may be thinkbut times have changed all that. ing of men grown white, and thin, and old in strife for this object which now fades from view-of the futility of the struggle, a four-weeks' salary grant as the goal at the journey's end. You may think of men out of work—what their wives are saying to them and questions the children ask. You may be thinking of a type-face that long fascinated your eye, or of communion through the columns of the now disappearing newspaper with mystic friends behind the veils of journalism's anonymity. Bosh! Sentiment—away with it!

Away with your fancies and get the facts, with

Mr. Munsey.

This merger is a business deal of the year 1924. What has happened is an acquiescence to the stern, inexorable, pitiless rule of economic determination. Call Mr. Munsey "grim reaper" if you must, he does not care for flea-bites, but be fair enough to get your facts straight. Consider a situation which is familiar to every student of the deeper technique of journalism in this metropolis, and you will have a care about feelings of personal resentment.

"Appalling costs" tells the story. In another column of EDITOR & PUBLISHER you may satisfy yourself to a nicety concerning these costs. For instance, compare New York, first city, with Chicago, second city: Costs of New York's 17 newspapers, last year, were triple the costs of Chicago's six newspapers,



PROVERBS CHAPTER X.

He that walketh uprightly walketh surely; but he that perverteth his ways shall be known.

He that winketh with the eye causeth sorrow; but a prating fool shall fall.

The mouth of a righteous man is a well of life; but violence covereth the mouth of the wicked.

Hatred stirreth up strifes; but love covereth all sins.

while New York's income was only double the income of Chicago papers.

Mr. Munsey tells his readers candidly that the Herald and Trihune should have been merged two or three years ago, as they were competing in the same field. He said accurately that in their political principles and their views generally they were in accord. They merge in perfect harmony.

Without doubt this aged but agile man, through whose hands 15 newspapers have passed, and who is now finally to concentrate his talents upon The Sun Telegram and Mail, evening newspapers, will again come in for showers of bright remarks hy the paragraphers and there will be those to de-nounce him as a destroyer. But New York pub-lishers and those familiar with the local situation agree that Mr. Munsey was well within the facts when he said that this merger was economically inevitable.

The New York Herald Tribune, in its first issue, mingled the rich blood of both great newspapers in nighly pleasing style, and entered the race for metropolitan supremacy with dignity and determination. There seems not the slightest doubt that the com-bined newspaper will hold the major part of the circulations of the separate papers, eliminating, of course, some duplication.

"On this historic foundation we hope to give our readers, old and new, a metropolitan newspaper of greater power and excellence," said Mr. Reid, and we in turn believe that this high ambition will be realized in overflowing measure.

March 22, 1924

Volume 56, No. 43

EDITOR & PUBLISHER Published Weekly by THE EDITOR & PUBLISHER Co.,

1115 World Building 63 Park Row, New York

Marlen E. Pew, Editor.
Arthur T. Robb, Jr., Managing Editor.
Associate Editors,
Warren L. Bassett
Rosalie Armistead Higgins.

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

Washington: Sam Bell, 26 Jackson Place. St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

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

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

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

Tokyo: John R. Morris, Japan Adversiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park. 10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

KING'S 30 DAYS

CECRECY is a basic principle in the conduc grand juries, under our legal system. Un true-bill has been found and announced on true-bill has been found and amounted encharges against a person are not privileged for put tion. This is probably a necessary precaution appossible occasional injustices by reckless, improve of the possible occasional injustices by reckless, improbamalicious persons possessing power of the pressystem varies in practice in the several state,
success of a prosecution may depend on sereliminary investigation. The average newspaper
is as desirous as any judge can be that no inbe done any individual and that the guilty is
and punished.

Reliab I. King assistant situadias W. 4.

and punished.

Ralph L. King, assistant city editor Waukers whose sparkling personal experience story are arine carried in Editor & Publisher last week, is serving in a dendu in the Lake County Jail. A Circuit Judge agree could not admit that King's point of honor in tecting a press confidence was as dear to him secrecy of grand jury proceedings dear to a This is not the first instance of a newspaper running afoul of a judge in these circumstances.

Editor King's sentence, in view of the facts the secret of the sec

Editor King's sentence, in view of the facts have Alexand lates, seems extraordinarily severe. The sub-the inquiry was of great public concern, have do with alleged graft in official circles and down" of bootleggers, which has become one of most flagrant abuses of the day among love politicians. Although the Waukegan editors were sound his zeal was mistaken. How the judged the matter is shown by the remarket pouring of gifts and honors to this up-standing of who takes his medicine with a smiling fact wonder if a nominal fine would not have done to conserve the dignity of the court and prome pride and confidence of the average citizen i American system of jurisprudence.

FINISH THIS STORY!

H OW'S the old imagination working tolarly you want a theme for a short story, it Maupassant, or a book-length biograph Wells would write it?

This hunch culled from the advertising columbte New York Times of March 12, set one of with a diamond border: "Here is an intelligent of breeding, 35, who is tired of the ordinary profile and who wishes to engage in any entrata will promise adventure and hazards. The pathe danger the more he will welcome it. Adda 69 Times.'

Well, does that start something in you? In your hero writing that ad in the dim hours of ing, just in time to catch the city editions . the preceding long walk through the slushy put the sickening, of Central Park breaking last talk with her the night before... the queer-looking, old man who answered . . . the trouble about getting the and what your hero confessed to his employe.

Oh, you know how to finish the story, on newspaper advertising, the wonder-worker of the has given impetus to imagination.

MASTER'S LESSON

A SUNDAY feature recently appearing in a newspaper of the Middle West, which tered a variety of interests over the particular and distracting fashion as to cause the readers distress, prompts this editorial.

We indelibly learned a style lesson from the master of good American "feature" writing to Mark Twain, when we went to his Fifth residence on his 70th birthday for an interior

"What shall we talk about?" he asked.
We suggested the topic: "How does like seventy?" He began to talk. Presently we a question, off the topic. Mark Twain took task and gave this lesson, worthy of every surject? writer's careful observance:

"There is one, and only one, way to write story," said he. "Select your topic, introduce exhaust it, and—quit."

RANK \$100,0 he comp Fred Sharge of ssociation a 6 we

n Daily lympic othesmen Joseph ouis Pos rthday IN T LLAN

years troit No ice staff Howard ovidence ly injus rcester a pass Stuart ! Clennar

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PERSONALS

RANK MUNSEY has contributed \$100,000 to the \$15,000,000 fund for e completion of the Cathedral of St. hn the Divine in New York.

Fred S. Ferguson, vice-president in arge of news of the United Press ssociations, and Mrs. Ferguson sailed a 6 weeks' tour of Europe, March 15. Douglas Williams, manager of Reuters, d, will leave New York, March 27, r California, on the steamer "Finland" a the Panama Canal. In San Fransoo will re-organize the Reuter service

J. Connors' fleet cruiser, William J. Conners III, recently won the fast cruiser ree, principal event of the mid-winter arine carnival, at Miami, Fla. Conrs is publisher of the Buffalo Courier d Enquirer.

Edwin S. Underhill, publisher of the ath (N. Y.) Advocate and the Corning ader, has been elected vice-president, armers and Mechanics Bank of Bath.

John H. Kelly, editor of the Sioux ty (Ia.) Tribune, was a visitor at the Thite House, March 7.

Alexander Campbell, editor of the Lonn Daily Mirror, is arriving on the hyppic today. Campbell is Lord otherwise technical expert on pictures. one of Joseph Pulitzer, Jr., editor of the St. 100-2 louis Post-Dispatch, celebrated his 39th or's no orthogy March 21.

IN THE EDITORIAL ROOMS

tan SHOENFIELD, for two

tax. years Berlin correspondent for the door troit News, has returned to the home prome ice staff.

Howard H. Hawes, reporter on the rovidence (R. I.) Journal, was seriesly injured when a train bound from orcester to Providence on which he is a passenger, was derailed March 14. Stuart McClennan, son of Fred M. Clennan, city editor of the Buffalo g todayi tory, a h press, has been appointed to West

dark B. Dulmage, city editor of the dah (Ont.) Herald before its merger in the Guelph Mercury, is now city for of the Owen Sound (Ont.) Sung column t one column stelligest t inary pust any entern The gu

P. J. Evans, editor of the old Ocean y (N. J.) Sentinel has resigned his tion on the Entinel-Ledger. He is ing a trip to Europe.

fiss Mae Lillian Fish, formerly on Evansville (Ind.) Courier and the ss, is now feature writer on the John-tity (Tenn.) News.

ather M. Johnson, for years a Denver spaper man, this week had a play sented by Walker Whiteside, in

ishy patha kening, in before Donald Bayne Hobart, son of George Hobart, playwright and author, has ed the editorial staff, Atlantic City J.) Union. the pass mployer, tory, non ker of the

amber S. Lake, Lyons, N. Y., news-er correspondent for more than 30 rs, has decided to retire and is re-ling but a single newspaper of his

N

to write 1 c, introdu

D. Skinner, Vancouver, B. C., and ky Mountain House, Alberta, news-erman, is now publisher of the White se (Yukon Territory) Star. aring in a state of the parties of t

se (Yukon Territory) Star.
oseph U. Duggan has returned to the
ortorial staff, Chicago Evening Post.
d H. Burns and Charles H. Gabriel,
have returned to the staff of the
cago Tribune,
cona Watkins is a new Tribune reter. from the writing, the Fifth A

ced.
oes life in
ntly we si
vain took in
of every in

homas Ybarra has been appointed forrespondent in Berlin of the New k Times, replacing Cyril Brown.

Yythe Williams, for the past 4 years is correspondent for the Philadelphia lic Ledger, has resigned, effective th 31, to become director of publicity the Inspiration Pictures, Inc., of New k and Rome.

John Jurieck, photographer on the Chicago Daily Journal, and Mrs. Jurieck, are parents of a son.

IN THE BUSINESS OFFICE

GEORGE E. MUNRO has been appointed manager of the New York office of the Christian Science Monitor, succeeding the late Eugene C. Batten.

Peter Hamilton, advertising manager of the Houston (Tex.) Press, has been appointed advertising manager of the Fort Worth (Tex.) Press. A. F. Butterfield succeeds Mr. Houston on the

Charles M. Ruley, formerly circulation manager, Beaumont (Tex.) Enterprise and Journal is now with the Mattoon (Ill.) Bulletin in the same capacity.

W. Courtwright Smith has been made manager of publicity and promotion by the Kansas City Journal. He was formerly with the advertising department of the Philadelphia Inquirer.

HOLDING NEW POSTS

GEORGE E. PELLETIER, from Boston American news bureau at Lowell, Mass., to police run, Manchester (N. H.) Mirror.

M. Needham, from sporting Russel staff, Ohio State Journal, to sporting staff, Cleveland Press.

staff, Cleveland Press.

Frank M. Butler, from staff, Bridgeton (N. J.) News, to reportorial staff, Atlantic City (N. J.) Daily Press.

Howard R. Bangs, from head of copy desk, New York American, to night editor, Manchester (N. H.) Union, succeeding Robert E. Huse, now assistant director of publicity, Boston University.

Francis H. Hacker, from Detroit Free-

Press, to staff, Chicago Daily Journal.

Harold A. Littledale, from telegraph editor, New York Evening Post, to staff of the New York Times.

WITH THE ADVERTISERS

WALTER B. WEISENBURGER in charge of advertising for the National Bank of Commerce, St. Louis, has been made a vice-president. He was president of the Advertising Club last year and is chairman of the On-to-London Committee.

Arthur Wichman and E. F. Woodman, Seattle advertising men, have been twarded life memberships in the Seattle Ad Club in recognition of their work for the Better Business Bureau.

Burt R. Barrm formerly with the H. O. Cereal Company, Buffalo, has been appointed advertising manager of the Bier Bros. department store, Niagara Falls.

Philip L. Thomson of the Western Electric Company and president of the Association of National Advertisers, is touring the midle west on a speaking

J. W. Ufland, general head of the Milton Watch Company, New York, left last week for a tour of the principal retail centers of the country.

THE AGENCY FIELD

STERLING E. PEACOCK, for the past 5 years in charge of many na-tional accounts in the New York office of N. W. Ayer & Son, has gone to San Francisco to become manager of the new which has been opened in the Matson Building.

Theodore E. Damm, for several years head of the research department Joseph Richards Company, New York, has been appointed advertising manager of Devoe & Raynolds Company, Inc., New York, E. D. Peck, who has been advertising manager of the latter company, has been made director of sales, and E. S. Phillips is now general manager.

John Wiley, author of the book "The Education of Peter," is with the Charles W. Hoyt Company, Inc., in the copy

from production manager to assistant general manager of the Campbell-Ewald Company.

FOLKS WORTH KNOWING

EDWARD C. TONER, editor and publisher of the Anderson (Ind.) Herald, has tossed his hat into the Indiana guberna-

torial ring, seek-ing the Republican nomination

Born in 1872 at Shelbyville, Ind., Toner, as a boy showed interest in newspaper work, and after his family moved to Martinsville, carried a paper route. As he route. As he grew older he wrote for the Martinsville Reporter and was later taken on



EDWARD C. TONER

regular the When he went to Indiana University, he was identified with all the college publications. After graduation, he be-came city editor of the Anderson Herald. This was in 1896. Three years later he purchased the newspaper, which was then a small daily with a circulation of 2,500.

Under Toner's direction the newspaper has become one of the most valuable properties in Indiana. It has always had a progressive bent and has become politically powerful throughout the Eighth Congressional District.

Harry S. Bressler, director of Star Ad-craft Service and Mrs. Bressler, are parents of a son, born March 13.

W. E. Simler, formerly advertising manager of Pictorial Review Quarterlies, has joined the staff of James F. New-comb & Co., New York, as special representative.

Louis E. Delson, formerly advertising manager, Central Trust Company of Illinois at Chicago, has organized the Central Advertising Company, to specialize in financial advertising.

William A, Grant and Ralph K, Wadsworth have formed an advertising business at New York under the name of Grant & Wadsworth, Inc. Mr, Grant was formerly manager of the New York office of the Harry C. Maley Company, Chicago agency, of which he was treasurer. Mr, Wadsworth had recently been with Frederick McCurdy Smith, New York.

Miss Mary E. Donovan, who has been with the E. W. Hellwig Company, New York, has joined Smith, Sturgus & Moore, New York, as space buyer.

H. K. McCann Company, which has for years maintained offices at 61 Broadway, New York, has opened an uptown office at 247 Park Avenue. The Broadway office will continue to be headquarters. An office has also been opened at 6 North Michigan avenue, Chicago.

Cowan, Dempsey & Dengler, Inc., agency has been formed at New York by Stuart D. Cowan, W. L. Dempsey and H. W. Dengler, Jr. Mr. Cowan has been with the J. Walter Thompson Company for the last 10 years, and Mr. Dempsey and Mr. Dengler were formerly associated with Ivy L. Lee, New York.

with Ivy L. Lee, New York.

A. R. Hazzard has been appointed president of the Davis-Hazzard Corporation, advertising agency, succeeding Rudolph J. Davis. He will make a detailed statement to creditors at a meeting to be held Saturday, March 22, at the corporation's offices, 923 12th street, New York. Hazzard becomes president for the purpose of liquidating the affairs of the corporation.

WITH THE SPECIALS

G. FRANK MACDERMOTT of the Ford-Parsons Company, publishers' representative, Chicago, has been made manager of the firm's Pacific Coast office in San Francisco.

Williams, Lawrence & Cresmer Company has been appointed national advertising representative for the Modesto (Cal.) News.

St. Joseph (Mo.) News-Press has ap-pointed Ralph W. Mitchell as its Kansas City representative.

New Jersey Newspapers, Inc., national representatives of New Jersey newspapers, have added the Vineland (N. J.) Journal to their list.

MARRIED

EUGENE S. LEGGETT, state editor, Detroit Free Press, to Miss Dagmar Carlson, feature writer for the Detroit Times last week.

E. P. Chase, associate publisher of the Atlantic (Ia.) News-Telegraph to Miss Jane Ford Colton of Washington, D. C., at Alexandria, Va., March 15.

Selwyn T. Huhn, of the Huntingdon (Pa.) Monitor, to Miss Helen Louise Graffius at Cumberland, Md.

D. H. Powers, Associated Press opera-(Continued on next page)

VISITORS TO NEW YORK

H. Zerby, Jr., Pottsville (Pa.) Republican.

C. O. Stahlman, Bluefields (W. Va) Telegraph.

The following papers have renewed their contracts for the Haskin Service for another year:

The San Diego Union & Tribune The Bakersfield Californian

The Helena Independent

The Colorado Springs Evening Telegraph

The Santa Barbara Daily News

ASSOCIATION CHIEFS

C. FINLEY, director of circulation



years.

During the last 5 years, he has taken active part in the work of the organization now heads. nbering 184 Numbering 184 members, the as-sociation has be-A. C. Finley come the largest sectional organization with international affiliations.

zation with international affiliations.

Finley started his newspaper career in the circulation department of the Philadelphia Press. For a number of years he had charge of the newspaper premium department of A. R. Justice Company, which operated for more than 100 newspapers and magazines. Then he was connected in turn with the Curtis Publishing Company, the Chester (Pa.) Times, and Every Week Magazine.

He has held his present position with the Atlantic City Gazette-Review since 1919.

PERSONAL

(Continued from page 29)

tor for the Omaha (Neb.) World-Herald to Miss Thelma Middaugh, operator for

SPECIAL EDITIONS

A SHTABULA (O.) Star-Beacon, a Style Center section, March 13. Chatham (Ont.) News, a 28-page Own Your Home Week edition, March 8. San Francisco Chronicle, a 134-page Progressive California edition, March 12. Sioux Falls (S. D.) Press, annual Spring Fashion Number, March 16.

NEW PLANTS AND EQUIPMENT

S T. LOUIS AMERIKA, edited by Col. J. D. Flynn, has installed a battery of 10 new Linographs.

Christian Science Monitor has installed two new Intertypes.

Shreveport (La.) Journal has purchased a three-story brick and stone structure for its new home for \$137,500.

Selma (Ala.) Times-Journal has or-dered a three-deck Scott rotary press to replace its present 8-page flat bed, and will move into new quarters with its in-stallation in the next four weeks. The daily will change from 7 to 8 column width.

Amsterdam (N. Y. Recorder recently installed 2 new Intertypes and moved its composing room from the first to the third floor.

Canton (Tex.) Herald has moved into its new building. New equipment has been installed.

Battle Creek (Mich.) Enquirer and News has purchased a lot for a new

CHANGE OF OWNERSHIP

W. PERRY has sold the Hawkins (Wis.) Chronicle to O. Garwood, of Ladysmith.

W. G. Colgate has sold the Wingham (Ont.) Times and joined the staff of Ronalds Advertising Agency, Montreal.

ASSOCIATIONS

TRENTON (N. J.) PRESS CLUB gave a surprise dinner last week to Henry Clay Buchanan, dean of Trenton newspaper men, and staff member of the Times, on the occasion of his 73rd birth-day. Governor Silzer and other state

notables were present. Buchanan has been in newspaper work 50 years.

Overseas Writers chose Harold P. Stokes, of Current News Features, chairman at the annual election of officers for man at the annual election of officers for the ensuing year. Others elected were: Henry Suydam, Brooklyn, Eagle, secre-tary; William Hard, Washington Press Bureau, treasurer; J. Fred Essary, Balti-more Sun; Charles Michelson, New York World, and Edward B. Clark, Chicago Evening Post, board of directors.

Parliamentary Press Gallery, Ot-tawa, Ont., has elected the following offi-cers: George Hambleton, Canadian Press cers: George Hambleton, Canadian Press superintendent at Ottawa, president; Major John Bassett, Montreal Gazette, vice-president; Fulger Charpentier, Ottawa Le Droit, secretary. Executive: Hector McKinnon, Toronto Globe; Edgar Boutet, Montreal Le Canada; H. E. Chisholm, Montreal Herald; P. A. Daviault, Montreal La Presse, and Ray Brown, assistant Canadian Press superintendent at Ottawa. intendent at Ottawa

Webster (N. Y.) Advertising Club is considering erection of 25 moderatest considering erection of 25 moderate-priced homes to help solve the housing shortage in that village. New officers chosen by the club are: President, Rus-sell B. Mason; vice-president, Alfred L. Goodell; treasurer, Wesley Truedale; secretary, Harold K. Foley.

Galesburg (III.) Ad Club has been reorganized. Officers are: Alvin V. Rowe, president; Charles A. Marks, vicepresident; S. L. Calhoun, secretary, and Leonard H. Streedain, treasurer.

Leonard H. Streedain, treasurer.

Ad. Club of Wilmington, Del., has been formed by newspaper and advertising men, and the following officers elected to serve until next May: President, Guy R. Ford, ivice-president, Joseph R. Hatch; secretary and treasurer, Hugh Carter; board of directors, William F. Metten, Hugh Carter, Guy R. Ford, Joseph Hatch, N. S. Greensfelder, Gilbert Craig, Walter J. Farrell and K. A. Horner.

Western Iowa Editorial Association beld its spring convention at Council Bluffs, Ia., Friday of last week. R. D. Shepard of Defiance is president, F. F. Flatt of Thurman, vice-president, and John M. Henry of Council Bluffs, secre-

New York League of Advertising Women entertained at its annual dinner dance March 18, at the Pennsylvania Hotel. More than 600 guests were

Oklahoma Press Association, group 2, will meet April 11 at Cherokee, at the call of Leslie I. Ray, secretary-treasurer and the executive committee.

call of Leslie I. Ray, secretary-treasurer and the executive committee.

Old-Timers' Association of Newspaper Men, New York, held its 24th annual reunion ball in Brooklyn, March 19. John M. McCauley, of the New York Evening World, had charge of arrangements. Paul Cella is president and John L. Dunne, treasurer.

Foreign Language Press' of the United States has been organized at Los Angeles, Cal., to serve as a "connecting link between native and foreign born by being in constant touch with the newspapers and organizations of the aliens in the City of Los Angeles, State of California, and throughout the United States." Major Roger Marchetti, Pacific Coast counsel of the American Association of Foreign Language Newspapers of New York, is president; John Lopizich, treasurer; and Joseph B. Polonskyn, secretary. secretary.

SCHOOLS

MARKING the conclusion of its short MARKING the conclusion of its short course in journalism at University of Toronto, the Toronto Chapter of Sigma Delta Chi, professional journalistic fraternity, held its first annual dinner March 15. Among those present were J. F. B. Livesay, general manager, and J. W. Tibbs, assistant general manager of the Canadian Press; J. H. Cranston, editor, Toronto Star Weekly; Frank Phillips, telegraph editor, Toronto Globe, and H. B. McKinnon, city editor of the Globe.

Lester C. Getzloe of the journalism

HIS DOLLARS FIGHT DISEASE



Lord Atholstan, proprietor of the Montreal Star who recently established large funds to all research in fight on cancer and tuberculosis

department, Ohio State University, has been granted a six months' leave of ab-sence. He will go on the telegraph des-tof the New York Times during the summer, and plans to spend three months in traveling in Europe.

Olav Smedal won first place in the

national news story contest conducted the Central Interscholastic Press Association on an interview with Mary Goden published in the Nov. 22 issue of a Central High (Minn.) News.

Eentral riigh (Minn.) News.

Fifth lecture in the series on journ ism being delivered at the University Toronto under the auspices of the ma Delta Chi and the University Itension Department, was given Horace T. Hunter, vice-president of Maclean Publishing Company, his the being the opportunities and rewards business journalism. business journalism.

Chicago Tribune has given to Marchael School of Journalism of Northwest University financial pledges which sure the maintenance of the school wears to come, it was announced to 21 at a celebration of the 3rd annivers of the founding of the institution.

Sixth of the series of lectures on an paper work being delivered at the versity of Toronto under the auspos the Sigma Delta Chi journalistic fu the Sigma Detta Chi journalistic transity and the University Extension I partment, was given by J. E. Aksopresident of the Toronto Star, who me on "The Advertising, Circulation Production Departments of a Newson Production Departments of a Newson Production Departments of a Newson Production Department of the Production Department of and Their Effect upon the News.

Clarence Williams Dead

Clarence E. Williams, 54 years of vice president and general manager the Union News Company of New Yew was found dead March 20 at his his Short Hills, N. J. Physicians beta the died from an attack of acute direction. digestion.

Ypsilanti Press Is the Latest

The latest paper to purchase church advertising copy from the A. A. C. of W. is the Ypsilanti Press.

These weeks preceding Easter have seen a renewed interest in church advertising on the part of many daily papers. A daily in one of the large southern cities has recently completed a contract for a page a week for a year.

Can you interest a group of churchmen who know the value of advertising and show them the advantages of buying display space to urge on non-churchgoers the claims of the church? This is not a commercialization of the church but a showing to the church of its present unused opportunities.

If you care for exclusive copy with special ads for Easter and preceding Sundays they may be obtained for a few dimes a week from Herbert H. Smith, 518 Witherspoon Bldg, Philadelphia, Pa.

Proofs on request.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising 383 Madison Ave.



Clubs of the World New York City

Your Paper Is No **Better Than Its Automobile** Section

The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY

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The Illman Feature Service Home Life Bldg., Washington, D. C.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

For 23 Years

"COLOR PRINTERS TO THE NATION'S PUBLISHERS"

LIVE COLORS! PERFECT REGISTRY! BETTER PRINTED COMICS!

Write or wire for Samples and Prices.

The World Color Ptg. Co.

R. S. Grable, Pres. Est. 1900 St. Louis, Mo.

Los Angeles, Calif. Gained 23,47 Daily Average Circulation.
Sworn Government Statement, Six Months
Badding March 31, 1923, 196,300 Daily. Six
Months Ending Sept. 30, 1922, 145,953
Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES: H. W. Moloney, 604 Times Bldg., New York. 6. Legan Fayne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

List Your Features in the Editor & Publisher Directory-See page 38

WHAT OUR READERS SAY

Progressing With Each Issue

To EDITOR & PUBLISHER: I found 16 news items in the March 15th issue of EDITOR & PUBLISHER useful to me in my business—"Hunches," "Card Index Changes," etc., etc. I have been watching EDITOR & PUBLISHER for three or four weeks and noting the progressing improvements in each number over the previous one. It has been a pleasure to watch you get into stronger and stronger and stronger and stronger and stronger and stronger. previous one. It has been a pleasure to watch you get into stronger and stronger action. I know that you have only started, but congratulations anyhow on what you have done already.—Sam T. Hughes, Newpaper Information Service, Washington, D. C.

Asks Larger Hawaiian List

Feb. 20, 1924. To Editor & Publisher:—Enclosed please find \$4 for renewal of my subscription to Editor & Publisher.

Since you have thoughtfully invited me

to offer suggestions or criticisms, if there are any, in connection with your publica-

tion, let me say a few words.
In glaneing over your "International Year Book Number for 1924" I find that it contains the names of only two newspapers in the territory of Hawaii,

newspapers in the territory of Hawaii, when in fact there are at least 5 English-language papers, 3 of which are dailies. In addition to these, there are a number of foreign language newspapers which are not mentioned in your publication. The Nippu Jiji, printing its news in the Japanese and English languages, is one of them. one of them.

I call your attention to the foreign language press in Hawaii because the names of small country publications in a state like California are given in the YEAR BOOK and the more important ones

in this territory are omitted.

If you desire to secure the data of foreign language newspapers in Hawaii for your next YEAR BOOK edition, I shall be glad to co-operate with you in com-Y. Soga, Editor. piling such data. Nippon Jiji.

Service Recognized

March 5, 1924.

To Editor & Publisher:—I wish to take this opportunity of thanking you and H. E. Franklin for article printed in Editor & Publisher for March pertaining to "newspaper advertising."

There is a wonderful opportunity for

There is a wonderful opportunity for the newspapers of this country to take up and specialize in coke advertising in the newspapers. Any newspaper published in a territory where coke is produced, should certainly realize a very substantial advertising account from the gas com-pany. In my opinion the newspaper is premier for obtaining results in the sale of coke

Again thanking you for your kindness in recognizing my work, and if I can be of further assistance, please advise.

W. G. RICH, Manager Coke Sales, PROVIDENCE GAS COMPANY.

Retail Ledger Independent

PHILADELPHIA, March 5, 1924. To Editor & Publisher:—I was distinctly sorry to note that the name of the Retail Ledger appears in your list of merchandising papers in the International Year Book for 1924.

Year Book for 1924.

Your reference to the Retail Ledger states that it is published by the Public Ledger, while there has been no connection between the two organizations for nearly three years. The Retail Ledger is a strictly independent publication with a national circulation in excess of 20,000 and a subscription price of \$3.00 a year. If you will be kind enough to call attention to this in an early issue of EDITOR & PUBLISHER and to see that the mistake is not repeated in next year's

mistake is not repeated in next year's book, it will be greatly appreciated. Very cordially yours,

WILLIAM NELSON TAFT,

FI ASHES

Figures showing the City of Washington to be 2,000 per cent. more murderous than London also take no account of slain reputations.—New York World.

New York undertakers announce they "seek to make funerals more attractive." Even bargain prices couldn't do it.—
Louisville Courier-Journal.

Speaking of synonyms—a teapot and a tin can mean the same thing when tied to a politician.—Fort Worth Star-Tele-

There is some talk about a third party. But there is a lot of talk about the two old ones.—Detroit News.

A metropolis is a place where you can hope to drive up to a filling station without being glared at by your grocer.—
Baltimore Sun.

"Rob Roy," one of the White House dogs, stole some Virginia ham the other day. What's his code name?—Pittsburgh

Carpentier was credited with fine foot work, but the head work seems to have been done outside the ring.—Springfield (Mass.) Republican.

We suppose President Coolidge oc-casionally looks back longingly to the quiet, humdrum days when the Boston policemen were on strike.—Ohio State

Who would imagine the capital of the Nation was named in honor of the growning boy who never told a lie?—Buffalo Enquirer.

An educated man is one who can dis-tinguish between philanthropy and a bad conscience.—Baltimore Sun.

There aren't enough ciphers in the linothere aren't elongin cipners in the mo-type machine to permit telling how many cubic yards of water there are within the crust of the earth. Stock promoters have every reason to feel encouraged over the outlook.—Detroit Free Press.

The Prince of Wales seems really better fitted for air service than for the cavalry.—New York World.

If that desperate flapper bandit had been only a little older while the world war was on she might have gone to the front and eclipsed the record of Sergeant York.—Pittsburgh Post.

A very strange old man
Is William Moe;
He paid his income tax
Two months ago.

—Cincinnati Enquirer.

A news story afmounces that Hiram Johnson is constantly being tempted to go back to practicing law. Mr. McAdoo, we take it, would tell him, yield not to temptation.—Philadelphia Public Ledger.

Do vegetarians live longer than meateaters, or does it only seem longer?— Bugs Baer in Baltimore American.

New Birmingham Agency Formed

New Birmingham Agency Formed

A new Birmingham, Ala., advertising agency has recently been incorporated by H. D. Cullen, president, Bessie D. Cullen, secretary, and Rufus H. Bethea, vice-president and treasurer. Mr. and Mrs. Cullen formerly ran the Direct Advertising Agency and Mr. Bethea has for the past two years been identified with the Southern News Service in the trade journal field. The new firm has an authorized capital stock of \$5,000, all paid in, and will be known as the Cullen-Bethea Advertising Agency.

~in daily circulation

~in lineage

~in reader interest

-in proved results

Of Indianapolis



Hol-Nord Heatures

500 FIFTH AVENUE LONGACRE 0987 CABLE "NORDHOL" NEW YORK CITY

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald

morning and

The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

> G. Logan Payne Publisher and Gen. Mgr.

ONE out of every THREE Homes in Milwaukee receive

THE **MILWAUKEE** LEADER

'Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los
Angeles

ACT NOW!

There is a very simple way to satisfy yourself as to the Inherent Quality and dependable performance of Flexideal Dry

Our confidence in Flexideals is such that we are always ready and pleased to furnish you with samples gratis so that you can make your trials in your own plant.

You incur no obligation whatsoever but you owe it to yourself to introduce Flexideals to your Stereotype Department. And NOW is the time!

The Flexideal Co., Inc. Sole U. S. & Canadian Distributors

13 WILLIAM ST. NEW YORK

4,500,000 MEN

live within 50 miles of 5th This paper carries more men's wear advertising than any two evening papers in the City.

NEW YORK EVENING JOURNAL

The Desert News

SALT LAKE CITY, UTAH

18,827 of its 30,642 circulation distributed within 40 miles of Salt Lake City. 52% of Utah's population live in this territory. Foreign Representatives

CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
os Angeles San Fra

MOST NEWS

The largest morning daily circulation in Pittshurgh

The Wittsburgh Post MORNING AND SUNDAY

Daily Circulation....118,000

Sunday Circulation...175,000 Member A. B. C.

High class newspaper and advertising men answer

EDITOR & PUBLISHER

Help Wanted Advertisements

WHAT THEY ARE SAYING

PREMIER MacDONALD'S "IF"

"IF only we could get rid of our editors, how our facts would improve, our columns sparkle, and our circulation go up! But how hard, too, would the law courts he kept working full time."—Ramsay MacDonald, Prime Minister of

THE PRESERVATION OF NEWSPAPERS

THE PRESERVATION OF NEWSPAPERS

In popular estimation the newspaper is cheap, yet few things appeal more intimately to humanity. It instructs the inquiring, delights the gossip lover, ganges public sentiment for the politician, vents man's vanity, and punishes the evil-doer. No one can afford to he without it. Nor does its usefulness end with the day or week of publication as is frequently supposed. The despised "back numher" has a value that increases as the years pass. Not alone does the historian find in its pages mines of priceless information, but public officials, attorneys, students, husiness men—in fact all classes—consult it for facts of supreme importance for their peculiar needs. It is quite a matter of course, then, that those organizations which have made it their task to collect and preserve historical material should include in such material files of newspapers. The Minnesota Historical Society has from the time of its establishment endeavored to make its collection of Minnesota papers as complete as possible.—John Talman.

FREE PUBLICITY HURTS COMMUNITY

**ANY advertiser who insists upon free publicity as a penalty for his advertising patronage, is doing a great harm to his community, is doing his part to corrupt news at its source; for some newspapers, particularly some small newspapers, have at times been weak-kneed in this respect. And any advertiser who discourages this activity does a marked public service, for with skillful press agents abounding and, generally speaking, constant temptation, avoiding propaganda is one of the great present tasks of the newspaper editor, and upon his skill in avoiding this propaganda depends to a great degree the public welfare."—Edwin S. Friendly, Business Manager New York Herald, Sun-Glohe, before New York League of Advertising Women.

PRESS GREATEST AGENCY FOR GOOD

NO agency for good in this country has done more for the preservation of the Repnblic during the past few months than the press and writers of this country. If I had a righteous cause I would want to go to the people with it and I would find the press hehind me. If I had a cause that is not righteous then I would he afraid of the press. The people of this country do not expect much from their public servants. All they want is honesty, courage and a little brains. Sometimes, they get very little of the last, but they insist upon courage and honesty. No one has a greater trust at this time than the press of the country. Its duty is to stimulate ideas in government."—Governor George S. Silzer (N. J.) to Atlantic County Journalists' Club.

NEWSPAPER ADVERTISING: A DEPOSIT BUILDER

44 T can be stated without fear of denial, that of all media offered for hank T can be stated without fear of denial, that of all media offered for hank advertising, the columns of the newspapers reach the innermost circles of our present day civilization in the most widespread manner. * * * In the cycle of events in the husiness world, advertising, one of man's modern selling forces, has found a fixed place in the hanking field. This, too, in the face of dire predictions of many old time bankers, who once ridiculed the idea that advertising could be applied to the selling of a service so intangihle as that offered by hank institutions. * * * Where a hank account formerly was the exception it is now the rule. Surely this can be attributed principally to the fact that bankers have come out of their shells and through advertising have induced people generally to come into their institutions and learn more about the heneficial services hanks have to offer."—Motley H. Flint, Executive Vice-President, Los Angeles Pacific-Southwest Trust & Savings Bank.

REGARDING PRESS AGENTS

NEWSPAPERS uniformly underpay news writers and thus make press agentism attractive, reporting staffs are not more than half equal to covering affairs printed in the papers and press agents are just like the general run of humanity, a few had hut the majority good in intention and self respecting."—Marshall N. Dana, Associate Editor, Portland (Ore.) Journal.

OPPOSES RADIO ADVERTISING

LIKE radio as well as any one, hut I don't like to have an intermixed programme of advertising. It detracts from the entertainment. A broadcasting station may get \$10 a minute for advertising, hut it inflicts untold suffering on

"There is no need of adopting this medium for further financial aggrandize ment of the companies."—Lee DeForest, inventor the vacuum tube.

ADVERGRAMS By R. GILBERT GARDNER

Work them like niggers-those agate lines. Work them like niggers—those agate lines.

Type talks—hut see that it talks sense.

Pictures describe hetter and quicker than the pen.

Like the flea, good copy starts hiting without notification.

The "go-getter" advertisement keeps on the sunny side.

One fact in print is worth 10 in the head.

Use type to accentuate the message, not to adorn it.

Forget not the old customer while nosing out the new.

Not how many words are needed to tell it, but how few.

The sales letter that can't qualify with some will never qualify with

Headlines command the ship or sink it. Pick those that command. Better a strong advertisement in small space than a weak one in large. Big markets are like new swimming holes. Determine where the shallows and snags lie before you plunge,
Yoke product and advertising so that one won't pull ahead of the other. It takes repeated blows to drill a hole in the rock of puhlic approval. Keep your drill sharp and peg away.

Get the 1923 population figures for Detroit—then you'll know why the

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

In Planning Your New Building-

You can now have the assistance of an organization which has developed and is developing plan for several major newspaper buildings.

This organization is

paper buildings.

This organization is concerned solely with newspaper, publishing and printing buildings and includes the services of engineering specialists coordinated under the direction of a trained newspaper man. paper man.

S. P. WESTON

Newspaper Buildings Mechanical Layouts Production, Operation 120 West 42nd St. New York



ders complete service to the advertiser: ROTO — Black and White - Color. That newspaper is read by more Milwaukee and Wisconsin people than any other publication in the world-

The Milwaukee OURNAL FIRST - by Merit

THE TRANSPORT OF THE PROPERTY OF THE

Papers-TRENTON TIMES NEW JERSEY

A Food Medium

A recent reader survey indicate that among the housewives the city our Thursday Food Feature Department-upward four pages devoted to fool recipes and news and food at vertising - is the best feature carried by the Times

Member A BC Circulation 36,493

KELLY-SMITH CO. Marlborough Bidg. New York

The Keystone State

Invites National Advertisers

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MES

indicates
wives of
ay Food
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food adfeature

O. etten Bit Chicago Twenty-five daily newspapers published in twenty-one cities join in inviting National Advertisers and Manufacturers to invade this territory. They offer cooperation. They point to the work they are doing for local merchants and, through cooperative work between these merchants and daily newspapers wonderfully 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.

Pennsylvania 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.

Mr. Advertiser, this territory is worthwhile and this list of leading daily Pennsylvania newspapers reach the people who buy merchandise of all kinds. USE THEM.

THESE NEWSPAPERS WILL HELP YOU GET LEADERSHIP

| | Circula- tion | 2,500 lines | 10,000 lines |
|-------------------------------------|------------------|----------------|-----------------|
| **Allentown Call(M) | 28,398 | .09 | .09 |
| **Allentown Call(S) | 17,114 | .09 | .09 |
| ††Beaver Falls Tribune(E) | 5,299 | .025 | .025 |
| ††Bloomsburg Press(M) | 6,990 | .029 | .029 |
| ††Carbondale Leader(E) | 5,668 | .025 | .025 |
| **Chester Times(E) | 14,110 | .055 | .055 |
| ††Coatesville Record(E) | 6,097 | .035 | .03 |
| **Connellsville Courier(E) | 6,006 | .02 | .02 |
| ††Easton Express(E) | 21,039 | .07 | .07 |
| ††Easton Free Press(E) | 12,711 | .05 | .05 |
| ††Erie Times(E) | 28,595 | .08 | .08 |
| **Harrisburg Telegraph(E) | 39,537 | .095 | .095 |
| **Oil City Derrick(M) | 6,296 | .035 | .035 |
| **Pottsville Republican and Morning | | | |
| Paper(E&M) | 15,971 | .08 | .07 |
| ††Scranton Republican(M) | 32,645 | .12 | .10 |
| ††Scranton Times(E) | 39,412 | .12 | .10 |
| **Sharon Herald(E) | 5,861 | .0285 | .0285 |
| ††Sunbury Daily Item(E) | 4,302 | .025 | .021 |
| Warren Times-Mirror (E&M) | 10,637 | .036 | .036 |
| **Washington Observer and | 10,001 | | - 53 |
| Reporter(M&E) | 16,971 | .06 | .05 |
| ††West Chester Local News(E) | 11,057 | .03 | .03 |
| **Wilkes-Barre Times-Leader (E) | 22,599 | .08 | .05 |
| Williamsport Sun(E) | 19,632 | .06 | .05 |
| ††York Dispatch(E) | 17,873 | .05 | .05 |
| ††York Gazette and Daily(M) | 17,360 | .05 | .05 |

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

IOWA GAINING IN WEALTH

lowa's total wealth is placed at \$10,511,-682,000 according to recent figures, a gain of 37.2 per cent over 1912. The per capita wealth is now \$4,274, an increase of 21.1 per cent. Iowa leads the country in per capita wealth exceeding New York by \$843.

The present business situation shows a gain of 2 per cent over last year. This is most striking when it must be considered that general business is 3 per cent below

A LEADER IN THE AUTOMOTIVE WORLD

lowa is gaining in wealth faster than in population. That is why its 2,404,021 people have 576,398 automobiles or practically one automobile for each family in the state.

Automobile ownership is a sign of individual wealth. Practically everyone wants a car and owns it if possible. lowa's place, as first in the number of automobiles per capita would indicate that, individually, lowans have greater than usual buying power.

Where could be found a more desirable field for goods meeting a popular demand? Live concerns are concentrating their advertising on this productive market.

| | Circulation | Rate for 5,000 lines |
|-----------------------------------|-------------|-------------------------|
| **Burlington Gazette(E) | 10,706 | .04 |
| **Cedar Rapids Gazette(E) | 20,668 | .06 |
| **Council Bluffs Nonpareil(E&S) | 15,797 | .05 |
| **Davenport Democrat & Leader (E) | 14,801 | .06 |
| **Davenport Democrat & Leader (S) | 17,660 | .06 |
| ††Davenport Times(E). | 24,447 | .07 |
| **Des Moines Capital(E) | 61,288 | .14 |
| **Des Moines Sunday Capital(S) | 28,150 | .14 |
| **Iowa City Press-Citizen(E) | 6,176 | .035 |
| **Keokuk Gate City(E) | 5,656 | .03 |
| ††Mason City Globe Gazette(E) | 12,330 | .04 |
| **Muscatine Journal(E) | 7,961 | .035 |
| **Ottumwa Courier(E) | 13,045 | .05 |
| **Waterloo Evening Courier(E) | 16,636 | .05 |

**A. B. C. Statement, Oct. 1, 1923.

††Government Statement, Oct. 1, 1923.

TIPS FOR AD MANAGERS

Ajax Advertising Agency, 20 Vesey street, lew York. Making yearly contracts for Devoe Raynolds.

Amsterdam Agency, 608 5th avenue, New York, Placing 42-line orders, 6 times with newspapers in selected sections for J. M. Thorburn & Co., "Thorburn Seeds."

Aufenger-Jacobson Advertising Company, Odd Fellows Bldg., St. Louis. Placing account for Colin B. Kennedy Co., radio, St. Louis.

N. W. Ayer & Son, 300 Chestnut street, hiladelphia, Pa. Making 2,800-line contracts or Columbia Graphophone Company.

J. D. Bates Advertising Agency, 257 Main street, Springfield, Mass. Placing account for Rubwood Wheel, Inc., Monson, Mass.

Blackman Company, 120 West 42nd street, sew York. Using 1,050 lines, 10 times for acuum Oil Company.

Thomas M. Bowers Advertising Agency, 25
East Jackson Blvd., Chicago, Making 2,800line contracts for Blauer-Goldstone (Navarre

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Making 10,000-line contracts for Chicago Tribune (Coloroto Weekly).

Nelson Chesman & Co., 11.27 Pine street, St. onlis. Making contracts for 52 consecutive sertions for Marmola Company.

Andrew Cone General Advertising Agency, 154 Nassau street, New York. Placing orders with newspapers that have rotogravure see tions for Story & Clark, pianos, 12 West 32nd street, New York.

Critchfield & Co., Brooks Bldg., Chicago. Placing orders with newspapers in selected sections for Maage Electric Company, Maage Electric Iron, 12 South Jefferson avenue, Chi-

Dorrnace, Sullivan & Co., 130 West 42nd street, New York. Placing 5,000-line contracts with large Eastern and Middle Western newspapers for Torrington Mfg. Company, "Star-Rite" Electrical Necessities, Torrington, Conn.

Dorrance, Sullivan & Co., 130 West 42nd treet, New York. Placing account for merican Tobacco Company, "Tuxedo" to-

A. W. Ellis Company, 40 Central street, Boston. Using rotogravure papers for Stacy Adams Company.

Erwin, Wasey & Co., 25 West 43rd street, New York. Placing account for Postum Cereal Company, "Post Toasties" and "Post Brand Flakes," 342 Madison avenue, New York.

W. B. Finney Company, Firestone Bldg., Kansas City, Mo. Using 20 lines, 24 times for Leavengood Drug Company.

Leavengood Drug Company.

Gardiner & Wells Company, 150 Madison avenue, New York. Placing account for Knickerlocker Chocolate Company (Sportsman's Bracer Chocolate) 445 West 31st street, New York.

Gray Advertising Company, 14th & Oak streets, Kansas City. Making 1,000-line yearly contracts for Burgess-Johnson-Webb Com-

Charles C. Green Agency, 450—4th avenue, New York. Placing account for Endazoin Company, 135 East 58th street, New York. Making 1,000-line yearly contracts for C. F. Mueller Company.

Guardian Advertising Corporation, 975 6th avenue, New York. Making 3,000-line con-tracts for the International Consolidated Chem-ical Corporation.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making yearly contracts for Dr. Coffee.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making 2,000-line yearly contracts for H. M. Development Corporation. William A. Ingoldsby Company, 130 South Broadway, Los Angeles. Making 2,500 Nor-many Products Company (Glo-Co).

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Making 2,800-line con-tracts for the F. W. Clements Froducts Com-pany. Making yearly contracts for Mastin & Co. (Vitamon).

J. Roland Kay Company, 161 East Erie street, Chicago. Reported to be placing account for Sunbeam Chemical Company, "Rit" Dyes, 1401 West Jackson Blvd., Chicago.

Dyes, 1401 West Jackson Blvd., Chicago.

John S. King Company, Newman-Stern Bldg.,
Cleveland, O. Reported to be placing account
for Walter A. Goldsmith Company, "Goldette"
Bloomers, Cleveland, O.

Lord & Thomas, Wrigley Bldg., Chicago.
Making 2353-line contracts for California Fruit
Growers Exchange. Making 5,000-line contracts
with newspapers in selected sections for Brunswick-Balke-Collender Company, New York,
and Chicago.

MacManus, Incorporated. 82 Hancock avanue.

and Chicago.

MacManus, Incorporated, 82 Hancock avenue,
East, Detroit. Making 1,000-line contracts for
Maxwell-Chalmers, and 2,800-line contracts for
Hupp Motor Car Corporation.

Matteson-Fogarty-Jordan Company, 215
North Michigan avenue, Chicago. Making
1,000-line contracts for the Guarantee Distributing Corporation.

tributing Corporation.

Maxwell-McLaughlin & Co., 30 North Michigan avenue, Chicago. Making 6,800-line contracts for Peaslee Gaubert Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Making 4,772-line contracts for National Toilet Company.

Harry C. Michaels Company, 113 Leis avenue, New York. Placing account for stag & Hilder Bros., "Fashionette Hair and Colonial Quality Notions," 1200 Broad New York.

Mitchell-Faust Advertising Company, 7 & Dearborn street, Chicago, Making Egy contracts for Morris & Co.; making 12m contracts for the Armour Company.

John F. Murray Advertising Agency, ladison avenue, New York, Making ne contracts for R. L. Watkins & Co.

Picard & Co., 16 West 46th street, 5a York. Making 5,000-line contracts for Pa dyne Corporation.

George Harrison Phelps, Inc., 110 Ross street, Detroit. Making 2,000-line common for the Ajax Rubber Company.

Frank Presbrey Company, 247 Park a New York. Placing account for Gooden Suss Company, clothing, St. Paul street chester, N. Y.

Rawsthorne Agency, Heeren Bldg, P burgh, Pa. Placing orders with some P sylvania newspapers for Independent Paper Company, Pittsburgh, Pa.

E. P. Remington Agency, 1260 Main see Buffalo, N. Y. Placing account for M at Auto Products Corporation, water pun Buffalo, N. Y.

Roberts & MacAvinche, 30 North Dearb treet, Chicago. Making 3,000-line comp or Cluett Peabody.

Ruthrauff & Ryan, 404 4th avenue, York. Making 1,000-line contracts for Clinical Laboratories.

Frank Seaman, Inc., 470 4th avenut, Making 3,000-line contracts for Eldu Pont DeNemours & Co.

Hermon W. Stevens Agency, Globe In Boston. Making contracts for national a paign for the Bates Street Shirt, using n gravure pages only.

J. P. Storm & Sons, Inc., 120 West & street. Placing account for J. W. Wuppers, "Angostura Bitters."

J. Walter Thompson Company, Lytton II Chicago. Making 30,000-line contracts for Richardson Company.

J. Walter Thompson Company, 242 M venue, New York. Making 2,800 line racts for Penick & Ford, Ltd.

Charles H. Touzalin Agency, Tribune Chicago. Using 30 inches, 8 times for 8t Warner Speedometer.

Tracy-Parry Company, LaFayette li Philadelphia, Pa. Placing account for Its D. Richardson Company, "U-All-No" li Philadelphia.

Wales Advertising Company, 141 West street, New York. Making 1,000-ling is contracts for Crown Corset Company, 1,400 line contracts for Kohler Mig. Company

AD BUDGET ANALYSED

Ohio Professor Gives Retailers Ne paper Direct Mail Comparison

Use newspaper advertising to apprestige for your store; use direct advertising for the personal touch.

This was the advice given members the Ohio Retail Dry Goods Association session at Columbus by H. H. Shirt a member of the bureau of business search, Ohio State University.

This bureau recently completed an vertising survey of Ohio which su that merchants spend on an average less than 3 per cent of their gross after advertising. Stores located in larger cities show a slightly larger erage, spending 3 to 5 per cent. steadily decreasing expenditure in a steadily decreasing expenditure in a straight particular products was shown. tising national products was shown.

In a comparative analysis the substance of their advertising budget for newspapers to 30 per cent for direct in smaller places, powerper space of their advertising to 15 per cent for direct in districts under 50,000 73 per cent for direct in smaller places, powerper space. In smaller places newspaper space found to be cheaper, in larger of costs were aproximately equal.

There is no "best" day of the wee advertising, the speaker declare withstanding the fact that the showed the heaviest displays in issues of newspapers.

"Too many merchants look upon vertising as just a necessary part of expense budget and not as an important to business," he said. merchants look upon

NEXT WEEK

in the columns of



will appear chapter one of a newly written, hitherto unpublished

HISTORY OF THE NEW YORK HERALD

Biographies of the celebrated Bennetts

By

Albert Evander Coleman

For forty years on the staff of the Herald, friend of Commodore Bennett, who came into possession of a wealth of historical material concerning the exciting adventures and startling news enterprises of James Gordon Bennett, Sr.

This book-length biography and history, to appear serially exclusively in Editor & Publisher, outdoes modern fiction in gripping incidents taken from the lives of the pioneer news editor of America and his adventuresome son, Commodore Bennett. Every newspaper man in America will read it with zest born of personal interest.

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Associ H. Sh

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A complete, forthright, brilliantly written narrative, opening with the elder Bennett's satirical skit dealing with his own origin, the family records having been lost, as he said, "in a great flood, 896 B.C." There is ample description, valuable to any newspaper man, of Bennett's foundation of his great newspaper (now finally merged with the New York Tribune) his early heart-straining struggles, bitter journalistic battles, amazing writing skill and business acumen.

In every line there is inspiration and fascination for the present-day press worker.

Read the first chapter of this story of the stormy petrel of early American journalism, for an intellectual feast.

NEXT WEEK EXCLUSIVELY IN EDITOR & PUBLISHER

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyomingthe territory served by

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of prac-tically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis —Kansas City—Atlanta

PACIFIC COAST REPRESENTATIVE M. C. Mogensen & Co., Inc.

Los Angeles-San Francisco-Seattle

The average net paid sales of The New York Times, daily and Sunday editions, for January and February. 1924, were in excess of 378,000 copies.

Pittsburgh Press A Scrippe-Howard Newspa Daily and Sunday Has the Largest CIRCULATION IN PITTSBURGH MEMBER A. B. C. reign Advertising Representatives ALLIED NEWSPAPEES, INC. W York Office—52 Vanderblit Ave. ieago Office—5 North Wabash Ave. n Francisce—Cleveland—Cincinnati

New Haven Register

is New Haven's Dominant Paper

Circulation over 37,000 Average Bought every night by More New Haven people than buy any other TWO New Hsven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency Boston-New York-Detroit-Chicago



BENINGTON, WORLD VETERAN. DIES

Internationally Known Journalist Was An Authority On Italian Affairs -Was Assistant Sunday Editor for 20 Years

Arthur Benington, assistant editor of the New York Sunday World, and inter-

the New York Sunday World, and internationally known as a journalist, died March 20, at his home in Brooklyn, N. Y., after an illness of nearly a year. Mr. Benington was born at Stockton-on-Tees, England, August 20, 1865. He obtained his early education at York School, and in 1883 came to this country. His first newspaper work was as a reporter on the Duluth Tribune in 1887, but the following war he joined the stoff In the following year he joined the staff of the St. Paul Globe, and in 1899 be-came city editor of the Helena (Mont.) lournal.

Journal.

For a year he was Washington correspondent of the St. Paul Globe, and in 1890 became a member of the staff of the New York World. He left the World to go to the Journal for 5 years, being its foreign editor from 1899 to 1900. He returned to the World in 1902, and was scientificated to the World in 1902, and was secretary Sunday editor from 1904 until assistant Sunday editor from 1904 until the day of his death.

the day of his death.

Mr. Benington was distinguished for his knowledge of Italy and the Italians, and was decorated with the Order of the Crown of Italy by the King of that country. He read and spoke Italian fluently and frequently lectured in that language. It was Mr. Benington who introduced Caciliaton Exercises the Italian historian.

It was Mr. Benington who introduced Guglielmo Ferrero, the Italian historian, to the American public and translated his articles on America for the World. He delivered a course of lectures on Dante at New York University in 1914. For 9 months he represented the Committee on Public Information in Italy, lecturing in Italian on America's part in the World Work After the armistice he accom-War. After the armistice he accompanied Admiral Milo in the occupation of Dalmatia.

of Dalmatia.

Mr. Benington was a Republican, a Catholic and a devoted student of Catholic history. In addition to the Order of the Crown of Italy, he received the Order of Sts. Maurice and Lazarus in 1919. He became a Knight Commander of the former order in 1921.

He was president of the Catholic Writers' Guild and vice-president of the Dante Aligheri Society and a member of the Italy-America Society, the National Dante Committee, the Catholic Club and the Patria Club.

Mr. Benington is survived by his wife and four sons.

Ohituary

E. E. BURSON, editor and publisher of the Litchfield (III.) News-Herald, died in Litchfield, March 15. He became sole owner of the News-Herald in 1910, coming into the newspaper field from the life insurance business.

ARVO E. USENIUS, editor of the Tyomies, a Finnish daily published at Superior, Wis., died last week.

GEORGE H. RAGSDALE, 80, once owner of newspapers in Chariton and LaMars, Ia., later Iowa state printer and founder and president of the Iowa Lithographing Company of Des Moines, died March 13 at the home of his daughter in Chicago, Ill.

FRANK S. TATE, for 11 years on the advertising staff of the Calgary Herald, died March 11.

DR. HUGH D. BARNES, 54, owner of the Arlington (Tex.) Journal, died March 12. He purchased the paper but 2 weeks before his death.

FRANK M. WRIGHT, 60, for many years foreman of the Pittsburgh Dispatch composing room and recently with the Gazette-Times, died March 14.

Mrs. F. A. A. Belange, pioneer of San Francisco and in the early days a newspaper writer under the name of "Kate Casey" and "Kitty Critic," died

O. A. ULVIN, 56, president of the K.

C. Holter Publishing Company, Minneapolis, Minn., and former newspaper man, died recently.

THOMAS SOUTHWORTH, 69, one-time editor and publisher of the Brockville (Ont.) Record, died at Ottawa recently.

WILLIAM A. CASTELL, 51, superintendent of the city delivery department of the lod New York Herald, died March 12 in East Orange, N. J. He had also served on the Brooklyn Eagle, the Bronx Home News, and the New York Ameri-

BREDETT C. MURRAY, 87, one of the oldest newspaper men in Texas, died at his home in Denison, recently. He founded the Denison News, of which he was editor for a number of years.

CHARLES W. NEWMAN, 87, Civil War veteran and newspaperman of Texas, died at San Antonio recently. He established

at San Antonio recently. He established papers at Hempstead, and Rockport, Tex., later working as a printer on the San Antonio Express.

MRS. WILLIE HUTCHESON, for 20 years music critic on the Houston (Tex.) Post, died at her home in Houston recently

JASON R. LEWIS, former editor of the Masonic Chronicle of Chicago and for many years connected with Hearst newspapers, died March 16, at Pasadena, Cal.

WATSON KEEP BLAIR, 34, of Collins-Kirk, Inc., Chicago advertising agency, died last Monday at Miami, Fla.

Newton Augustus Fuessle, 42, nov-elist, who died March 18, in Middleton, Mass, was a former newspaper man, beginning his career as a member of the Seattle Star and Post-Intelligencer.

WILLIAM H. BLODGETT, 68, for 40 years on the Indianapolis News staff, died March 20. He was prominent as a writer on politics.

Publisher's Widow Leaves \$5,000,000

Mrs. Margaret Louisa Shepard, widow of Col. Elliott F. Shepard, for many years editor and owner of the New York Evening Mail and Express, left her residuary estate and a trust fund of \$5,000,-000 to her 4 children, according to her will filed for probate in New York, 000 to her 4 children, according to her will filed for probate in New York, March 14. Mrs. Shepard died March 3.

French Like Sunday Supplement

The Sunday supplement of the Paris Excelsior, daily illustrated paper, has been so successful the proprietors have been so successful the proprietors have decided to make it a separate publication, priced at 25 centimes, nominally 5 cents. American style comic strips, short stories and bright articles have won for it a front rank among French publications. M. de Weindel, one of the colleagues who accompanied Senator Paul Dupuy on his visit to the United States, is the editor of Excelsior Dimanche, as the Sunday edition is known at present, although there is to be a change in the title when it becomes a separate periodical. it becomes a separate periodical.

Another Free Space Scheme

Advertising matrices are being distributed to newspapers by the Associated Knit Underwear Manufacturers of America in connection with their so-called "second National Underwear Week," April 7 to 12. The Bureau of Advertising of the American Newspaper Publishers Association investigated the proposition and reported to Entrop & Publishers there were "no evidences of any paid advertising coming from the underwear manufacturers."

February Newsprint Output

February newsprint output in the United States was 117,322 tons, against 128,772 tons in January. Shipments were 115,427 tons, against 123,253. Canadian output was 111,664 tons against 109,875 tons in January. Shipments were 109,901 tons against 107,966 tons.

Celebrates 40 Years of Management

Dietrick Lamade, president and general manager of the Williamsport (Pa.) Grit celebrated the 40th anniversary of his management of that newspaper March 16.

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfac-tion—advertising re-sults. These merit the growth of newspaper. It's the answer for the continued great growth continued great growth

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The Mt. Vernon, N.Y. Daily Argus The New Rochelle, N.

Standard Star e for information, how to WESTCHESTER NEWSPAPERS

IN NEW ORLEANS NO IT'S THE STATES

Largest afternoon circulates is Cricans trading territory.

Total dally over 13,00 Total Sunday over 17,00 Incans 1822 advertising gain, 1,00,00 Incans Incans

Greatest record in the South.
Get complete information a loricans situation before desilies devertising campaign.

JOHN M. BRANHAND re, Atlanta, St. Look I City, San Francisco

> S. C. BECKWITH SPECIAL AGENCY NEW YORK CITY

"The African World "Cape-to-Cairo Expo

Published every Satu

PORTSMOUTH,

a city of diversified industries is more prosperous condition that it me in its history. All of its has and plants are running full where is no unemployment. Me ers can cover this prosperous with the EVENING TIMES MORNING SUN SUNDAY SUN-TIMES

National Advertising Representational ROBERT E. WARD, in:
S01 Fifth Ave. 5 So. Walst
New York Chias

We can increase your bu want it increased.

You have thought of pres yourself. But let us tell you her clippings can be made a business'

BURRELL 145 Lafayette St., N. Y.

Established a Quarter d a f

《新水粉》 Our Features: Samuel G. Blythe Irvin S. Cobb R. L. Goldberg Ed Hughes O. O. McIntyr · Penrod and Sam Will Rogers H. J. Tuthill Albert Payson Terhune and others

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Representa RB, inc. Walnut Chicap

GET YOUR SHARE

10×40 00×40

The McNaught Syndicate, Inc. Times Building, New York

If we were to tell you about a city not far away, where the population spends \$85,000,000 yearly for the necessities of life, you would be interested, no doubt, in opening a branch store in order to get your share of the business.

Well, the readers of THE BALTIMORE NEWS spend \$85,000,000 yearly, and you don't have to increase your overhead a nickel to get your share. Buy circulation on a rising market.

The Baltimore News

Baltimore's Oldest Tvening Newspaper
J. THOMAS LYONS
Vice-Pres. & General Manager

A Security Market

complete newspaper financial

service.

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

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768 Edward H. Butler, Editor and Publisher Kelly-Smith Company, Representatives Marbridge Bldg. New York, N. Y.

BEDTIME BIBLE

BY FLORENCE VINCENT FULL COLOR ILLUSTRATIONS FROM WORLD FAMED PAINTINGS

TISSOT

An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for option and plan.

KEANE BROTHERS
Brokaw Bldg., Times Square, s Square, N. Y.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Entrop & Purilsher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the Dollar Puller Editor. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

BUSINESS TICKLER

WINTER'S past! Now's the time to repair its damages. Get the hardware people advertising their goods and services.

Saws, chisels, planes reset and

sharpened. Axe helves.

New carpenter tools. Screens, screen-wire, and screen-frames, material and manufactured.

aterial and manufactured.
Awnings and awning hardware.
Electric lighting and water systems.
Furniture for summer cottages.
Storage for winter furniture.
Moving-van owners.

And Keep Plugging on These:

Florists, milliners, seed, bulb and shrub

Garden tools.

Automobiles and motor boats. Motor accessories.

Motor painting and repair firms. Railroad and steamship spring and holi-

day tours. Resorts.

Restaurants and hotels.
Sports supplies.
Paint, varnish, and wall-paper.
Plumbers' supplies.

Building materials.
Ventilators, refrigerators, fireless cookers, gas and electric kitchen appliances.
Summer homes and cottages and city apartments to let.

Spring medicines. Light underclothing.

Shoes and hosiery. Spring meats and vegetables.

Baby carriages. Men's and women's clothing and haber-

dashery.
P. S.—Can you get the baseball folks to advertise this year?

THE credit men of Eugene, Ore., are THE credit men of Eugene, Ore., are running a series of page ads pointing out the advantages of maintaining credit ratings by fair treatment of credit stores. Each ad takes up one abuse of the credit business, the idea running through the ads being that beating those who extend credit is not profitable in the long run to the dead beat.—Elbert Bede, Cottage Grove, Ore.

We now have signed contracts from non-advertisers for 500 inches of space which we hope you will be able to work out even better. First, we made a lay-out for a four-column by ten-inch adver-tisement. The pastors of local churches have gladly consented to write "church attendance" advertisements for this space, each pastor writing one ad in turn. A list of non-advertisers was prepared and they signed contracts to pay for the ad on a monthly basis. It has appealed to the pastors and advertisers in a big way, It appeals to us, too, because it means 500 inches of paid advertising. We have a dentist, chiropractor, florist, dairy and like firms on the list. No set time is promised, so we can use the ad on "light" days or pass it on when advertising is heavy.—Donald O. Ross, Washington (Lowa) Democrati (Iowa) Democrat.

Five dollars is paid to the reader whose letter telling what advertisement he liked best and why it is selected as the best each month by an Indiana newspaper.

The plan serves to center closer attention on the advertisements, which, of course, means better results for the advertiser and consequently more space for the paper.—BERT A. TEETERS, Lock Box 295, Springfield, Ohio.

County circulation is worth a strong play. One of the circulation stunts we use is to publish a series of histories of county community clubs. Practically every person is connected with one of these organizations. We have more than 60 country correspondents and they have been instructed to send in news with all possible speed. Telephone is resorted to often.—S. J. Corbett, Racine Times-Call, Racine, Wis.

Don't overlook the printers. They have a service which should appeal to a wide group of prospects and should be consistent advertisers. Why not set up a page, with paid advertisements of various local printers and general information on how to use printing to advantage, together with a terminal to advantage. together with a story a week on a leading printer.—James M. Mosley, 39 E. Concord street, Boston, Mass.

A department stores gives a weekly concert in its music department. Phonographs and player pianos furnish the entertainment. On the evening prior to the concert, the local paper carries a full page ad telling what brand of instruments will be used and also giving the program. Of course, this store advertises daily, but this concert ad is much larger than the others. Your local department stores and music dealers could do something like this if you suggested it. Enjoyment for the shoppers and profit for the dealer is the result of such an afternoon and it's worth advertising.—R. C. Bolton, Jr., 315 West 97th street, New York.

Harry B. Kerr, managing editor of the Springfield (Ohio) Sun, recently inaugurated a feature that has proved to be one of the best circulation getters of the year. In a six column box, which sometimes runs two-thirds of a page deep, he runs the "Springfield Daily Sun, Jr.," a newspaper for the pupils of the Springfield public schools. The copy deals largely with school affairs, and much of it is written by the students themselves. largely with school affairs, and much of it is written by the students themselves. Authors of good contributions are sometimes honored with a "by" line. Daily educational features and occasional illustrations brighten the miniature paper. The entire is enclosed within a border and all the copy is set indent.—Herman E. Harner, Xenia, Ohio.

A California paper ran a full page entitled "Another Building Completed." Eight ads were inserted—each ad by a person or firm who had been instrumental in the erecting of the building.—George C. MARCLEY, Republican-Journal, Ogdensburg, N. Y.

Now is the time when summer and vacation resorts should be circularized for 1924 business, as the larger advertisers in this line usually make up their schedules at this time. When the campaigns begin it is usually impossible to get the advertiser to increase his adver-tising appropriation to include any new papers.—J. E. Withers.

One newspaper got local music dealers to co-operate with studios offering free music lessons with the various instruments in a campaign which ran for three months.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

= AND NOW=

The Wichita Beacon

Investigate the results in NEW subscribers gained, and circulation receipts handled, we have obtained on our campaign for The Kansas City Journal Post, closing today. The Wichita Beacon did—and so we are just opening a Hollister campaign for it.

Wire or Write care of Wichita Beacon



FIRST IN PURLIC SERVICE



The World and the Evening World have a combined circulation daily, of \$650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; 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.

Advertise in Newspapers Advertise in Newspapers by the Year

The entities and

Pulitzer Building, New York llers Building Ford Building Chicago Detroit

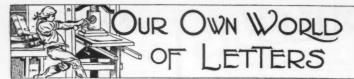
Of the 695 national advertising accounts using a COMBINATION Cleveland newspapers in 1923—only 59 didn't use The Cleveland Plain Dealer-only 8%!

J. B. Woodward 110 E. 42d St. New York

Woodward & Kelly Security Bldg. Chicago



Frank S. Baker President ADVERTISING REPRESENTATIVES
David J. Randall Ford, Parsons Co.
341 Fitth Ave. 369 No. Michigan Av
New York City
R. J. Bidwell & Co.
San Francisco and Loo Angeles, Cal.



By JAMES MELVIN LEE

FOR the editorial writer, the political in Every Campaign, Rich Friends, and reporter, indeed for all practical so on—not without their momentary signewspaper men, "The Great Game of Politics," by Frank R. Kent (Doubles spondent just now! This is not "bunk," day, Page and Co.) offers a kind of but the "real goods." And where else FOR the editorial writer, the political reporter, indeed for all practical newspaper men, "The Great Game of Politics," by Frank R. Kent (Doubleday, Page and Co.) offers a kind of guide-book to the actual conduct of politics in the United States. Mr. Kent, himself a political writer intimately in touch with American politics for 25 years, is a realist. His book is no theory of government, no history of men and years, is a realist. His book is no theory of government, no history of men and measures. It is the far more illuminating story of how political power rises out of the precinct committeeman, crystallizes in the "boss," and ends in the machine control of State and National governments. The genesis of control is in the five votes in the precinct captain's family, plus the five votes in each of the election clerks, families and in the street sween-

plus the five votes in each of the election clerks' families, and in the street sweepers' five—because their daily bread depends on "voting right."

This unique book records the facts, not the illusions of the "game." It has some penetrating chapters on the part the newspapers do, or do not, play in the control of politics. For example, Mr. Kent says, the newspapers help make bosses by attacking them.

Many an aspirant for the boss's throne,

Many an aspirant for the boss's throne, standing on a shaky foundation, has literally been made by being singled out and denounced as the boss by the local newspapers. The assumption that he, and not some one else, is the leader, starts the little fellows of the machine flocking to him.

This is ironical and would be discouraging save that as the author says:

It is the independent newspapers that keep the fear of the Lord in the machine, that make it watch its step and bring speedy punishment for continued excesses.

punishment for continued excesses.

These quotations show the pungent directness and naturalness of the author's style. His words are as realistic as his thinking. Yet, his realism is not pessimism. He sees what might be called the "human" side of the process. He believes bosses are not necessary eyils, but the by-products of our own inertia, and that whenever the people wake up, they can scotch the bosses and run their own government. More than this there is a charming charity even for bosses, and a deep understanding of the slow struggling fumbling progress of the race toward better things.

A list of the chapters is stimulating. Note that they discuss: How a Boss Be-

Note that they discuss: How a Boss Re-comes a Boss, The Boss and the Jobs, How the Money is Raised, Humbuggery

but the "real goods." And where else in a whole library of political economy will one get the real goods? Where will one find a sympathetic ex-planation of "Why the Newspapers Do Not Print All the Facts," or "How the Newspaper's Political Formed?" (Chapters 32 and 33). Here are two final jolts for self-satisfied edi-

Very often the newspapers do not know the facts. The average newspaper is not often a great deal better informed politically than the average voter.

And again:

The fact remains that all over the country, xeept in rare instances, the political policies f newspapers are formed either by the local ewspaper situation, the probable effect on irculation, or advertising or by the personal, olitical and financial predilections and inter-sts of their owners.

one may dissent, but one can't help thinking under such stimulation. The editor writer and the political reporter can well put this volume alongside Mr. Bryce's "American Commonwealth." It will not be out of place on such a shelf of the newspaper library.

LAWRENCE W. MURPHY, heads the Department of Journalism at the University of North Dakota, has just issued Volume I, Number I, of The Journalism Bulletin—a quarterly magazine published in the interest of the American Association of Teachers of Journalism. Printed primarily for teachers in the season of the property of the property of the season of the property of the season of the sea ers, it has some features of decided in-terest to the working press.

THE Crescent Engraving Company of THE Crescent Engraving Company of Kalamazoo, Michigan, is distributing a beautifully printed booklet, "The Evolution of Printing and Pictorial Reproduction." Part 1, "The Evolution of the Art of Printing." is by Henry Lewis Bullen; and "The Evolution of Pictorial Reproduction" is by the "Ad" man of the Engraving Company. It is surprising how much historical data have been put in the 30 pages of this booklet. The ng now much historical data have been put in the 30 pages of this booklet. The illustrations are exceptionally well executed. If one is not familiar with the history of the line cut and the half tone, a postal request for this booklet should

be sent to the Crescent Engraving Com-

FROM the New York Times may be obtained "The Published Newspaper Index" by Jennie Welland, editor of the New York Times Index. This circular traces newspaper indexing in published form from its beginning in America with a two-page index from the New York Times in 1860 down to the present time when 4 volumes a year are necessary to indicate what may be found in the "World's Diary"—as the newspaper has been called. been called.

A LITTLE nonsense now and then will doubtless be relished by advertising men. There are many chuckles in the ironic indictment of advertising which Winifred Kirkland publishes in the Century Magazine for March. An answer to her question "Does It Pay to Advertise?" will appear in the Century for April from the pen of Earnest Elmo Calkins, the well-known advertising expert, when, as the LITTLE nonsense now and then will known advertising expert, when, as the

author of the March article admit man will have the advantage of the word."

FRESH from the press comes Ethics of Journalism" by & Antrim Crawford, head of the bement of Industrial Journalism at & State Agricultural College—(Alfred Knopf). This book will be member on the work of the college of the colleg

SITU c A WC

e information to \$1 ress Box

esk Man

IN "Lectures, Addresses and Mac laneous Papers of Willard Fa (Richard G. Badger) collected by Be tio S. White, one finds a section for to journalism. These chapters or for the most part of the rough notes by Professor Fiske in his journalisms are the early attempts to be journalism and because they give viewpoint of newspaper conditions as land to the control of t ly half a century ago.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Newspa

For Sale
Two deck, two plate wide angle bar Potter
perfecting press with complete stereotype
equipment. Will print 4, 6, 8, 10, 12 and 16
pages seven columns 22 inches, 13 ems, eight
point column rules at 12,000 per hour. Margins
sufficiently wide so that press can probably
be converted at small cost into eight column
12-em size. Columns run around cylinder.
Press uses rolls 46 and 23 inches wide.

By the use of 34½-inch roll on one deck, a
product equivalent in size to 14 pages can be
produced. The stereotype equipment includes
matrix roller, double steam table, gas heated,
shaver, tail cutter, trimming block, stereotype
itmnace with grates for coal. We can also
iurnish 16 seven column steel chases with side
and foot sticks. The press is driven by a 10
h. p. 220-volt, a. c. motor, 60-cycle, threephase belted to pulley. This will be sold with
press if purchaser can use it.

This press has been used by Reading, Pa.,
Herald-Telegram and has been doing exceptionally good work. Can be seen running for
a short time and can be dismantled and shipped
promptly. Guaranteed in first class mechanical condition with new blankets and complete set of new rollers with extras. For a
newspaper requiring up to 16 pages daily and
up to 10,000 or 12,000 copies here is an oppertunity for a reliable equipment at a low price.
Other equipment includes one model 5 linotype, serial number 9566, rebuilt, with motor
and mats. One Elrod slug and rule caster
with motor and 12 molds. Write or wire Win.

1. Pape, Republician and American, Waterbury, Conn., or any responsible machinery
broker.

Printers' Outfitters

Printing Plants and business bought and American Typefounders' products, rin and bookbinders' machinery of every testion. Conner, Fendler & Co., % Bells St., New York City.

For Sale

For Sale

32-page Hoe 4 plate wide, 25,000—4, 6 11

12, 14, 16-page straight and 12,500—3, 8, 32-pages collected up to 8 columns 11 a

Complete with 40 h.p. Gen Electric May a Controller and Semi Autoplate Caster, professional and the stepping Equipment. Press in exceptional training Equipment. Press in exceptional accountry. Was the semi property of the semi prop

R. HOE & CO.

Quality First-Progress Always

We always carry a full line of pra and Stereo-room supplies, include blankets of all kinds, knives, rubers, cheek woods, matrix paper, import and domestic tissue, brushes, che-icals, counters, paper roll trucks, et, all at the lowest prices consistent wh Hoe high quality.

504-520 GRAND STREET NEW YORK CITY

No. 7 Water Street Tribune Big.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Comic Strips

FAMOUS FANS—in 3 col.; great stuff. KIDDIE KAPERS—in 2 col.; real kids. Columbia Newspaper Service, 799 B'way, N. Y.

Feature News

Editors desiring a novel and "different" service sre taking Scripps-Paine Service. SAN DIEGO, CALIF.

Fiction

WORLD'S FAMOUS AUTHORS. nexcelled selection, serials, novelettes, short Service for Authors, 33 W, 42d St., N. Y.

> TALES Lewis Wilson Appleton, Jr. 1922 East Pacific St., Phila., Pa.

Full Page Mats

8 COL. 12 EM-ALSO 7 COL. PAGES amera News, Fashion, Feature, Children's Pages The International Syndicate, BALTIMORE.

Motor Service

HINTS FOR THE MOTORIST—BY CLOUGH opular with both automobilist and advertiser. The International Syndicate, BALTIMORE.

Newspaper House Organ

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

THE AD-ROUTE—A SIX YEAR SUCCESS Booklets 6e per copy—or mats and copy. The International Syndicate, BALTIMORE.

Radio

DAILY OR WEEKLY RADIO-BY CHAPMAN uspman is the Baltimore Sun's Radio write The International Syndicate, BALTIMORE.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON Standard Religious Feature of American spaperdom. Twenty-five years of continuous leation. Non-Controversis!, Readable, Timely, The Ellis Service, Swarthmore, Pa.

Weekly Humor

ARE YOU KEEPING UP WITH THE LATEST IN LAUGHTER? STEPHEN LEACOCK. Once a Week. Metropolitan Newspaper Service, New York.

Women's Features

For Spring House Cleaning Time Your Women Readers Need YOUR HOME AND YOU. By Helen Kendall. Metropolitan Newspaper Service, New York.

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

USED BY THE

Fairmont Times Fairmont, W. Va.

We refer you to them for their opinion.



Fisher Building 8. Dearbor

Marbridge Building Broadway at 34th St. NEW YORK

REBUILT LINOTYPE AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Line types and Intertypes. These are machines traded in of new and more versatile Linographs and are sold with our guarantee. Be sur to state model wanted when writing.

THE LINOGRAPH COMPANY DAVENPORT, IOWA, U. S. A.

The Market Place of the Newspaper

SITUATIONS WANTED

A WORD for advertisements under the classification. Cash with order, Face unemployed one insertion (adv. not seed 50 words) FREE.

dvertising Man

for advertising manager on paper which arried four and three-quarter million lines local display last year. A promoter of a switch create local business and he can rante a department to put over those ideas. It is a department to put over those ideas, has had agency experience and is a program of unusual copy ideas for the promotion classified and circulation. He knows form work and how to analyze a market for more more mineration of national advertisers. Salary 300 to \$5,000, depending upon location. Advers Box A-722, Editor & Publisher.

ertising Man Available Soon derrising Man Available Soon
ere years' experience large metropolitan
pers soliciting foreign and local advertising.
horoughly experienced in merchandising servdepartments of newspaper in Chicago and
ew York. Yale graduate; thirty-six years
i; married; Christian. Excellent references.
a Arang interview at any time. Address
of Arang and the Arang and the Address
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bertising Manager or with a daily in city of sixty thousand, shes connection with a paper offering greater subilities. Where are you and what are ar problems? I want to help you. Adress Box A-743, care Editor & Publisber.

that and the sess Box A-743, task

task Man, the condition of telegraph editor or copy ander; capable; experienced on leading dailies; states place with paper in East or Middle thank section. Address Box A-732, care publisher.

rtist
Il around newspaper artist, capable of comerial or cartoon, layouts, everything in art
om, until recently employed on Munsey pari, wants situation in Metropolitan district
New York. No fancy salary expected, but
acy work guaranteed. Address Box A-738,
re Editor & Publisher.

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te tallor & rudhisner.

Laborate Executive categorical ability and sterling character atemplating change. Long successful extractions are considered as a resourceful leader of positive producer under any circumstances. Incubarly strong in advertising and business provincial and metropolitan persiste. Now in complete charge of chium size Eastern paper. Salary and bonus mosition preferred. Age 36, married. Will 2 at A. N. P. A. meeting. Address Box Asia are Editor & Publisher.

these Manager

ide experience. Many years business maner and still associated with one of the largtypublishing houses in the United States.

sures a change and would like an oppornity where he could secure control and part

terest in a good newspaper. Can give good

strences and has money. Especially strong

buying and general office and mechanical

magement. Prefer to locate in West, but

aution and place not necessarily important.

Meres Box A-725, care Editor & Publisher.

relation

coassiul manager now associated with westm newspaper solicits correspondence from
blishers East of Mississippi. Your reply too
s ad will bring application telling all. Adtes Box A-735, care Editor & Publisher.

plation Manager
mently successful. Will substantially depew business economically and conservay. Address Box A-744, care Editor &
sisher.

lation Manager around man with gilt-edge credentials ag very successful career. Will consider or country circulator. For complet de-address Box A-736, care Editor & Pub-

rulation Manager
th fifteen years' experience in three cities
morning, evening and Sunday newspapers
sires new emection. Thirteen years with
publisher mechanisms work with present orsuration. Have
sues of circulation work. Now circulation
sager of New York newspaper. For intertwo address Box A.749, care Editor & Publer.

safied Advertising Manager sing reached the top on my present positing reached the top on my present positing reached the top on my present position in city over 100 population where my field of operation 100 population where my field of operation is be larger and worked and conscientious sets will be appreciated. Seven years' exceed having worked from the bottom up. 120 p. 120

eture Writer
oroughly experienced, can handle camera,
sks immediate position; best references. Adss Box A-733, care Editor & Publisher.

SITUATIONS WANTED

Agriculturel Editor
experienced in both farm production and
marketing. Raised on farm. Agricultural
college graduate. Farm organization publicity
and daily newspaper experience. Desire change
of location and want newspaper or publicity
connection. Address Box A-727, care Editor

& Publicher.

Classified Manager
3/2 years as classified manager on present
paper with record that indicates proper
methods for building permanent classified. Age
28, married, family. Willing to go where there
is a bigger opportunity. Prefer salary and
bonus plan. Present salary \$3,000. Address
Box A-729, care Editor & Publisher.

A Composing Room Foreman, good executive, getting maximum production without friction, expert makeup, ad man, and operator, with many years' experience on large and small dailies, who will relieve you of responsibility and bring editions out promptly, is available at once. Union, locate anywhere. Address E. B. Landfear, 594 Franklin Ave., Nutley, New Jersey.

Consolidated—Out of a Job!

Newspaper merger releases young American assistant business manager, Vancouver World. Advertising agency and manufacturer's advertising department experience. Recently Merchandising Manager, Promotion Director and National Advertising Manager, Seattle Post-Intelligencer. Previous employers say it am a good investment at \$100 weekly. Wir Richard Barrett, 409 Malden Avenue, Seattle.

Richard Barrett, 409 Malden Avenue, Seattle.

Make-Up Editor
employed on metropolitan daily and Sunday
paper wants change. Ten years' experience
covering political, feature and news writing,
head writing, copy reading, make-up, dramatic
and motion picture criticisms. Twenty-eight
years old, hard worker, good mixer, plenty of
pep, not a drifter. Would consider magazine
work. Address Box A-737, care Editor & Publisber.

Newspaper Executive
with all around experience, now second in
great metropolitan daily, wants full charge of
bigh position in smaller paper with opportunity
to acquire part ownership. Address Box A723, care Editor & Publisher.

Telegraph Editor, thorough desk man, understands makeup, can pinchbit on editorials, available for Middle West daily. Address Box A-741, care Editor & Publisher.

Wanted
Editorial position on small city afternoon daily
by married man, 30 years old. Two years' experience on telegraph and county desk of small
city afternoon paper; two years' experience in
reporting. Graduate of college and school of
journalism. Full references. Address Box
A-717, Editor & Publisher.

A-717, Editor & Publisher.

Young Woman,
25, well educated, 2 years' publishing experience, seeks opportunity in editorial direction, experienced in make-up, interviews, rewrite and mechanics of magazine production. More concerned with opportunity for development than amount of immediate salary. Address Box A-746, care Editor & Publisher.

Advertising Solicitor Wanted.

Age about 25, one with some acquaintance with advertising agencies preferred, by one of the best-known special advertising agencies with only leading papers. Very unusual opportunity and rapid advancement for an energetic ambitious and conscientious worker. One able to use typewriter preferred. Salary \$30,00 per week to start. State experience and references. Box A-750, Editor & Puhlisher.

BUSINESS OPPORTUNITIES

Editor-Manager Has \$5,000 Cash first payment to buy paying daily or weekly Address Box A-734, care Editor & Publisher.

Opportunity for Newspaper Executive
Splendid opportunity for man with editorial and
business office experience to become publisher
and part owner daily in city 50,000. Small investment required. Right man may eventually
acquire entire property. Address A-692, Editor
& Publisher.

BACK NUMBERS OF PUBLICATIONS

6c A WORD for advertisements under this classification. Cash with order.

Back Numbers Newspapers and Magazines
French's Atlas Literary Shop, White Plains,
N. Y.

EDITION PROMOTER LOSES

Raleigh (N. C.) Times Awarded \$357 in Court Suit

In a decision of interest to newspaper publishers, a Norfolk, Va., court late last week gave a judgment of \$357.40 to the Raleigh (N. C.) Times against C. L.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

A Special Agency of National Reputation, well established and doing a substantial business offers exceptional inducements and unusual opportunities to one or two skilled advertising salesmen whose caliber measures up to requirements. Applicants must set forth specifically actual experience in soliciting advertising, previous and present connections, remum-ations expected and full qualifications, remum-ations expected and full qualifications confidential. Address Box A-730, care Editor & Publisher.

Circulation Manager
Who has ambitions to get ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some large city-between Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from \$2.600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York City.

Experienced Combination Pressman and Stereotyper competent and qualified to handle Hoe Condensed Quad and stereotype equipment on national weekly newspaper. Must be a Protestant and preferably a Mason. Give age, experience, salary desired and other details. Plant is newly equipped and located in large Eastern city. Address Box A-728, care Editor & Publisher.

News and Advertising Man
Young man wanted to handle news and assist
oung liciting advertising for community paper
and largest weekly in city; unusual opportunity for live wire. Address stating age,
salary expected and where employed.
Kensington Bulletin, Philadelphia, Pa.

Wanted Foreman Composing Room morning paper; city 200,000. Average 40 men employed. Opportunity for practical man with executive ability. Paper growing rapidly. Want only man desiring permanent position. Apply giving age, experience and salary to start, Answers treated in confidence. Address Box A 726, care Editor & Publisher.

National Advertising Manager
Seeks Position.

I offer the knowledge and experience gained in twenty years spent in selling newspaper advertising. The ability and poise to inspire confidence, an intimate acquaintance with national advertisers and agency men. Eight years with present employer, arrangements can be made so that my services will be available at once. Box A-751, Editor & Publisher.

FEATURE PAGES

Increase Your Lineage and revenue by weekly business review pages, builders' pages, special editions and anniver-sary numbers. Personal attention and solicita-tion. Glad to refer to all pages now using my services. L. E. Bissell, Passaic, N. J.

Leach, special edition promoter Norfolk.

According to the testimony, the Raleigh newspaper made a contract with Leach to take charge of a special edition in September, 1921, Leach obtaining the orders and making the collections. Complaint from 22 dissatisfied advertisers were exhibited. hibited to whom the newspaper, after setlement was effected with Leach, refunded all or part of the amounts collected. John A. Park, publisher of The Times, testified that he had made repeated Times, testified that he had made repeated efforts to induce Leach to adjust the disputed accounts for nearly three years, but had received no response until legal proceedings brought him into court. Adjustments were made, it was stated by the plaintiff, in response to every complaint regardless of whether or not the promises and statements of Leach and his associates were indicated on written orders signed by advertisers for space in orders signed by advertisers for space in the special edition.

The amount named in the jury's verdict to be paid by the defendant along with court costs, represents the amounts re-funded by the newspaper on complaints exhibited.

-Sales-Appraisals

PALMER, DEWITT & PALMER SSO Madison Ave.,

Pacific Coast Representative

M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON Times Bldg.

WE CONNECT THE WIRES

WANTED - MANAG-ING EDITOR for eastern daily of 50,000. Must know news from every angle and handle staff with authority.

Adequate salary will be paid to man whose record and pres-ent position constitute sufficient guarantee. Mention No. 606.

FERNALD'S EXCHANGE.INC. THIRD NAT'S B'S D'G . SPRINGFIELD MASS

Mr. Publisher **Business Manager**

The International Circulation Managers' Association can supply you with a competent circulation manager.

CLARENCE EYSTER Sec'y-Treas., I. C. M. A.

Peoria Star Co. Peoria, Ill.

Hammerling May Lose Citizenship

Cancellation of the citizenship of Louis N. Hammerling, former head of the Association of Foreign Language Newspapers in the United States, was ordered this week by Attorney General Daugherty. During the war Hammerling's name was linked with names of persons accused of German propaganda. He is alleged to have obtained naturalization papers through fraud. He arrived in New York March 18, after a long stay abroad. Cancellation of the citizenship of Louis

Dailies Launch Contests for Children

Canadian newspapers are staging a nation-wide competition to determine the champions at marbles and jacks. One newspaper in each of the principal cities is sponsoring the event, with the schools co-operating. The boy and girl who win out in each city will later go to Toronto to compete for the national title.

A Spring Tonic

Dr. Stephen Leacock's

Weekly Humorous Article

Good for the Circulation

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK

Cappy Ricks

Peter B. Kyne is writing a new Cappy Ricks story for us each week. Ask about it.

UNITED FEATURE SYNDICATE

A New York Corporation Norris A. Huse, Gen. Mgr. World Bidg. New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service 241 WEST 58TH STREET New York City

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in
Preparation.
Standard in Every Respect.



HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, city them and mail them in and receive payment. Unavailable hunches will not be returned.

A T a time when there is much sickness in town it's a good stunt to run a number of recipes of foods for invalids. This is sure to make a hit with the harassed housekeeper who is at her wit's end trying to think up something to tempt the appetite of the patient.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

"Usual and Unusual" is a column in the Wichita Eagle that has become institutional. In it go all of the amusing incidents of each day which are worthy of mention, but yet do not make a story worthy of a head, but yet too good to be run as a "personal." Eagle readers grab this column the first thing every morning.—A. De Bernardi, Jr., Wichita (Kan.) Eague.

It's the popular thing now for famous folk to list "The ten books I have enjoyed most." Why not inject a local kick and at the same time get over an educational feature by getting such a list from most all the local ministers, educators, librarians, business men and others active in your city?—J. M. M.

In one office, disputes resulting from conflicting requests for vacation dates, heretofore an annual affair, has been eliminated by a drawing on April 1 of each year. Names of all employees are placed in a box, and then withdrawn one at a time. The first name drawn gets first choice for vacation date, second name second choice, etc.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Ask the folks at the public eating places what dish or dishes men most favor. Mother and the girls will eat the story.—D. H. T.

The St. Louis Times Church page each Saturday publishes in a box a statement from some well known citizen on "Why I Go To Church." Also, in a box is published each week a statement from some minister, rabbi, or priest on "Why You Should Go To Church."—David Resnick, St. Louis (Mo.) Times.

If your paper has circulation in the region round about the city or town organize an automobile expedition of several members of your staff and sally forth to a town or rural district in your sphere of influence and give it a thorough write up. The people of the place visited will sit up and take notice when a small army of newspaper men descend upon them all at once. Write up building prospects, unusual persons, remarkable scenery, geological wonders, history and many other things that will suggest themselves. Try this same plan for other towns or distrists. Every little village is good for one trip and a surprising amount of interesting material can be obtained in a short time.—R. A. Seeley, Wenatchee (Wash.) World.

An "Oil Question Box" is one of the weekly features of the San Antonio (Tex.) Express, in which F. M. Van Keuren, a San Antonio geologist of considerable repute, answers questions from readers regarding the geology of Texas oil fields. This is a new and highly practicable variation of the old question box idea. In sections where mining and drilling are important industries, such a geology question box will hold considerable interest.—Ray E. Lee, 2310 Guadalupe, Austin, Texas.

If your advertising club has a Better

Business Bureau see its manager or legal counsel and get a story on some of the cases which have been investigated, what reforms have been brought about in advertising, how did the subject of investigation take the proceedings, etc. I know of cases where business houses which have passed through a "jury trial," under the auspices of the Better Business Bureau, have become strong supporters and advocates of the plan. Be judicious about the use of names, of course.—Allen H. Wright (free lance), San Diego, Cal.

Every live newspaper receives a far greater number of letters from readers than the editor has space to print. The New York World solves the problem by publishing pithy extracts from a large number of letters, carefully crediting the writers.

DEFINES NEWS MEN'S RELIGION

New York Pastor Says They Inherently Believe

Religion of a newspaper man was described by the Rev. Christopher Morley of New York, speaking in Buffalo last Sunday. Mr. Morley said his prime object was to refute the assertion of a reporter who, upon being informed of the speaker's topic, said because of the nature of his work, belief in religion was impossible.

impossible.

The inner consciousness, he said, newspaper men wert more prone to follow set formulæ, creeds and traditions than any other group of persons similarly situated, and therefore, were inherently and

intrinsically religious.

"The true conception of God can only be found in solitude," the speaker said. "and on those occasions when a reporter has freed himself from human contact and is gifted with intelligence, faith in one God, per se, will assert itself. Most calk of religion is futile because of these human contacts and the fact that the minds of most persons are nothing but webicles for some transcendental ideas."

minds of most persons are nothing but vehicles for some transcendental ideas."

Mr. Morley ascribed the present clerical controversies to the modern changes in the conception of God and the inability of one sect to keep pace with scientific modernism. He said that some church officials had made fools of themselves but the newspapers in their treatment of the dispute has shown abysmal ignorance of the questions involved and a vulgarity that betokens cynicism and delight in the falling out of the churches.

U. S. Use of Canadian Classified Banned

Use of the classified columns of Canadian papers by American business men leads to trouble with the Federal government, Alfred Hampton, director of the Spokane immigration district declared in a warning issued after it was discovered that a large Spokane drug house had inserted a want ad for a clerk in a Vancouver, B. C., paper. Hampton pointed out that the contract labor law includes persons who have come to this country in consequence of advertisements for labor printed, published or distributed in a foreign country, the penalty being a maximum of two years in prison and \$1,000 fine.

Northcliffe Paper Mill Closes

The Northcliffe paper mill at Grand Falls, N. F., was shut down March 18 as a result of a wage dispute.

Clark Bill Before Senate

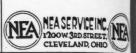
The Clark forestry bill will be given a hearing before the Senate Committee in Washington, March 25 and 25.





W ITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.



Million Dollar Hearst Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

WE ARE SORRY

On February 16 in a two-pape ad in "Editor & Publisher" we listed

More than One Hundred Papers that are using

DR. CRANE'S EDITORIALS We made a mistake in the name of the Long Beach, Cal., paper.

The Long Beach Sun is using the Dr. Crane Editorials

Since then
Eleven New Papers
have ordered

The McClure Newspaper Syndrals 373 Fourth Avenue, New York City



10,000 lines Monthly With Our Permanent
Weekly Business
Review Page

Look us up in Dun or Bradstreet

It Brings to Baltimoreans All They Need to Know of the World Outside

THE Baltimore Sun is now probably the finest example of independence and originality in America. That great newspaper has never been greater than it is today; and it is building on sound newspaper principles a highly original journal. Its columns catch and fire the imagination. It brings to Baltimoreans all they need to know of the world outside; and it carries elsewhere the special flavor of Baltimore."

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RIALS

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So said an eminent newspaper editor at the convention of the American Society of Newspaper Editors at Washington, D. C.

His concluding sentence is especially pleasing, because the editors of THE SUN are particularly proud of its interpretative articles from distinguished and authoritative writers abroad.

Its articles from all parts of the world—whenever big events are happening or problems being discussed—are quoted far and wide by other newspapers and by magazines.

The publication regularly of such articles explains in a measure THE SUN'S seasoned circulation.

February Average Net Paid Circulation

Daily (M. & E.) - 246,627 Sunday - - - 178,287

> A Gain of 12,454 Daily and 13,258 Sunday over February, 1923

IN addition to the many sources of foreign news provided by cable and radio services, The Sun has built up a powerful force of writers abroad well versed in world affairs, whose interpretative writings and comments carry weight and significance. Some of them are—

Henry W. Nevinson, formerly of the Manchester (Eng.) Guardian, an advanced liberal noted for his positive political opinions and fascinating style.

Hector C. Bywater, one of the foremost of British naval critics, whose articles are frequently reprinted by the U. S. Naval Intelligence Bureau for study by American naval officers.

Jean Longuet, political editor of "Le Populaire," and a former member of the French Chamber of Deputies.

Herbert H. Horwill, for many years London correspondent of The New York Evening Post.

W. P. Crozier, of the editorial staff of the Manchester (Eng.) Guardian.

"Pertinax," leading political writer in France.

H. Wilson Harris, who writes from Genoa, Lausanne, Geneva, as well as from London.

S. Miles Bouton, author of "And the Kaiser Abdicates," and the first American correspondent in Berlin after the armistice—an eyewitness to most of importance during the war.

Leo Pasvolski, author of "Russia in the Far East" and "Economics of Communism," and authority on Russian affairs.

Harold E. Stearns, author of "Liberalism in America," "America and the Young Intellectual," editor of "Civilization in the United States," now of Paris.

George Lechartier, of the "Journal des Debats," Paris, a correspondent at the Disarmament Congress.

St. Nihal Singh, one of the most interesting writers from India, a contributor to "Literary Digest."

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