

EDITOR & PUBLISHER

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Complete Inside Story of Huge New York Herald-Tribune Amalgamation

Munsey 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

FRANK MUNSEY, New York's committee of one to eliminate wasteful newspaper practices, reports progress to point of accomplishment as the result of this week's labors.

The New York Herald, aged 89, and the New York Tribune, aged 83, are now under the ownership and direction of Ogden M. Reid, fourth in the line of Tribune owners and editors since 1841. The Paris edition of the Herald, for years the plaything of James Gordon Bennett the younger, also falls under Reid's sway.

Neither party would disclose the financial consideration involved. Mr. Munsey denied that he was paid \$4,000, as some rumors had it. Mr. Reid declared to EDITOR & PUBLISHER that the price "exceeded \$2,000,000."

Less than four days of intensive negotiation preceded the transfer. Few members of either paper's staff knew what was going on until the story was published. More or less casual discussion of possible consolidation between the Herald and the Tribune has been in progress since December, with Mr. Munsey in the position of would-be purchaser. At line failing, the current veered the other way, and in four days—between Friday and Monday—the Herald had become Mr. Reid's property.

Two outstanding causes contributed to the latest consolidation of long-powerful workmen for the Republican voters of New York City, Mr. Reid told EDITOR & PUBLISHER:

First—The rising cost of newsprint paper.

Second—High wages demanded by labor unions and indications that further increases impended. Production has been held down by union labor to such an extent and costs were mounting so high that the death of the Herald was fated, it was intimated.

More than 600 men and women employed in various departments of the Herald found themselves jobless Tuesday morning. The Herald announced that it would pay unplaced employes two weeks' extra salary and Mr. Reid told EDITOR & PUBLISHER that the Herald-Tribune would try to "care for as many men as possible" and would pay those unavailable two weeks' salary.

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



Ogden Reid, editor of the New York Herald-Tribune, victor in three-generation New York battle for supremacy of a press ideal; his talented, industrious 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."

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

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 be considered.

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.

"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. 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 connected with the Munsey organization, most recently as circulation director of

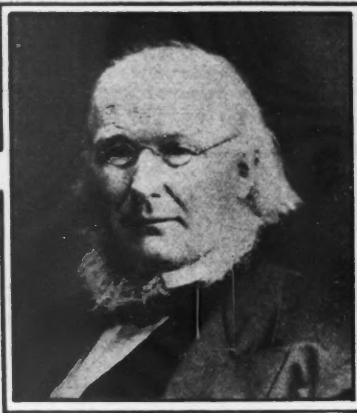
DON'T MISS THIS!

Exclusively in the columns of EDITOR & PUBLISHER, starting next week, Albert Chandler Coleman's fascinating book-length history of the New York Herald—Biography of the Bennetts. The most exciting real-life story you will read this year.

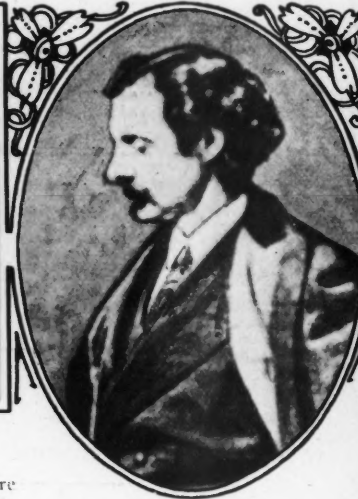
Modern Economics Fuse Herald and Tribune



CHARLES A. DANA
1819-1897



HORACE GREELEY
1811-1872



WHITELAW REID
1837-1912



OGDEN REID
Born 1882

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 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 the Herald's experiment had cost, beyond stating that it involved "a lot of money." 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 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 quiet, almost deserted.

At one end Keats Speed, recently managing editor of the Herald, now back 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.

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 blue envelope and three weeks' pay awaiting them.

Dwight Perrin, Herald city editor, sat reading a lunch 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 Birmingham, 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 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, fitted through the minds of the bewildered, groping beings who faced the situation of fewer jobs 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 Julian S. Mason, Tribune managing editor, choosing features 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 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.

"I have just come from an important business discussion with Mr. Frank Munsey."

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

But the purchaser could keep back 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 had news, it 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 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?

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

About 40 members of the Herald editorial staff were retained on the Sun. They include: Alexander Woolcott, 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.

Nichol, religious editor; Lawrence C.ington, make-up editor, who becomes night editor.

Alva Johnston and John McMillan Stuart, reporters; George Van Slyke legislative correspondent; Captain Parker shipping department; Robert Patterson John Barlow, William Bolger, James Doherty, George Gaston, Gustave Zemer, district men.

From the sports department: W. McGeehan, Al Steimer, Henry V. Knapp, Wilbur Wood, Robert Maher.

Charles M. Lincoln, executive editor of the New York Herald, when interviewed told EDITOR & PUBLISHER he was making plans to go to Europe for several months. Lincoln was advanced from managing editor to executive editor of the Herald in October, 1923.

Hamilton Peltz, prominent reporter of the Herald, has joined the staff of the New York Times.

Only 5 members of a staff of 26 were retained from the Herald's financial department. They were: Tracy S. Liffe, financial editor, Frank Williams, Thomas F. Woodlock, M. Goldstein and Ray Bailey.

In this department came to light some of the intimate stories of the merged newspaper. Frank Gunnell, who has been working for Mr. Munsey since he was 18, saved money and was planning to return within the next 2 weeks. When he went to work Monday he confided

LITTLE ACORN

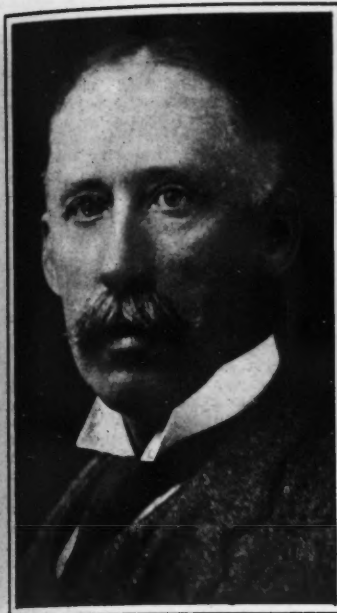


Herald plant in early Bennett days, at 34 Ann Street.

FRANK MUNSEY'S NEWSPAPER RECORD

City	Newspaper	Established	Bought	Sold	Suspended
New York	Star	Continent	1890	1890
New York	Daily News	1901	1904
Washington	Times	1901	1917
Boston	Journal	1902	1913
Philadelphia	Times	1908	1914
Baltimore	News	1908	1915
New York	Press	1912	1916
New York	Sun	1916	1920
New York	Evening Sun	1916
Baltimore	News	1917	1923
New York	Herald	1920	1924
New York	Evening Telegram	1920
New York	Sunday Telegram	1920	1924
Baltimore	American	1921	1923
Baltimore	Star	1921	1921
New York	Globe	1923	1923
New York	Mail	1924	1924

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 work.

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.

They were: Henry Hill, assistant night editor; Arthur Clark, night city editor; Reginald Wilson, assistant night editor;



COMMODORE JAMES GORDON BENNETT
1841-1918

Stanley Walker, assistant night city editor.

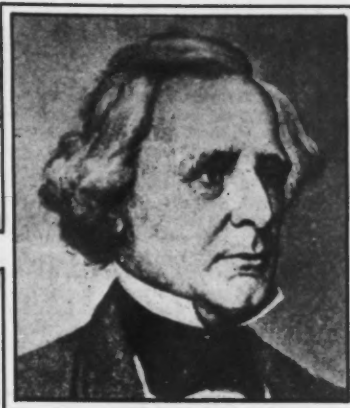
The following reporters: Harold S. Corbin, F. S. Schlesinger, Milton V. O'Connell, Floyd W. Taylor, Lee Stowe, and W. P. Carney.

Herbert Asbury, Joseph Endler, district men; James V. Linck, Eugene Lokey, Hugh Durigan, and Everett Kallgren.

Frank Dole, dog editor; Gurney Gue, horse editor; Kerr N. Petrie, golf editor; William Henderson and Fred H. Canfield, radio department, and John Logan, society department.

The business office of the Sun retained the following Herald men: C. F. Colburn, assistant advertising manager; H. L. Goldman, in charge of classified advertising; 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.



JAMES GORDON BENNETT, SR.
1798-1872

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

Income, New York vs. Chicago—2:1.

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 publishers when they talk shop among themselves. That is only a partial diagnosis of the business blight that has wiped out 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 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 entrenched in



WILLIAM LAFFAN
1846-1909

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 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 76.1 per cent over 1914.

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

Journeyman pressmen's wages have increased 90 per cent.

(Continued on page 6)

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.

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 contributing to the merger were, according to Ogden Reid: (1) Rising newsprint cost; (2) High wages demanded by labor unions.

Tribune continues to use Herald'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 members.

Economic Factors Which Forced the Historic Merger

"**APPALLING**," 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 85,000,000 lines.

Cleveland, with three papers measured, had 47,000,000 lines.

Detroit's three papers had 55,000,000 lines.

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-

MODERN TOWERING OAK



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

Stereotypers' wages are up 66.6 per cent.
Photo-engravers' pay increased 101 per cent.

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, unchecked even during the depression that followed the 1919-1920 boom. The war peak soon became a foothill as the organized workmen pursued their course of getting all there was to be gotten. Last year the pressmen wanted a raise, 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.

The Typographical Union and 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-increasing 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 pie.

Print paper is fairly stable now—at twice its 1914 price. Common sense warrants the guess that it will be higher before 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 week included suspension of the Sunday evening Telegram-Mail, inherited from the Bennett ownership and said to have been profitable under the latter. Its demise 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 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 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 \$5,833,000.

Advertisers are paying less, too, to

reach the readers of the class Mr. Munsey desires to serve. A year ago they paid in the neighborhood of \$1.40 per page 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 daily and over 200,000 Sunday circulation nobody knows. Mr. Munsey is authority for the statement that circulation cannot be bought and that he buys character, instead. New York newspaper men believe that the Herald's circulation 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 than their combined present totals, and an advertising revenue based on this circulation which will afford a profit to one paper which was impossible for both in times past.

papers according to seniority in service. This seniority dates from the day when a 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 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.

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

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

Proprietors Explain Why Consolidation Was Inevitable

Mr. Munsey announced the Herald's sales thus!

SALES TO THE READERS OF THE NEW YORK HERALD:

"This note is to say that beginning tomorrow (Wednesday) morning the New York Herald and the New York Tribune will be issued as one newspaper. The title will be the New York Herald and New York Tribune. This necessarily cumbersome title will be simplified later. But however simplified, the name of the amalgamated newspaper will carry permanently the title of this newspaper in full.

"I may tell you, and I want you, the devoted followers of the New York Herald, to know, that the permanent maintenance of the name of this newspaper as the name in full or in part of the amalgamated newspaper was a basic condition to my consent to the sale of the New York Herald. And I may add in this connection that Mr. Ogden Reid, the owner of the New York Tribune and the purchaser of this newspaper, is naturally agreeable to the maintenance of the Herald name for the amalgamated Herald-Tribune.

"The New York Herald and the New York Tribune should have been merged into one newspaper two or three years ago. There is every reason why this should have happened, as the two newspapers occupied precisely the same field in their political principles and in their views generally they were in accord, and each stood alike for worthwhile ideals in American journalism.

"The great obstacle to amalgamation has hitherto lain in the fact that the owner of neither paper was willing to sell. Meanwhile the costs of newspaper publishing in New York have mounted higher and higher, until today they are appalling. And the worst of the matter in the morning field is that the selling price of morning and Sunday newspapers 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 deep sentiment and a duty, as it was a family heritage from his father, Mr. Whitelaw Reid. In our discussions from time to time about amalgamation, Mr. Ogden Reid urged that I had no such obligation to the New York Herald to continue it in my ownership as he had to the New York Tribune to continue it in his ownership. In this position his reasoning was:

"At the time I took over the New York Herald, however, after the death of its distinguished owner, Commodore Bennett, it had become but a starved shadow of its great days. Revitalizing it into a newspaper of grasp and power, developing a brilliant, able staff of editors, reporters and department heads, always spending of myself and my money without stint in its upbuilding and in the public service, the New York Herald has become a very real part of my life. So to pass it out of my life involves something of the same meaning to me that the disposal of the Tribune would have had to Mr. Reid. But this is one thing; sound common sense is quite another.

"My work of amalgamating newspapers in the evening field in New York has been as sound a piece of economics as the amalgamation of competing lines 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 Herald 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 concentrated on the New York Herald. And the Sun is a newspaper of distinction, of quality, of very strong position. Whatever is in me to do in the way of public service will be done through the Sun precisely as it has until now been done through the New York Herald.

"FRANK MUNSEY."

(Continued on page 25)

BATTLES OF GIANTS

FOR thirty years in the swashbuckling days of American independence, 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 forties.

Bennett started the Herald with \$500 capital, 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. They 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 smacks 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 consolidation 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 the decision.

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 positions.

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 demand 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 a situation, with the exception of the Deliverers' Union, eighty members of which were thrown out of employment when the Herald's delivery service was abolished.

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 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 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 Midas touch to circulation lists, considered the question for EDITOR & PUBLISHER this week.

"Newspaper editorials too frequently attempt to lead when rather they should serve," was Dr. Crane's immediate answer.

"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."

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 believes 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' intelligence. 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 universal 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 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, nine times out of ten he lays it aside unread.

"To be successful then an editorial must be reasonably short.

"Second: it must be attractively printed.

"Third: it must be broken up into many paragraphs. Long paragraphs discourage 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 the masses."

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

"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 bad.

"Editorials of today written by a cluster of individuals should all be signed.

"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 book is its table of contents," he said. "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, 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 entertainment 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 50," he ejaculated. "The past 10 years have been the happiest of my life. This world is certainly a wonderful place. I am enjoying every minute.

"I have just returned from Washington, where I interviewed President Coolidge. He is a splendid man; he has a good executive mind.

"The oil scandal?—why that's just a fly speck on a tablecloth.

"I'll tell you why I'm such an incurable optimist. It is because I am a newspaper man, a working man, and a capitalist.

"Any man's a fool not to be a capitalist; any man's a fool not to be a working man; and the newspaper profession is the very best in the world."

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 relationship between the spoken word and the unuttered thought, on such subjects as sex morality. 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 to 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 home."

This standardization of humor is what makes the matter so portentous. 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, does not merely mirror his own mind. He reflects the language, habits, ideas and ideals of 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 take 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 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 humor mixes with language at its own level. The word has been suited to the deed, and the deed is dead.

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

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 hill-top; the man who can tell me a funny story shall take the fire from my horn."

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.

"How did you get the fire?" 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 Uganda chief.

"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 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 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-sliling 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 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?

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 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.

"P. W. W."—those are the initials by which he is known all over Great Britain—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. Rockefeller, 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 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 correspondent should say so. American artists are not as well known in England as 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 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 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

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 same way, when writing to Europe about 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 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. Pancras, 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 right through. His stories were read in thousands of homes throughout Great Britain—a striking example of the power of the special correspondent. 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 staff of the Daily News Mr. Wilson went to the United States as special correspondent.

PAN-AMERICAN PRESS CHIEFS MEET AT WASHINGTON

News Service and Editorial Association Chiefs Choose April, 1925 for Conference of Journalists—Committee Named

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

Representatives of press associations and organizations of editors and publishers met in Washington this week with officials of the State Department and the Pan-American Union to discuss preliminaries to the Pan-American Conference of Journalists provided for by a resolution of the Pan-American Conference held in Santiago, Chile, last March.

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

Secretary Hughes presided over the conference which was attended by Leo S. Rowe, director general of the Pan-American Union; Francis Wallace Odell, Division of Latin-American Affairs, State Department; Frank A. Noyes, president, Associated Press; George G. Shor, general manager, International News Service; Paul Patterson, president, American Newspaper Publishers' Association; Casper S. Yost, president, American Society of Editors; and Wallace Odell, president, National Editorial Association.

It was suggested that the organizations represented at the meeting constitute a committee to proceed with the arrangements and organization. At the annual elections of the newspaper organization will be held this spring, editors and publishers at the meeting said that it would be advisable to award the outcome of the elections and the committee from the new officers. The text of the resolution providing for the Pan-American Conference follows:

- "Resolved:
 - "1. To recommend to the Governing Board of the Pan-American Union to convene an inter-continental conference which shall represent the press of each of the countries, members of the Pan-American Union.
 - "2. To recommend that the Government facilitate the holding of the Conference of Journalists to which the preceding article refers.
 - "3. To recommend to the Governing Board of the Pan-American Union to fix the date for holding of the conference and to select a city of the United States of America as the seat of the First Pan-American Conference of Journalists."

Newspaper Women Dance

Second annual ball of the New York Women's Newspaper Club was held at the Hotel Astor, March 21. Stars from leading Broadway attractions provided entertainment. The sum realized from the ball will be used towards the establishment of permanent club rooms. Jan Dixon of the Evening Telegram was chairman of the Ball Committee.

Premier Greet British Journalists

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

World Abolishes Art Criticism

New York Evening World this week abolished its department of art criticism conducted for the past 10 years by W. G. Bowdoin. Mr. Bowdoin has not announced his plans.

ALL IN THE DAY'S WORK

Drawn for Editor & Publisher.

By FREDERICK B. OPPER

Celebrated Comic Artist and Cartoonist of the Hearst Organization



THE GENTLE ART OF PASSING THE BUCK HAS BEEN BROUGHT TO SUPER-PERFECTION IN SOME NEWSPAPER OFFICES. WHEN ANYTHING IS WRONG IT IS ALWAYS A PERSON NAMED S. B. ELSE WHO DID IT.

Wonderful Oppen!

At it for more than half a century. Going as strong today, as twenty, ten or five years ago.



F. OPPER

On Jan. 2, he entered his 67th year, but his pace does not slacken, nor humor dull, nor the famous line waver. Wonderful Oppen!

Recently a sweet young girl High School student of New Rochelle, N. Y., home of the artist, interviewed Oppen for her school paper, the

"Purple & White."

Here's the naive story she wrote: "Mr. Oppen'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. Oppen 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

in the day before they appear in the paper, but the colored Sunday supplement is drawn six weeks in advance because of the length of time it takes to print it in color. * * *

"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 recently.

"Mr. Oppen 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. Oppen says 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. Oppen 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 colony of artists.

"KATHERINE FITZPATRICK, '24."



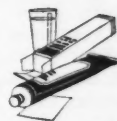
Straws



THERE 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 **ECONOMICAL** and productive form of advertising—that the wealth and **RESPONSIVENESS** of The Chicago Market are unequalled—that The Chicago Tribune offers the **BEST** way to cover its territory.

Straws that point to these conclusions 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—Pepsodent. 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. Lyons.

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%. These cars spent twice as much in The Tribune as 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.

The Chicago Tribune

The World's Greatest Newspaper

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 someone has said, but keeping quiet about a good thing certainly isn't.

The amazing growth of modern advertising has proved that silence, as a business 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 magazines and newspapers, on billboards and car-cards. And on this same basis of the value of publicity, classified advertising 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 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 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 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 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 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, buying 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 shouldn't 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 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

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 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 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 easier. 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 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. Prospects 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

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 cut in half. Without it, publicity would not amount to much more than a collection 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 results, it can make the sort of impression 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 structure of the successful medium.

144 PAGES OF GRAVURE

San Francisco Chronicle Issues Picture Number Descriptive of Progress

With the issue of Wednesday, March 12, San Francisco Chronicle published nine supplements in rotogravure, picturing "Progressive California," to the astonishing total of 144 pages.

Every conceivable feature of life, on water and land, city and country, was portrayed in beautifully toned pictures, the whole smacking of the tropical joy of a nature's pet land at the Golden Gate.

M. H. de Young informed EMMON L. PUBLISHER that this picture round-up had been so interesting and successful from every viewpoint that it had been decided to make it an annual feature of the Chronicle.

To Advertise Missouri

Proposal of the Missouri Association to raise a fund to conduct a national advertising campaign in newspapers and magazines, setting out the advantages of Missouri, has been indorsed by the Board of Directors of the St. Louis Chamber of 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.

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. They 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 expeditors of free goods, extra discounts and consignment deals fall flat.

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 un-audited circulation of the leading morning paper.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

246,627

THAT was the average net paid daily circulation of The Baltimore Sun (morning, and evening) for the month of February, 1924—a gain of 12,454 average net paid daily over February, 1923.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

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 December. Walter Lippmann has been appointed chief editorial writer by Mr. Pulitzer.



RALPH PULITZER

Mr. Pulitzer and Mr. Lippmann 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 vice-president 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 himself to writing, his "Preface to Politics" being published in 1913 and his "Drift and Mastery" in 1914.

He was one of the founders of the New Republic and was editor of that magazine until the United States entered the war. Then for a short time he was assistant to the Secretary of War. Col. E. M. House at the request of President Wilson appointed Lippmann secretary of the organization formed to prepare data for the Peace Conference. In June, 1918, he became captain in the Military Intelligence, attached to the 2nd section general staff headquarters, A. E. F. After the war he returned to the New Republic. In 1919 he wrote "The Political Scene;" "Liberty and the News" in 1920; and "Public Opinion" in 1922. At Harvard he won the Phi Beta Kappa key for scholarship.



WALTER LIPPMANN

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

FOUR POINTS

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

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

"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 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.

visited Vienna, Budapest, Prague, Berlin and Paris, studying European conditions. Mr. Lippmann also went to the Ruhr, Italy and London. In London he met Ramsay MacDonald, Prime Minister of Great Britain.

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 recent address to advertising and journalism students of Syracuse University.

"Twenty 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 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 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 advertising.

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 Quotidien, Paris, informing its readers that it has disposed of its advertising rights for one year for the sum of 5,000,000 francs 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 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.

Another article of the agreement stipulates that the books of the advertising agency shall be open to the inspection of Le Quotidien, while the agency is to receive each day the confidential circulation report from the publisher. The newspaper reserves certain rights regarding what advertising shall appear in its columns.

COAST EDITORS FETE STONE

Cowles Reports A. P. to Expand Western
Leased Wire Service

(By Telegraph to EDITOR & PUBLISHER)

SPokane, Wash., March 19.—Melville Stone, counselor of the Associated Press, was guest of honor at a banquet given at Spokane by editors and publishers of the Northwest. W. H. Cowles, publisher of the Spokesman Review, presided.

At a meeting of Associated Press members, Paul Cowles, superintendent of the Western Division of the A. P., announced that leased wire service would be installed to serve Astoria, Albany, and Corvallis out of the Portland Oregon office. Cowles also outlined plans for covering election returns.

Press Poet Prints Paper in Rhyme

Refuting a statement that he was unable to publish his weekly paper entirely in rhyme, Charley Gant, editor, Guemes (Wash.) Beachcomber, Puget Sound poet, recently issued a number written wholly in verse. News stories, editorials, feature articles—even the advertisements—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.

The Business Men

of your community will value the
authentic statements of

ROGER W. BABSON

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

Supplied weekly through the Babson News Service,
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 would be considered a calamity, but it would be difficult to make Horace M. Ford of the Ford-Parson Company admit this to be true. For it was a breakdown that switched 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 representatives in the 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 seven-day job, done with the close application which old associates say has been characteristic of Mr. Ford ever since, undermined 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.

His scrupulous honesty and his ceaseless industry account for Mr. Ford's big work in building the business, in the opinion of his associate, Mr. Parsons.

"During the early years of my association 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 character."

"Furthermore, Mr. Ford lives a clean personal life. He didn't drink before prohibition and hasn't started since. He doesn't even use tobacco. He is a member 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

conviction is a quality which has impressed itself on men about him.

He has been one of the most earnest and active workers in the Chicago association of newspaper 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 his 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 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 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 advertising problems and revenue producing ideas.

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 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 purchase.

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 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.

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

Wilson Succeeds Hawks

Hugh Robert Wilson, until recently attached to the American Embassy at Tokio, has succeeded Stanley Hawks as chief of the division of current information of 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 publicity division of the Department of State, Edward Bell was made counselor of the legation at Peking, has been assigned to a secretaryship at Warsaw. Mr. Wilson is what is known as "career" man of the State Department, holding his post in the legation at Guatemala City.

Editor Freed of Contempt Charge

Contempt proceedings against Orestes Blalock, editor of the Dunlap (Tenn.) Tribune, were dismissed by Chancellor T. L. Stewart recently. He was charged by attorneys for the Tennessee Coal and Iron Company, then in a litigation with the Palmetto Coal Company, with contempt for severely criticizing the former company. The article did not criticize the court, it was ruled.

Iowa Press Issues Ad Booklet

Iowa Daily Press Association, which is carrying on a national advertising campaign to boost Iowa's market possibilities has issued a 28-page booklet for advertisers as supplementary to the campaign. The pamphlet is an encyclopedia of Iowa's resources, both agricultural and manufacturing. It shows that Iowans last year paid \$3,524,000 for subscriptions to the 32 Iowa dailies holding membership in the association, while \$470,501 went to of the leading national magazines.

Name Contest Closes March 31

Chicago Tribune has announced the contest for prizes totaling \$25,000 for a name for the weekly color magazine to be launched by the Tribune and the New York Daily News will close 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.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles

FIRST IN OHIO

LEADS ALL OHIO NEWSPAPERS IN PAID ADVERTISING

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 Columbus papers combined during January by 178,731 lines.

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

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

ALABAMA Alabama Boys' Industrial School..... <i>Birmingham</i> Alabama School for the Deaf..... <i>Talladega</i> Tuskegee Normal and Industrial Institute..... <i>Tuskegee</i>	MARYLAND Baltimore School of Printing..... <i>Baltimore</i> Lorch Baltimore Press Apprentice School..... <i>Baltimore</i> St. Mary's Industrial School..... <i>Baltimore</i> Typographical Union Local No. 12 School for Apprentices and Journeymen..... <i>Baltimore</i>	PENNSYLVANIA Hazleton Vocational School..... <i>Hazleton</i> Industrial Reformatory..... <i>Huntingdon</i> Johnstown Vocational School..... <i>Johnstown</i> New Era Training School for Printers..... <i>Lancaster</i> Tressler Orphans' Home..... <i>Louisville</i> "Evening Bulletin" Apprentice School..... <i>Philadelphia</i> Girard College Mechanical School..... <i>Philadelphia</i> Institute for Deaf and Dumb..... <i>Philadelphia</i> J. B. Lippincott Company..... <i>Philadelphia</i> School for Composition..... <i>Philadelphia</i> Typo. Union Local No. 2 Linotype School..... <i>Philadelphia</i> Carnegie Institute of Technology, Schenley Park..... <i>Pittsburgh</i> Pittsburgh Linotype School..... <i>Pittsburgh</i> Western Pennsylvania Institute for the Deaf and Dumb..... <i>Pittsburgh</i> The Sharon Telegraph Apprentice Department..... <i>Sharon</i>
ARKANSAS Arkansas Baptist College..... <i>Little Rock</i> Arkansas School for the Deaf..... <i>Little Rock</i> High School..... <i>Little Rock</i> School of International Federation Publishing Company..... <i>Siloam Springs</i>	MASSACHUSETTS Blanchard Linotyping Company..... <i>Boston</i> Boston Trade School..... <i>Boston</i> University and College of Liberal Arts, Inc..... <i>Boston</i> Veterans' Bureau Linotype School..... <i>Cambridge</i> Ridge Technical School..... <i>Cambridge</i> Fitchburg State Normal School..... <i>Fitchburg</i> New Bedford Vocational School..... <i>New Bedford</i> Newton Vocational High School..... <i>Newtonville</i> Worcester Boys' Trade School..... <i>Worcester</i>	PORTO RICO Manual Training School..... <i>San Juan</i>
CALIFORNIA School for the Deaf..... <i>Berkeley</i> Eureka High School..... <i>Eureka</i> Long Beach Polytechnic High School..... <i>Long Beach</i> Los Angeles High School..... <i>Los Angeles</i> Manual Arts High School..... <i>Los Angeles</i> Master Printers' Association Linotype School..... <i>Los Angeles</i> Modesto High School..... <i>Modesto</i> Vocational High School..... <i>Oakland</i> Oroville Union High School..... <i>Oroville</i> Pomona High School..... <i>Pomona</i> Richmond Union High School..... <i>Richmond</i> Mergenthaler Linotype Company..... <i>San Francisco</i> San Jose High School..... <i>San Jose</i> California Polytechnic High School..... <i>San Luis Obispo</i> San Mateo Union High School..... <i>San Mateo</i> Preston School of Industry..... <i>Waterman</i> Whittier State School..... <i>Whittier</i>	MINNESOTA "News-Tribune" Linotype School, Typographical Union No. 136..... <i>Duluth</i> Dunwoody Industrial Institute..... <i>Minneapolis</i> State Training School for Boys..... <i>Red Wing</i> Minnesota State Reformatory..... <i>St. Cloud</i> Vocational High School..... <i>Virginia</i>	RHODE ISLAND Typographical Union Local No. 33..... <i>Providence</i>
COLORADO Colorado School for the Deaf..... <i>Colorado Springs</i> Typographical Union Local No. 49 School for Linotype Operators..... <i>Denver</i>	MISSISSIPPI Institute for the Deaf and Dumb..... <i>Jackson</i>	SOUTH CAROLINA School for the Deaf..... <i>Cedar Springs</i> Clemson Agricultural College..... <i>Clemson</i> Thornwell Orphanage..... <i>Clinton</i> Allen University..... <i>Columbia</i> Connie Maxwell Orphanage..... <i>Greenwood</i>
CONNECTICUT State Trade School of Bridgeport..... <i>Bridgeport</i> State Reformatory..... <i>Cheshire</i> Boardman Trade School..... <i>New Haven</i> American School for the Deaf..... <i>West Hartford</i>	MISSOURI State School for the Deaf..... <i>Fulton</i> Central High School..... <i>Kansas City</i>	SOUTH DAKOTA State College School of Printing..... <i>Brookings</i>
DISTRICT OF COLUMBIA Armstrong Manual Training School..... <i>Washington</i> Columbia Institution for the Deaf, Gallaudet College..... <i>Washington</i> Government Printing Office Apprentice School..... <i>Washington</i> Washington Linotype School of Instruction..... <i>Washington</i>	NEBRASKA University of Nebraska..... <i>Lincoln</i> School for the Deaf..... <i>Omaha</i>	TENNESSEE Kingsport Press..... <i>Kingsport</i> Crockett Technical High School..... <i>Memphis</i> International Typographical Union School..... <i>Nashville</i> Southeastern School of Printing..... <i>Nashville</i> Tennessee Agricultural and Industrial State Normal School..... <i>Nashville</i> Tennessee Industrial School..... <i>Nashville</i>
FLORIDA School for the Deaf..... <i>St. Augustine</i>	NEW HAMPSHIRE Morrill School of Mechanic Arts..... <i>Concord</i>	TEXAS Texas School for the Deaf..... <i>Austin</i> Agricultural and Mechanical College of Texas..... <i>College Station</i> Bryan Street High School..... <i>Dallas</i> Southwest School of Printing..... <i>Dallas</i> College of Industrial Arts..... <i>Denton</i> Junior College of the City of El Paso..... <i>El Paso</i> Tex.-Mex. Printery, Texas Mexican Industrial Institute..... <i>Kingsville</i> Prairie View Normal and Industrial College..... <i>Prairie View</i> Brackenridge Manual Training School..... <i>San Antonio</i>
GEORGIA Foote and Davila-Wahh & Vary Company..... <i>Atlanta</i> School for the Deaf..... <i>Cave Spring</i> United States Army Print Shop..... <i>Fort Benning</i> Georgia-Alabama Business College..... <i>Macon</i> The Berry School..... <i>Mount Berry</i>	NEW JERSEY Atlantic City Boys' Vocational School..... <i>Atlantic City</i> Typographical Union Local No. 94..... <i>Jersey City</i> Polish-American Publishing Company..... <i>Perth Amboy</i> New Jersey State Reformatory..... <i>Rahway</i> School for the Deaf..... <i>Trenton</i>	UTAH Utah School for the Deaf..... <i>Ogden</i>
ILLINOIS Harrison Technical High School..... <i>Chicago</i> Training Department of The Lakeside Press..... <i>Chicago</i> Lane Technical School..... <i>Chicago</i> Mergenthaler Linotype Company..... <i>Chicago</i> Wendell Phillips High School..... <i>Chicago</i> Sterling Morton High School..... <i>Cicero</i> St. Mary's Training School..... <i>Des Plaines</i> School for the Deaf..... <i>Jacksonville</i> Moonsheart Institute..... <i>Moonsheart</i> St. Hedwig's Industrial School..... <i>Niles</i> Illinois State Reformatory..... <i>Pontiac</i> Rockford High School..... <i>Rockford</i>	NEW MEXICO Albuquerque City High School..... <i>Albuquerque</i> School for the Deaf..... <i>Santa Fe</i>	VIRGINIA Virginia Polytechnic Institute..... <i>Blacksburg</i> Hampton Normal and Agricultural Institute..... <i>Hampton</i> Baptist Orphanage..... <i>Salem</i> School for the Deaf..... <i>Staunton</i>
INDIANA Anderson High School..... <i>Anderson</i> Indiana University..... <i>Bloomington</i> School for the Deaf..... <i>Indianapolis</i> U. T. A. School of Printing..... <i>Indianapolis</i>	NEW YORK Boys' Vocational School..... <i>Albany</i> The Vail-Ballou Press, Inc..... <i>Binghamton</i> Bushwick Evening Trade School..... <i>Brooklyn</i> Evening Technical and Trade School..... <i>Brooklyn</i> Mergenthaler Linotype Company..... <i>Brooklyn</i> J. W. Clement Company Apprentice School..... <i>Buffalo</i> Elm Vocational School..... <i>Buffalo</i> Empire State School of Printing..... <i>Buffalo</i> Boys' Vocational School..... <i>New York</i> Empire Mergenthaler Linotype School..... <i>New York</i> Heckscher Foundation for Children..... <i>New York</i> Murray Hill Vocational School..... <i>New York</i> New York Mergenthaler Linotype School..... <i>New York</i> St. Joseph's Institute..... <i>Westchester</i>	WASHINGTON Walla Walla College Press..... <i>College Place</i> Northwest School of Printing..... <i>Spokane</i> Washington School for the Deaf..... <i>Vancouver</i>
IOWA State Reformatory..... <i>Anamosa</i> Industrial School for Boys..... <i>Eldora</i> Sioux City High School..... <i>Sioux City</i>	NORTH CAROLINA Stonewall Jackson Manual Training and Industrial School..... <i>Concord</i> School for the Deaf..... <i>Morgantown</i> Oteen Masonic Orphanage..... <i>Oxford</i> The Children's Home, Inc..... <i>Winston-Salem</i>	WEST VIRGINIA West Virginia Collegiate Institute..... <i>Institute</i> West Virginia School for the Deaf and Blind..... <i>Romney</i>
KANSAS Fort Hays Normal School..... <i>Hays</i> Boys' Industrial School..... <i>Hutchinson</i> University of Kansas..... <i>Lawrence</i> School for the Deaf..... <i>Olathe</i> Kansas State Teachers' College..... <i>Pittsburg</i>	NORTH DAKOTA School for the Deaf..... <i>Devils Lake</i> The State School of Science..... <i>Wahpeton</i>	WISCONSIN Stout Institute..... <i>Menomonie</i> Boys' Technical High School..... <i>Milwaukee</i> Milwaukee Vocational School..... <i>Milwaukee</i> Marquette University..... <i>Milwaukee</i> Sheboygan Vocational School..... <i>Sheboygan</i>
KENTUCKY Beres College..... <i>Berea</i> Kentucky School for the Deaf..... <i>Danville</i>	OHIO Ohio Mechanics Institute..... <i>Cincinnati</i> Ohio State School for the Deaf..... <i>Columbus</i> Hamilton High School..... <i>Hamilton</i> Technical High School..... <i>Lakewood</i> Ohio State Reformatory..... <i>Mansfield</i> Soldiers' Orphan's Home..... <i>Xenia</i>	CANADIAN PRINTING AND MACHINE COMPOSITION SCHOOLS MANITOBA Driscoll and Herald Trade Plant..... <i>Winnipeg</i>
LOUISIANA School for the Deaf..... <i>Baton Rouge</i> Irene Delgado Central Trades School..... <i>New Orleans</i> Mergenthaler Linotype Company..... <i>New Orleans</i>	OKLAHOMA Indian Agricultural School..... <i>Chillico</i> Central High School..... <i>Tulsa</i>	ONTARIO Guelph Technical School..... <i>Guelph</i> Technical School..... <i>Hamilton</i> Canadian Linotype Limited..... <i>Toronto</i> Technical School..... <i>Toronto</i>
	OREGON University of Oregon..... <i>Eugene</i> Benson Polytechnic School..... <i>Portland</i> School for the Deaf..... <i>Salem</i> High School..... <i>The Dalles</i>	QUEBEC Garden City Press..... <i>Gardenville</i> British-American Publishing Company..... <i>Montreal</i> Deaf and Dumb Institute..... <i>Montreal</i>

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."

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 ding-dong 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.

His Massachusetts manner disarms one 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.

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 bookcase 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 book publishing career, does not care to

take the attitude of preacher. His views on the business side of newspapering, he insists, must be considered in the light of personal philosophy.

The Lane view of editorial and business co-operation is interesting. The business department, he thinks, should pick a good editor and give him free hand. After the selection, the two departments should function absolutely separately. The business manager should 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."

Lane, one might say, has been "plugging" along at publishing since he was a youngster of 11. At that age he was

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 years.

Graduating in 1903, he went to work for Ginn & Co., book publishers. He intended 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 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 Graduate School of Business Administration. He became production manager of the New York Evening Post in 1919.

In 1917 Lane served as adjutant and battalion 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.

THE COPY WRITER'S PRAYER

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 buy.

Grant, oh, God! that I may not forget
That primal obligation:
Always and always to put myself
In the place of him that's going to buy,
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-won
Any more than I.

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

Deliver me, too, from the seven deadly sins,
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 gift—
Originality.

And when my flaccid fingers can no longer
Fumble
The keys of the typewriter,
And my copy is flat, stale and unprofitable,
Then may I, oh, God of the Printed Page!
Be not unworthy of the epitaph:
"HERE LIES THE COPY WRITER—
INTERPRETER OF TRADE—PROPHET OF
COMMERCE—REVEALER OF
NESS!"

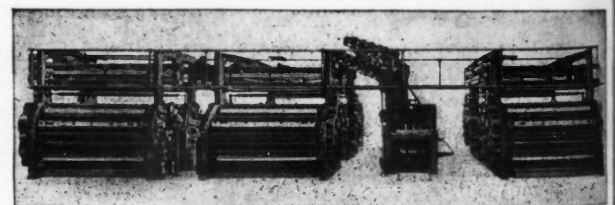
W. F. G. TRATCHER,
University of Oregon.

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.

"Pay Your Bills" Drive Planned

Approximately \$12,000 is to be spent by St. Louis retailers on a co-operative advertising campaign in local dailies to impress the public with the necessity of meeting their bill's promptly. It is planned to spend about \$1,000 a month for the period of a year, according to K. F. Niemoeller, secretary of the Associated Retailers. Funds should be available within the next 6 weeks, Mr. Niemoeller 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 any number up to 48 page papers and it is one of the finest installations 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

Circulation Structure

**Ask the Publisher who
has taken my service.**

W. H. Sammons,
SIoux CITY JOURNAL

Sioux City, Ia.

knows and will tell

Clifford Hewdall
A.S.A.A.(LONDON, ENO) CPA(INDIANA)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax

System

Auditing

PROVIDENCE NEWS SOLD TO SENATOR GERRY

Hennessey and Garrison to Retire Only Temporarily from Newspapering—Hamilton, Stockholder, Goes to Presidency

John A. Hennessey, president and editor of the Providence (R. I.) News and James Garrison, vice-president and publisher, this week sold their interests to Peter G. Gerry, United States Senator from Rhode Island, after six years of control. Hennessey quit the old New York Press where he was managing editor, shortly after that newspaper was purchased by Frank Munsey in 1912.



JOHN A. HENNESSY

Gen. Henry DeWitt Hamilton, always a stockholder and one of the founders of the News under its recent ownership, will be the new president under Gerry. Roy L. Wakeman, business manager, becomes treasurer; and William H. Thornley, secretary.

Hennessey and Garrison plan to retire only temporarily from their profession. Hennessey is a newspaper man of long experience. He started on the New York Times. Then he was managing editor of the New York Mail and Express under Col. Elliott F. Shepard and Cyrus Field. Some years later, and for 15 years, he was managing editor of the old New York Press.



JAMES GARRISON

Garrison's newspaper experience covers the 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 Milwaukee 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

writer on the New York Press. Following a short time as legislative correspondent of the New York Evening Mail at Albany, he went to Providence as editorial writer and dramatic critic of the Providence Journal. From this post he associated himself with Hennessey in the establishment of the Providence News.

The two former owners purchased the News from ex-Governor Brown of Rhode Island in 1918.

Under the new ownership the News will continue to be represented in the National field by Payne, Burns & Smith and G. Logan Payne.

Suspended Daily's Plant Sold

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.

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.

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 suddenly, 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 Commercial, 1904-05. He was a general manager of the Blackburn Mines Company, Alaska, in 1906. He held a law degree from Columbia University.



WE 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.

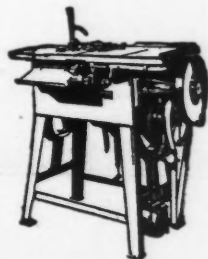
How Ludlow-Set Lines Increase Reader Interest

READER 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

San Francisco
Hearst Bldg.

New York
World Bldg.

LUDLOW QUALITY COMPOSITION

1893 **SERVICE** 1924

as visualized by

BENJAMIN & KENTNOR CO.

"THEY 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

2 West 45th St. 900 Mollers Bldg.
New York Chicago

401 Van Nuys Bldg.
Los Angeles

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

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

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)

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 printing 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. Inspections 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.



INTERTYPE
Wide Teeth
make the matrices
hang straight.

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
77 McCall Street

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

San Francisco Branch
560 Howard Street

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 publishing it as the Vancouver Evening Sun.



R. J. CROMIE

Cromie's deal, of considerable importance in the Canadian field, gives him the only morning, evening and Sunday single publication in the Dominion. The World, which he merges into the Sun, is the older 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 Daily World was founded in 1888.

The Sun announced the purchase as follows:

"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 he purchased his newspaper with German 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 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 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 publishers, Monday, March 17. Sir George was a founder of the New Zealand Press Association and of the Rotary Club of Dunedin. He will visit Rotary clubs and newspaper plants at New York, Philadelphia, Washington, Boston and the largest cities of Canada and Europe before returning to New Zealand.

PARIS INVITES AD MEN

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

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

The invitation reads, in part: "In the name of the president of the committee, I have the honor of presenting to the affiliated clubs of your organization our invitation to spend some days in Paris after the London convention.

"During these days a congress of advertising publicity will be held in Paris where technical questions will be studied so that our fellow citizens will be conversant with the modern methods which make for the marvelous development of advertising in America.

"We anticipate many banquets, receptions, a gala at the opera, and a visit to Versailles and Fontainebleau. For those who wish to visit the devastated regions or some characteristic spots of the American field during the war, a special train will be organized.

"The Olympic games, which will open at the same date, promises a grand attraction, but we believe at the same time a source of difficulty in lodgings because we foresee a considerable crowd.

"The French committee will take charge of all banquets, fetes and receptions outside of the expense of voyages and hotels."

Extra London Reservations Made

To care for the last minute rush of delegates to the A. A. C. W. London convention, extra reservations have been made on the S. S. Leviathan and the S. S. George Washington, sailing on the convention date, officials in charge announced this week. The S. S. Leucadia, second ship chartered, is now the quarters full. One hundred and fifty reservations have been made on the Leviathan and 100 on the George Washington.

London Daily Advertisers Adv

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

Dinner to Italian Editor

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

Files Bankruptcy Petition

C. Godwin Turner, publisher of Reading (Pa.) Herald-Telegram, suspended recently, filed a voluntary petition in bankruptcy in the U. S. court at Philadelphia. Liabilities were listed at \$62,000 and assets at \$38,400. Unpaid claims amount to \$60,249, while employees of the newspaper have claims for wages \$1,851 for wages.

LINK UP NEW ENGLAND

SUCCEED WITH THESE NEWSPAPERS

MASSACHUSETTS—Population, 2,952,366			
	Circulation	Lines	Lines
**Attleboro Sun	(E) 5,344	.0275	.0175
†Boston Globe	(M&E) 685,437	.45	.45
†Boston Globe	(S) 322,412	.55	.55
**Fall River Herald	(E) 14,620	.045	.045
**Fitchburg Sentinel	(E) 11,191	.055	.045
**Haverhill Gazette	(E) 15,500	.055	.04
**Lynn Item	(E) 16,495	.06	.045
†Lowell Courier-Citizen and Evening Leader	(M&E) 21,696	.06	.06
**New Bedford Standard-Mercury	(M&E) 32,425	.08	.08
**New Bedford Sunday Standard	(S) 26,255	.08	.08
†North Adams Transcript	(E) 9,334	.0275	.03
†Pittsfield Eagle	(E) 16,007	.04	.035
†Salem News	(E) 50,703	.09	.07
Taunton Gazette	(E) 5,263	.04	.03
**Worcester Telegram-Gazette	(M&E) 80,506	.54	.21
**Worcester Sunday Telegram	(S) 46,539	.18	.15
MAINE—Population, 766,014			
†Bangor Daily Commercial	(E) 14,448	.05	.04
**Portland Press Herald	(M&S) 52,473	.03	.05
**Portland Express	(E) 58,500	.10	.07
**Portland Telegram	(S) 23,734	.10	.07
(Sunday Edition Express)			
††Waterville Sentinel	(M) 5,333	.085	.035
NEW HAMPSHIRE—Population, 443,683			
**Concord Monitor-Patriot	(E) 5,175	.0275	.025
††Keene Sentinel	(E) 6,432	.03	.024
**Manchester Union Leader	(M&E) 26,277	.10	.07
RHODE ISLAND—Population, 604,207			
††Newport Daily News	(E) 6,550	.0336	.0296
†Providence Times	(E) 25,070	.10	.07
†Providence Bulletin	(E) 61,233	.17 (A)	.23
**Providence Journal	(M) 35,129	.10 (A)	.23
**Providence Journal	(S) 58,167	.15	.15
††Providence Tribune	(E) 22,845	.15	.09
**Westerly Sun	(E&S) 4,001	.035	.025
**Woonsocket Call	(E) 13,553	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.			
VERMONT—Population, 352,423			
**Barre Times	(E) 5,719	.03	.025
††Bennington Banner	(E) 2,051	.0135	.0135
**Burlington Free Press	(M) 12,326	.56	.04
**Rutland Herald	(M) 10,245	.04	.04
††St. Johnsbury Caledonian-Record	(E) 3,310	.0214	.013
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram	(E&M) 45,301	.14	.14
†Bridgeport Post	(S) 19,930	.09	.09
**Hartford Courant	(D) 22,197	.09	.09
**Hartford Courant	(S) 50,135	.11	.11
†Hartford Times	(E) 46,126	.13	.13
**Meriden Record	(M) 7,355	.045	.03
†Middletown Press	(E) 7,397	.03	.025
†New Haven Register	(E&S) 37,663	.11	.16
**New London Day	(E) 11,540	.03	.045
††Norwich Bulletin	(M) 12,845	.07	.06
**Norwalk Hour	(E) 5,300	.03	.03
**Stamford Advocate	(E) 4,627	.0275	.03
**Waterbury Republican American	(M&E) 22,237	.06	.07
**Waterbury Republican	(S) 16,236	.06	.06
† Government Statement, April 1, 1923.			
** A. R. O. Statement, Sept. 30, 1923.			
†† Government Statement, Sept. 30, 1923.			

This territory is mostly city trade, with more than half of the population living in thirty-nine 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

INSIDE STORY OF HERALD-TRIBUNE DEAL

(Continued from page 6)

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 start 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 new, a metropolitan newspaper of even greater power and excellence.

"The New York Herald-Tribune 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.

"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-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 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 fire which ravaged the business quarter of New York, and it gave him opportunity to display in The Herald the first reportorial work of the modern press school.

His graphic accounts were clear fore-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 three score 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.

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 famine-stricken 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 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 somebody! 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

grew into the necessity of printing editorial comments, opinions, arguments, as 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 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 comment when questioned by EDITOR & PUB-

LISHER. His lawyers, Gregory, Stewart & Wrenn, also declined to divulge the settlement. It is rumored to be \$100,000. 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. Rhea 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
(E)	11,402	
**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	19,975
(E)	12,360	
††La Porte Herald (E)	4,124	.025
**Newcastle Courier (E)	4,474	.025
**South Bend News-Times (M)	9,676	21,663
(E)	11,987	
**South Bend News-Times (S)	19,776	.06
**South Bend Tribune (S)	19,107	.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 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. 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 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 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 venerable a newspaper 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

- 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, Symposium, "Are the Sources of News in Danger?"
- April 4—New York Ad Men's Post, American Legion, annual ball, Hotel Pennsylvania, New York.
- April 5—New York Newspaper Club, dinner to Charles G. Hambidge, president.
- April 7—Paper Industries Exposition, Grand Central Palace, New York.
- April 8—American Paper and Pulp Assn., 47th annual convention, New York.
- April 11—Oklahoma Press Association, group 2, meeting Cherokee, Okla.
- April 11—South Florida Press Association, annual meeting, Lakeland, Fla.
- April 11-15—New York State Circulation 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 gain in convenience as well as a gain in expression."—*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 inevitably the line of Greeley, not the line of Bennett, will survive, no matter though the paper may retain both the familiar names."—*Philadelphia Inquirer*.

"One wonders what Horace Greeley, 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 they 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 conservatism which in the last analysis control this metropolis. The Herald Tribune ought to be successful."—*Brooklyn Eagle*.

"Happily in the present merger there is little deprivation in the field of political discussion, since the Herald and Tribune, both Republican, though differing somewhat in viewpoint, are nearly identical in 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 system; 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 week's advance program and 6 dollars one week's service, to demonstrate what we have, for \$1.00 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**

is advertised only
in the Newspapers

**We
believe**

in Newspaper
space to sell
good goods

W^m H. Rankin
places the orders

CHARLES F.

HIGHAM

LTD.

Advertising

IMPERIAL 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 MacDonald 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. 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 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 Talks to M.P.'s:—C. Harold Vernon addressed a meeting of the Commercial Committee 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.

Robert Thornberry's Change:—Robert 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 clubhouse of the Advertising Club of New York, with its wonderful Stanford White 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 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 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 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 remembrance—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 "I believe if American publishers knew the admiration we had for their papers and their methods they would bombard us by every mail."

**PICTURESQUE SPOTS IN
HISTORIC LONDON**

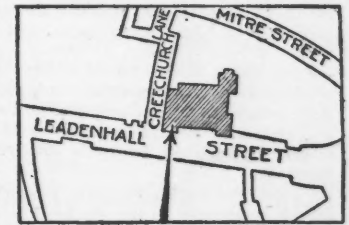
Church That Slowly Sank—Escape from Lion Leads to Annual Sermon—"Catherine Wheel Window"—St. Botolph's Church

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

Advertisement Inserted by The (London) Daily Mail in the interests of the 1924 Advertising Convention.

**When you come
to London—**

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 Sale of any 2d weekly in the World. No Bonuses. No Competition.

For Advertising Rates and Particulars write:

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

JOHN BULL

Los Angeles Times

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

World Leader in Advertising for Three Consecutive Years

EDITORIAL

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 Tribune.

Pictures flash across the screen of memory; swash-buckling 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. A performance 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 excellence, able to serve the public cause with good writing, brevity, enterprise, conscience and courage.

How is it that, amidst these explanations and rejoicings, 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 hinked 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—but times have changed all that. You may be thinking 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 Tribune 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 and the Telegram and Mail, evening newspapers, will again come in for showers of bright remarks by the paragraphers and there will be those to denounce him as a destroyer. But New York publishers 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 highly pleasing style, and entered the race for metropolitan supremacy with dignity and determination. There seems not the slightest doubt that the combined 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: Philip N. Schwyler
Warren L. Bassett Rosalie Armistead Higgins.

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

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

Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner: H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

KING'S 30 DAYS

SECRECY is a basic principle in the conduct of grand juries, under our legal system. Little true-bill has been found and announced charges against a person are not privileged for publication. This is probably a necessary precaution against possible occasional injustices by reckless, imprudent malicious persons possessing power of the press. The system varies in practice in the several states. The success of a prosecution may depend on secret preliminary investigation. The average newspaperman is as desirous as any judge can be that no injustice be done any individual and that the guilty be punished and punished.

Ralph L. King, assistant city editor Waukegan, whose sparkling personal experience story appeared in **EDITOR & PUBLISHER** last week, is serving 30 days in the Lake County Jail. A Circuit Judge apparently could not admit that King's point of honor in respecting a press confidence was as dear to him as the secrecy of grand jury proceedings dear to a court. This is not the first instance of a newspaperman running afoul of a judge in these circumstances.

Editor King's sentence, in view of the facts which relate, seems extraordinarily severe. The substance of the inquiry was of great public concern, having to do with alleged graft in official circles and the "blowing down" of bootleggers, which has become one of the most flagrant abuses of the day among Iowa politicians. Although the Waukegan editor's remarks were sound his zeal was mistaken. How the judge judged the matter is shown by the remarkable pouring of gifts and honors to this up-standing editor who takes his medicine with a smiling face. One wonders if a nominal fine would not have done as well to conserve the dignity of the court and promote pride and confidence of the average citizen in the American system of jurisprudence.

FINISH THIS STORY!

HOW'S the old imagination working today? You want a theme for a short story, a biographical Maupassant, or a book-length biography? Wells would write it?
This hunch culled from the advertising columns of the New York Times of March 12, set one editor of the paper with a diamond border: "Here is an intelligent man of breeding, 35, who is tired of the ordinary pattern of life and who wishes to engage in any enterprise that will promise adventure and hazards. The danger the more he will welcome it. Address 69 Times."

Well, does that start something in you? You your hero writing that ad in the dim hours of the night, just in time to catch the city editions of the preceding long walk through the slushy paths of Central Park . . . the sickening, breaking last talk with her the night before . . . the queer-looking, old man who answered the . . . the trouble about getting the papers and what your hero confessed to his employer.
Oh, you know how to finish the story, now the 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 presented a variety of interests over the page, such distracting fashion as to cause the reader to distrust, prompts this editorial.

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

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

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

PERSONALS

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

Fred S. Ferguson, vice-president in charge of news of the United Press Associations, and Mrs. Ferguson sailed for a 6 weeks' tour of Europe, March 15.

Douglas Williams, manager of Reuters, Ltd., will leave New York, March 27, for California, on the steamer "Finland" via the Panama Canal. In San Francisco will re-organize the Reuter service for the Far East.

J. Connors' fleet cruiser, William J. Connors III, recently won the fast cruiser race, principal event of the mid-winter marine carnival, at Miami, Fla. Connors is publisher of the Buffalo Courier and Enquirer.

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

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

Alexander Campbell, editor of the London Daily Mirror, is arriving on the Olympic today. Campbell is Lord Rothermere's technical expert on pictures.

Joseph Pulitzer, Jr., editor of the St. Louis Post-Dispatch, celebrated his 39th birthday March 21.

IN THE EDITORIAL ROOMS

LLAN SHOENFIELD, for two years Berlin correspondent for the Detroit News, has returned to the home office staff.

Howard H. Hawes, reporter on the Providence (R. I.) Journal, was seriously injured when a train bound from Worcester to Providence on which he was a passenger, was derailed March 14.

Stuart McClellan, son of Fred M. McClellan, city editor of the Buffalo Express, has been appointed to West Point.

Mark B. Dulmage, city editor of the Guelph (Ont.) Herald before its merger with the Guelph Mercury, is now city editor of the Owen Sound (Ont.) Sun.

P. J. Evans, editor of the old Ocean City (N. J.) Sentinel has resigned his position on the Sentinel-Ledger. He is making a trip to Europe.

Miss Mae Lillian Fish, formerly on the Evansville (Ind.) Courier and the City (Tenn.) News.

Luther M. Johnson, for years a Denver newspaper man, this week had a play presented by Walker Whiteside, in Denver.

Donald Bayne Hobart, son of George Hobart, playwright and author, has joined the editorial staff, Atlantic City (N. J.) Union.

Luther S. Lake, Lyons, N. Y., newspaper correspondent for more than 30 years, has decided to retire and is retaining but a single newspaper of his own.

T. D. Skinner, Vancouver, B. C., and Rocky Mountain House, Alberta, newspaperman, is now publisher of the White Horse (Yukon Territory) Star.

Joseph U. Duggan has returned to the editorial staff, Chicago Evening Post.

Ed H. Burns and **Charles H. Gabriel**, have returned to the staff of the Chicago Tribune.

Leona Watkins is a new Tribune reporter.

Thomas Ybarra has been appointed Berlin correspondent in the New York Times, replacing Cyril Brown.

Wythe Williams, for the past 4 years Berlin correspondent for the Philadelphia Ledger, has resigned, effective March 31, to become director of publicity for the Inspiration Pictures, Inc., of New York 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 Press.

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.

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

Frank M. Butler, from staff, Bridge-ton (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 awarded 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 middle west on a speaking tour.

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 national accounts in the New York office of N. W. Ayer & Son, has gone to San Francisco to become manager of the new office 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 & Reynolds 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 department.

Joseph L. Hardig has been promoted 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 gubernatorial ring, seeking the Republican nomination.



EDWARD C. TONER

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 grew older he wrote for the Martinsville Reporter and was later taken on the regular staff. When he went to Indiana University, he was identified with all the college publications. After graduation, he became 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 Aircraft 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. Newcomb & 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, Sturgis & 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.

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 appointed **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 Grafius at Cumberland, Md.

D. H. Powers, Associated Press opera-

(Continued on next page)

VISITORS TO NEW YORK

J. 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

A. C. FINLEY, director of circulation for the Atlantic City (N. J.) Gazette-Review, who is 1924 president of the



A. C. FINLEY

Interstate Circulation Managers' Association, has been in the circulation game more than 25 years.

During the last 5 years, he has taken active part in the work of the organization he now heads. Numbering 184 members, the association has become the largest sectional organization 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 the Bee.

SPECIAL EDITIONS

ASHTABULA (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

ST. 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 ordered a three-deck Scott rotary press to replace its present 8-page flat bed, and will move into new quarters with its installation 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 building.

CHANGE OF OWNERSHIP

C. 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 birthday. 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 the ensuing year. Others elected were: Henry Suydam, Brooklyn, Eagle, secretary; William Hard, Washington Press Bureau, treasurer; J. Fred Essary, Baltimore Sun; Charles Michelson, New York World, and Edward B. Clark, Chicago Evening Post, board of directors.

Parliamentary Press Gallery, Ottawa, Ont., has elected the following officers: 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.

Webster (N. Y.) Advertising Club is considering erection of 25 moderate-priced homes to help solve the housing shortage in that village. New officers chosen by the club are: President, Russell B. Mason; vice-president, Alfred L. Goodell; treasurer, Wesley Truedale; secretary, Harold K. Foley.

Galesburg (Ill.) Ad Club has been reorganized. Officers are: Alvin V. Rowe, president; Charles A. Marks, vice-president; S. L. Calhoun, secretary, and Leonard H. Streedahn, 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; vice-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 held 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, secretary.

New York League of Advertising Women entertained at its annual dinner dance March 18, at the Pennsylvania Hotel. More than 600 guests were present.

Oklahoma Press Association, group 2, will meet April 11 at Cherokee, at the 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 Lopzich, treasurer; and Joseph B. Polonskym, secretary.

SCHOOLS

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. Cranstom, 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 aid research in fight on cancer and tuberculosis.

department, Ohio State University, has been granted a six months' leave of absence. He will go on the telegraph desk of 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 by the Central Interscholastic Press Association on an interview with Mary Garden published in the Nov. 22 issue of the Central High (Minn.) News.

Fifth lecture in the series on journalism being delivered at the University of Toronto under the auspices of the Sigma Delta Chi and the University Extension Department, was given by Horace T. Hunter, vice-president of the Maclean Publishing Company, his theme being the opportunities and rewards of business journalism.

Chicago Tribune has given to the School of Journalism of Northwestern University financial pledges which insure the maintenance of the school for years to come, it was announced Feb. 21 at a celebration of the 3rd anniversary of the founding of the institution.

Sixth of the series of lectures on newspaper work being delivered at the University of Toronto under the auspices of the Sigma Delta Chi journalistic fraternity and the University Extension Department, was given by J. E. Atkinson, president of the Toronto Star, who spoke on "The Advertising, Circulation and Production Departments of a Newspaper and Their Effect upon the News."

Clarence Williams Dead

Clarence E. Williams, 54 years old, vice president and general manager of the Union News Company of New York was found dead March 20 at his home, Short Hills, N. J. Physicians believe that he died from an attack of acute indigestion.

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

The Ullman 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.

EVENING HERALD

Los Angeles, Calif.
Gained 29,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,500 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.
G. Logan Payne 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 action. I know that you have only started, but congratulations anyhow on what you have done already.—SAM T. HUGHES, Newspaper 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 publication, let me say a few words.

In glancing over your "INTERNATIONAL YEAR BOOK NUMBER FOR 1924" I find that it contains the names of only two 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.

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 compiling such data. Y. SOGA, Editor, 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 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 company. 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.

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 book, it will be greatly appreciated.

Very cordially yours,

WILLIAM NELSON TAFT, Editor.

FLASHES

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-Telegram*.

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 Post*.

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 occasionally looks back longingly to the quiet, humdrum days when the Boston policemen were on strike.—*Ohio State Journal*.

Who would imagine the capital of the Nation was named in honor of the grown-up boy who never told a lie?—*Buffalo Enquirer*.

An educated man is one who can distinguish between philanthropy and a bad conscience.—*Baltimore Sun*.

There aren't enough ciphers in the linotype 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 announces 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 meat-eaters, or does it only seem longer?—*Bugs Baer in Baltimore American*.

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.

first!

~in daily circulation
~in lineage
~in reader interest
~in proved results

The Indianapolis NEWS



Hol-Nord Features

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

TRADE MARK
**FLEXIDEAL
DRY MATS**
REG. U. S. PAT. OFF.

ACT NOW!

There is a very simple way to satisfy yourself as to the Inherent Quality and dependable performance of Flexideal Dry Mats.

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

TRADE MARK
**MAXITYPE
DRY MATS**
REG. U. S. PAT. OFF.

4,500,000 MEN

live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

**NEW YORK
EVENING JOURNAL****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
Los Angeles San Francisco

MOST NEWS

The largest morning daily circulation in Pittsburgh

**The Pittsburgh Post
MORNING AND SUNDAY**

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

Member A. B. C.

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 be kept working full time."—Ramsay MacDonald, Prime Minister of Great Britain.

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 be without it. Nor does its usefulness end with the day or week of publication as is frequently supposed. The despised "back number" 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, business 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-Globe, 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 Republic 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 behind me. If I had a cause that is not righteous then I would be 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

"IT can be stated without fear of denial, that of all media offered for bank 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 business world, advertising, one of man's modern selling forces, has found a fixed place in the banking 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 intangible as that offered by bank institutions. * * * Where a bank 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 beneficial services banks 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 but the majority good in intention and self respecting."—Marshall N. Dana, Associate Editor, Portland (Ore.) Journal.

OPPOSES RADIO ADVERTISING

"I LIKE radio as well as any one, but 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, but it inflicts untold suffering on the listeners.

"There is no need of adopting this medium for further financial aggrandizement of the companies."—Lee DeForest, inventor the vacuum tube.

ADVERGRAMS

By R. GILBERT GARDNER

Work them like niggers—those agate lines.
Type talks—hut see that it talks sense.
Pictures describe better and quicker than the pen.
Like the flea, good copy starts hitting 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, hut how few.
The sales letter that can't qualify with some will never qualify with many.

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 public approval.
Keep your drill sharp and peg away.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

In Planning Your New Building—

You can now have the assistance of an organization which has developed and is developing plans for several major newspaper buildings.

This organization is concerned solely with newspaper, publishing and printing buildings and includes the services of engineering specialists coordinated under the direction of a trained newspaper man.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

**Complete
Service—**

ONLY one newspaper in Wisconsin renders complete service to the advertiser: ROTO — Black and White — Color. That newspaper is read by more Milwaukee and Wisconsin people than any other publication in the world—

The Milwaukee
JOURNAL
FIRST—by Merit

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 36,493 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

The Keystone State

Invites National Advertisers

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

	Circulation	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 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.

NEXT WEEK

in the columns of



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

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.

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

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

AT 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.) Eagle.

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 districts. 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.

The inner consciousness, he said, newspaper men were more prone to follow set formulae, 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 talk of religion is futile because of these human contacts and the fact that the 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.

NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

WE ARE SORRY

On February 16 in a two-page 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 Syndicate
373 Fourth Avenue, New York City

Thomas W. Briggs Company

General Offices Memphis, Tenn.

We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet

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. Huss, Gen. Mgr.
World Bldg. 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.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

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.”

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—when ever 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.”

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Union Trust Bldg., Chicago

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

Philadelphia

has half a million Radio Buyers.

If you want to tell "nearly everybody" in and around Philadelphia about your Radio specialties or sets, put your advertisement in the newspaper "nearly everybody" reads—The Bulletin.

Philadelphia is the third largest market for Radio in the United States, and nearly all of the five-hundred-thousand families in and around Philadelphia may be reached through The Bulletin.

Most every family is interested in Radio, and depends on The Bulletin to keep it posted on the Daily Broadcast Programs and all the new things in Radio.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—505,035 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

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46th St. and Park Ave.

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Verree & Conklin, Inc.
681 Market St.

LONDON

Mortimer Bryans
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