



EDITOR & PUBLISHER



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Willis Abbot Visions a Press Devoted To "Good News of the World"

Advertising Has Been Important Influence in Cleaning Up American Journalism, in Opinion of Boston Editor, Who Says Newspapers Which Shun the Ephemeral Can Be Made Profitable.

By PHILIP SCHUYLER

ADVERTISERS have been an important factor in cleaning up the newspapers of the United States.

This statement was made this week by Willis J. Abbot, editor of the *Christian Science Monitor*, in an interview granted Editor & PUBLISHER in which he described the place in journalism of an international class newspaper, predicted the rise of a group of dailies like the *Monitor* in this country, and explained his newspaper's present organization and future plans.

"I may seem strange for an editorial man like myself to give the advertisers credit for this very evident change for the better in American journalism," he declared. "But I believe it is true.

"The great advertisers, both voluntarily and upon insistence of many newspapers, have cleaned up the advertising columns of the daily press," he explained.

"Truth in advertising' has become more than a mere slogan. Revolting advertisements have become the exception where once they were the rule.

"And now the higher class advertisers are gradually impressing upon the newspapers the idea that they don't want their clean copy placed next to a revolting story.

"Consequently all over the country there is evidence of increase in clean, constructive newspapers."

But Abbot, an idealist, is nevertheless an experienced newspaper man. He has been through the Hearst school and realizes, he says, that there will always be sensational journalism.

"At the same time," he continued, "there has grown up and there will continue to grow up a group of newspapers in the United States, which will, like the *Monitor*, stress the good news of the world."

As notable among the newspapers already started along "international and constructive lines," Abbot mentioned the *Cleveland Times & Commercial*, and the *Chicago Journal of Commerce*.

"There are certain fields, or centers, for international newspapers in the United States, which could function with or without church support," Abbot said.

"We applaud the contemplated move of the Methodist church to establish a daily newspaper.

"But under auspices of a church, a newspaper is handicapped as well as helped. On the *Monitor*, we run up against all sorts of prejudice on account of our name, while at the same time we are assisted considerably in circulation and distribution. It is true that about 75 per cent of our readers come to us through the *Christian Science* organization.

"The great danger of any newspaper published under church auspices is that it is apt to be made distinctly a church organ. On the *Monitor* we try to avoid this, and I believe we have been successful. As a matter of fact we print less about *Christian Science* than almost any other religion. As for *Christian Science*,

"A class of newspaper readers is growing continually that wants a complete daily survey of international current events rather than hasty reports of unusual happenings"—WILLIS J. ABBOT, Editor of the *Christian Science Monitor*, Boston.



we print the lectures delivered in the Mother Church in full, and that is all.

"Yet there is a demand, I believe, for international newspapers like the *Christian Science Monitor*, but without church support.

"Radio to a great extent is satisfying the demand of many people for bulletin news flashed on the heels of current events.

"A class of newspaper readers is growing continually that wants a complete daily survey of international current events rather than hasty reports of unusual happenings.

"These readers appreciate a newspaper that is virtually indifferent to beats; a newspaper that relies rather on carefully matured stories by men with precise knowledge of their subjects; a newspaper that will leave out or reduce to a minimum crime, local trivialities or disaster, and devote attention to the big news of the world, carefully covering educational, reformatory, ethical, and economic movements, and reporting national and foreign politics without bias.

"Such a newspaper could very well be started right away, I think, in New York, San Francisco, Philadelphia, Chicago, or Washington."

Abbot declared he believed newspapers of this sort would find ample support from national advertisers. He pointed out that the *Monitor* was on a paying basis and showed that each week they received in addition to advertising from American concerns, copy from European advertisers.

He favored Washington as the most desirable site for a non-sectarian international newspaper. Cyrus H. K. Curtis,

he pointed out, and before Curtis, Thomas W. Lamont had opportunity to make the *New York Evening Post* such a newspaper, but "lacked sufficient vision."

"An international non-sectarian newspaper would have to be prepared to go to heavy expense for the collection of news," he continued, and expressed the belief that the editorial expense of the *Monitor* was 50 per cent greater than any other one normal American newspaper.

"Its news necessarily would have to be entirely different from that of its local competitors. Like the *Monitor* it could not use syndicate matter. News selection would have to be based upon its enduring value, rather than present interest."

For the sake of comparison, Abbot traced the development of the *Christian Science Monitor*. Ten years ago, he explained, that newspaper began to develop its foreign service. It was then decided that its field should be international, and this policy has been adhered to ever since. As a positive subscription nucleus there were 2,300 *Christian Science* churches, scattered over the United States and abroad. News for the paper had to be of an enduring quality. With this in view a system of news collection was built whereby mail was used most extensively.

Now the *Monitor* has a four-story building at Adelphi Terrace, London, with an editorial staff of 15 under a general European manager, who has charge of correspondents in eight capitals of Europe and space writers in every European city.

"Every day now we receive about 6,000 words from Europe by cable, besides

about 60,000 words twice a week by mail," Abbot said.

In this country, besides a well equipped home office in Boston, the *Monitor* has bureaus in Los Angeles, San Francisco, Chicago, Washington and New York, and regular correspondents in every large city and state capital.

During May the *Monitor*, according to Abbot, had a circulation of 120,000 daily. Of this total 16,000 copies daily were sent abroad, not only to Europe, but to Asia and South Africa. The California circulation, Mr. Abbot said, is larger than that in New England.

"At present we are seriously considering a Pacific Coast edition, but this will not be accomplished within two years," Mr. Abbot said. "This edition would carry all the features of the home newspaper, and its editorial policy would be directed from Boston. Following our normal line of development, a London edition is also a possibility of the future."

The editor of the *Christian Science Monitor* has had an interesting newspaper career. After graduation from the University of Michigan in 1885 he became a cub reporter on the *New York Tribune*. With a year's experience, he decided to become a publisher himself.

"I got the best newspaper education possible," he explained. "I went out to Kansas City and lost \$10,000 trying to buck Bill Nelson at his own game."

Four years later he became managing editor of the *Chicago Times*, later playing a part in the merger of the *Times* and the *Herald*. In 1896 he came east and joined the Hearst organization on the *New York Journal*. From 1900 to 1903 he was chief editorial writer on the *New York American*. After short periods on the *New York Sun* and the *Chicago American*, he started his own syndicate covering Washington news. He became editor of the *Christian Science Monitor* in 1922.

SPEAKING OF "SERIOUS" NEWS—

Michigan Editors May Ask A. P. to Wire More on the Weather

Editors receiving the Associated Press service in Michigan are to vote on the question of whether they desire a more detailed story daily on weather conditions. The request was made to Stuart A. Perry of Adrian, vice-president of the Associated Press, by the *Pontiac Press-Gazette* and has gained favor among other members.

It is desired by some members that the maximum and minimum temperatures be carried from various points in the United States daily. It was pointed out that several Florida newspapers carry this service.

The United States weather bureau has consented to supply the service to the members. It developed that some of the Michigan newspapers are already making a feature of the weather daily.

PRIME MINISTER TO OPEN A. A. C. W. LONDON MEETING MONDAY

U. S. Ambassador Kellogg Will Speak for 1,800 Americans Who Arrived July 12—Interesting Ceremonies Will Take Place at Sea

MORE than 7,000 delegates from all parts of the world are expected to attend the official opening of the international convention of the Associated Advertising Clubs of the World Monday at Wembley, when Premier Ramsay MacDonald, representing Great Britain, and United States Ambassador Kellogg will be the principal speakers.

The *Republic* and *Lancastria*, official A. A. C. W. ships, carrying about 1,000 American delegates were to arrive simultaneously at Southampton today, July 12, where there was to be a welcoming ceremony, followed by a "Grand National Welcome" at Royal Albert Hall, London, Saturday evening. Other ships with the remaining 800 American advertising men and women were expected to arrive in time for the latter function.

Wireless messages from the *Lancastria* reported that on July 8 the British complement on board the steamer met on the boat deck to extend a welcome to the advertising men and women from America at the moment of crossing the mid-Atlantic line.

The ceremony included greetings between representatives of both nations and concluded with the hoisting and saluting of the colors and singing the National Anthem.

Both official ships will be gay with American flags at arrival in Southampton. Thousands were purchased and stored on board by A. A. C. W. officials before the boats left New York.

Three Days of Fun Is Plan of Paris Press for American Visitors

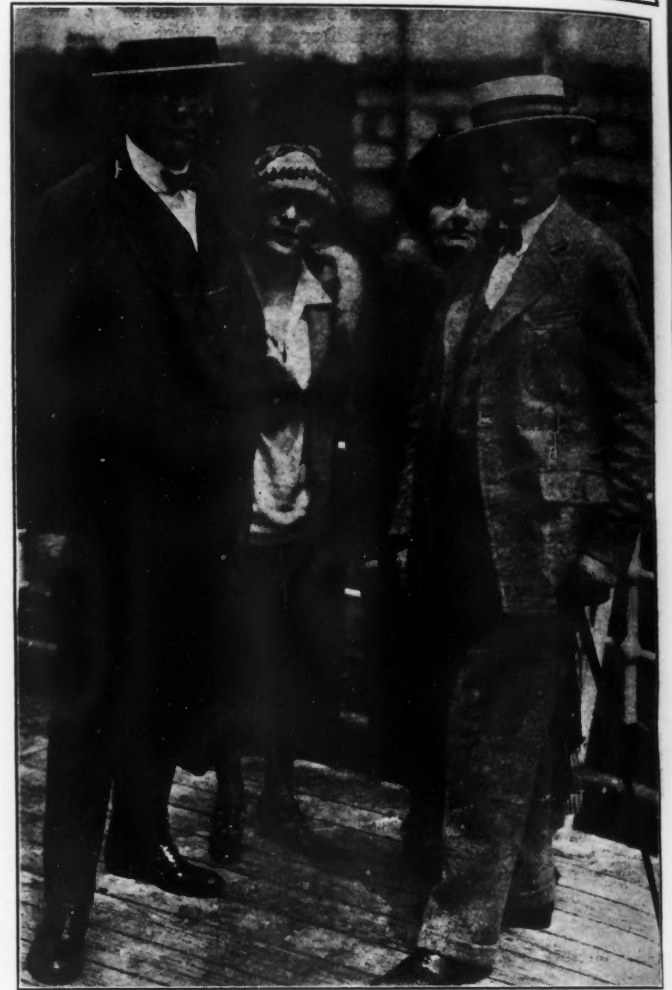
Although the delegates of the American Advertising Clubs will have but a short time to spend in Paris, the Association of Journalists of Paris and the authorities have determined to give the American newspaper visitors a reception worthy of French hospitality.

When the visitors arrive at Calais July 26, a reception committee of the Association of Journalists, the local authorities, and representatives of the French government will welcome them. On the way up in the train the delegates will be entertained at luncheon. On arrival in Paris they will enjoy a dinner in their honor in the Bois de Boulogne.

The next day, Sunday, special services are being arranged at the three American churches in Paris. The afternoon and evening will be spent at Versailles.

Monday will begin with a reception at

AND AMONG THE CHICAGOANS WERE—



W. E. Donahue, Chicago Tribune, and Mrs. Donahue, and Mr. and Mrs. Homer J. Buckley, the former a direct-by-mail specialist.



The National Lead Company's Dutch Boy bids bon voyage to O. C. Harn and Mrs. Harn off for A. A. C. W. on the "Lancastria." Mr. Harn, besides his duties with the National Lead Company, is president of the Audit Bureau of Circulations, and will tell the British how the A. B. C. does its business.

the Sorbonne University by the Paris Press and the French government. This will be followed by a reception at the American Chamber of Commerce. In the afternoon the American delegates will be received by the new President of the Republic, M. Doumergue, at the Elysées, with a garden party in the palace grounds.

Tuesday, July 29, the delegates will visit the Agence Havas, where they will be shown over the different departments of the largest advertising agency in France. In the afternoon there is to be a fete organized by the high class trades of Paris, and a special performance at the Paris Opera.

"Grozier Road" in Cambridge

The Cambridge (Mass.) City Council by unanimous vote changed the name of Hawthorne avenue to Grozier road, in honor of the late Edwin Atkins Grozier, editor and publisher of the *Boston Post*. Mr. Grozier was a resident of that city and was instrumental in obtaining for it the Magazine Beach playground.

Elam Sells Half-Interest

Richard Elam has sold a half-interest in the *Pawhuska* (Okla.) *Capital* to O. H. Lachenmeyer of Dover, Ohio, and a new corporation, the Pawhuska Publishing Company, has been formed. Mr. Lachenmeyer will manage the newspaper.

Mansfield Paper Incorporates

The Mansfield (Ohio) Daily Journal Company has been incorporated for \$20,000 which will be issued as preferred stock. The incorporators include Harry L. Phelps and Henry L. Freking.

N. Y. HERALD TRIBUNE BUYS NEW PRESSES

Purchase of 12 Scott Units Practically Doubles Present Inadequate Equipment—First to Be Ready Within Ten Months

The *New York Herald Tribune* has placed an order for 12 new Scott units, practically doubling its present press room equipment.

Ever since the merger with the *New York Herald*, with the resultant increase in circulation, the *Herald Tribune's* mechanical equipment has proved inadequate. Each night use is now being made of 4 presses of the *New York Sun*, under an agreement with Frank Munsey.

Workmen are speeding installation of the new equipment, and it is expected the first press will be ready for operation within a few months. The new presses will all be equipped with Cutler-Hammer drives.

The *Herald Tribune* press room is on the third floor. When the building was planned by Samuel P. Weston of *New York*, a former publisher, space was provided for future growth.

Washington Herald Publisher

F. A. Wilson-Laurenson has just been appointed publisher of *Washington Herald*. He was formerly publisher of *Atlanta Georgian*.

Texas Daily Suspends

The *Lockhart* (Tex.) *Daily Post* suspended publication June 28.

LANCASTRIA DOCKS AT SOUTHAMPTON TODAY



American delegation to the London convention of the Associated Advertising Clubs of the World—or several hundred of them—all tried to board the "Lancastria" at once in their impatience to start the pilgrimage. See if you can find your friends in the boatside throng.

EDITORS NOT TO BLAME WHEN JUSTICE TRIPS

Crime Increases, Not by Publicity, But by Courts' Failure to Punish, Yost Tells Lawyers

THE press was upheld in its relations with the bar at the 47th annual session of the American Bar Association in Philadelphia this week.

Dr. Talcott Williams, director emeritus of the School of Journalism, Columbia University, urged employment of trained men by the courts to make abstracts of court procedure, such abstracts to be made readily accessible to the press. He pointed out that the task of the newspapers in obtaining accurate legal news was extremely difficult.

Casper S. Yost, editor of the *St. Louis Globe-Democrat*, scouted the belief that the press, "taken as a whole, had any serious derogatory effects upon the administration of justice."

"Defective justice in America is the shame of America," said Mr. Yost. "In the United States life and property are less secure from criminal violence than anywhere else on the globe that is not in a state of barbarism."

"Approximately 10,000 murders were committed in this country last year, fifty times as many as in the United Kingdom, while in such cities as New York, Chicago and St. Louis more crimes of violence are committed annually than in the whole of England. And this disgraceful condition is not due to a greater degree of criminality, but to the comparative immunity from punishment or correction that the criminal enjoys in this country."

"The instruments of justice and of law enforcement throughout America are manacled by a preposterous system of criminal jurisdiction that gives crime every advantage over justice, and creates

the disgraceful paradox that law often cannot be enforced because the law will not permit its enforcement. Crime is disgracefully prevalent in America because the administration of justice is not sound, because, in fact, it not only permits but encourages crime."

Mr. Yost's summary of a situation for which the Bar Association itself is seeking a remedy was built around the topic, "Co-operation of the Press with the Bar in the Administration of Justice."

In discussing the co-operation of the press, Mr. Yost said: "In the main, the press of this country is directed by men of conscience, who realize their responsibilities to the public, and who are as deeply concerned in the sound administration of justice as are the most public-spirited members of the bar."

"The newspaper so conducted seeks accuracy above all things in its reports. There are difficulties that we all recognize and seek to overcome. The human element, the human limitations are constant obstacles to the statement or ascertainment of truth, in the press as well as in the courts, and neither in the press nor in the courts is the whole truth and nothing but the truth ever attained."

As remedies to fight the wave of crime, Mr. Yost urged a searching examination by the bar of what needs to be done to establish the administration of justice on a sound basis and then to array the forces of public opinion in support of concrete and uniform state and national programs.

Sensational news methods and sentimental and exaggerated reports of crime and trials are assisting materially in the decline in the actual administration of justice in the United States, Attorney General Harlan F. Stone told the Tuesday meeting. Mr. Stone took direct issue with Mr. Yost.

The attorney general held the press to be a contributing factor to disrespect for the law and its administration, but the main blame he placed upon his own profession—the law—and upon inefficient and corrupt public officials. Speaking of the

press Mr. Stone said:

"How can we hope to secure popular respect for law or its due administration when the rights of litigants are daily determined by trial by newspaper in advance of trial by courts; when the public is encouraged to believe, by responsible leaders of opinion, that there exists in our polity any body or any agency, other than the duly constituted courts, which has either the authority, the capacity or appropriate facilities for determining the guilt or innocence of those charged with crime?"

"Journalism has as high a stake as any other interest in the legal institutions of this country, for in them freedom of the press and freedom of thought and opinion have their only safeguard. Our profession may therefore urge upon it, on

grounds of interest as well as of public duty, the importance of fair, intelligent criticism of the action of courts, and of accurate and enlightened accounts to the public of the functioning of law enforcement. It may urge the abandonment of that irresponsible publicity which is prone to distort or ignore the essential facts and hamper the administration of justice through the encouragement of that ignorance and misunderstanding on the part of the public which are inimical to the fair and impartial administration of justice. The ever widening and vicious circle of the stimulation by sensational news methods of an insatiable public demand for sensational news stories is corrupting public standards and distorting popular notions of the administration of justice. Sentimental and extravagant reports of judicial proceedings, with an exaggerated featuring of their dramatic aspects and of the personality and official action of lawyers and judges are familiar procedures by which the administration of justice is discredited; the soundness of public sentiment and judgment impaired and our legal system brought into contempt which it does not merit and which weakens and obstructs the administration of justice."

ELDEN ENDS LONG SERVICE

Will Do Library Work After 27 Years On Portland Express

Alfred O. Elden, managing editor of the *Portland (Me.) Evening Express and Advertiser*, has retired after 27 years of service. He has been managing editor since the death of George W. Norton, four years ago.



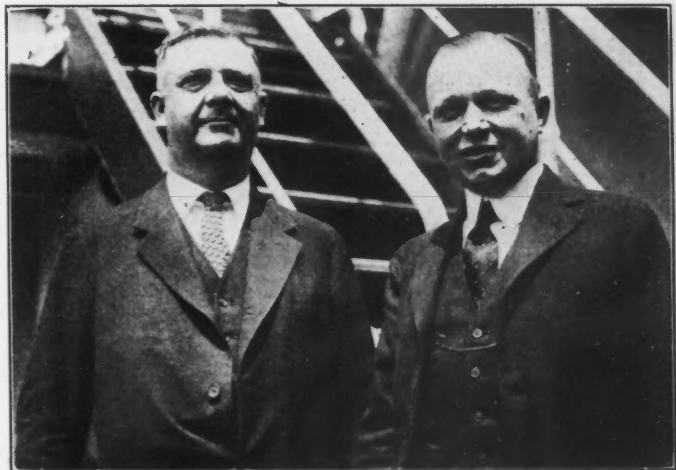
A. O. ELDEN

Mr. Elden will engage in literary work, with which he has been identified to a considerable extent for a number of years, after a rest during which he and Mrs. Elden will visit the latter's uncle and aunt Sir Albert and Lady Stephenson at Southport, England.

Mr. Elden has been succeeded by Frank E. Phillips, city editor, who became associated with the *Daily Advertiser* in 1905 and four years later joined the *Express* reporting staff. He became city editor five years ago, after working up the line and serving as assistant telegraph editor and later as sporting editor.

His successor as city editor is Percival A. Bacheider, who has been his assistant the past two years.

Keep in touch with old friends through EDITOR & PUBLISHER—\$4 a year.



Gentlemen from New Jersey—George Hartl, editor, and R. E. Lent, general manager of the *Passaic (N. J.) Daily News*, sailed on the "Lancastria" for the advertising convention.

REPORT DIXIE PRESS HAPPY AND HUSTLING

Annual Convention of Publishers Well Attended—Important Future Plans Considered—Newmyer and Johnson Re-elected—Printer School Continued and Advertising Campaign Approved

By Arthur T. Robb, Jr.

Managing Editor, EDITOR & PUBLISHER

SOUTHERN journalism, like the community it serves, is working today and planning intelligently for tomorrow. Even in the absence of recognized leaders of Dixie's newspaper thought, a number of them being detained in New York by national political duty which they placed before their personal and professional wishes, the 22d annual convention of the Southern Newspaper Publishers' Association, held last week at Grove Park Inn, Asheville, N. C., was well attended and marked by several developments of high importance. Briefly, these were:

1. Extension of the joint advertising campaign of the association was approved.
2. The school for printers at Macon, Ga., was continued on a new basis of operation.
3. Approval was given to the idea of a code of ethics and the board of directors was constituted a committee under the chairmanship of W. M. Clements, *Knoxville Journal & Tribune*.
4. Approval was also given to a motion to seek the co-operation of other publishing and advertising associations in the organization of an "advertising audit bureau."
5. New by-laws were adopted, although the association disapproved a proposal that it be incorporated.
6. Employment of a paid manager to work for the immediate future under direction of the secretary-treasurer was decided upon.
7. President Arthur G. Newmyer, associate publisher *New Orleans Item*, was accorded re-election.

Following an address of welcome to Asheville by Col. James Hyde Pratt, head of Western North Carolina, Inc., which operates a number of highly picturesque, pleasure resorts in the Blue Ridge hills around Asheville, and a reply by Past-President Frank G. Bell, came

the introduction of distinguished visitors, who on Thursday morning included P. L. Jackson, publisher *Portland Oregon Journal*, and J. M. Blondell, auditor *Baltimore Sun*.

President Newmyer reviewed the association's work in his report which EDITOR & PUBLISHER printed in full last week and turned the publishers' attention toward Walter C. Johnson, general manager of *Chattanooga News*, whose service as secretary-treasurer for the past eight years he described in enthusiastic terms. He told of Mr. Johnson's willingness to continue in office under condition that he be relieved of detail work by a paid manager and recommended that course to the association.

Mr. Johnson's nomination and unanimous election were greeted with cheers. Major Allen Potts, business manager of *Richmond News-Leader*, then took the floor, holding a flat package, which, after a short address, he presented to Mr. Johnson. While the latter was examining the engraved watch, gold chain and locket containing a photograph of his children, Major Potts raised the lid of a great mahogany chest holding a full silver service, which he directed the secretary to present to his wife in compensation for the many hours he had taken from her to give to the association.

Mr. Johnson "had a feeling that something like this was going to happen," he said, but was "completely overwhelmed" by the magnificent proportions of the association's tribute. He expressed his deep appreciation briefly and proceeded to report on his work for the year, details of which appear elsewhere.

President Newmyer then appointed the following convention committees. Nominations: E. M. Foster, *Nashville Banner*; F. G. Bell, *Savannah News*; Ross A. Reeder, *Miami News-Metropolis*.

Resolutions: H. Galt Braxton, *Kinston Free Press*, chairman; Major Allen Potts, *Richmond News-Leader*; A. W. McCulloch, *Gadsden Journal*.

Memorials: George R. Koester, *Greenville Piedmont*, chairman; Elmer E. Clarke, *Little Rock (Ark.) Democrat*; W. M. Clements, *Knoxville Journal and Tribune*.

Auditing: A. F. Sanford, *Knoxville Journal and Tribune*; E. B. Jeffress, *Greensboro News*, and W. W. Holland, *Spartanburg Herald*.

President Newmyer then reported, on behalf of the agency relations committee, whose chairman, Victor H. Hanson, was absent in New York, that this secret committee had performed its work in a manner satisfactory to the board of directors.

Edgar M. Foster, *Nashville Banner*, who had been ill since his arrival at Asheville Tuesday, declined proffered relief from reading the report of the committee on Advertising, Labor and Business Office Affairs. He narrated the campaign undertaken by the association to advertise the South to important centers of national advertising, told of the favorable business circumstances in which the South now finds itself and the opportunities thereby afforded for a vigorous campaign. The S. N. P. A. members, he said, had contributed \$15,000 in cash to place the copy in several newspapers and trade journals and in addition had given or pledged their own advertising space to the value of \$97,906.06. Direct-by-mail advertising was also a part of the campaign, all of which was under direction of the Chambers Agency, Inc., New Orleans. Assistance of the S. N. P. A. committee was offered to other states and regional associations of newspapers planning a joint market advertising campaign.

Scarcity of good men for advertising and circulation executive posts was noted by Mr. Foster in the conclusion of his report and was also referred to in the report of Secretary Johnson. Mr. Foster advanced the suggestion that some publishers were employing high school and college graduates and getting better results than from the employment of older and more experienced men from other offices.

Labor activity of the committee included advice and assistance to publishers confronting disputes with their mechanical forces and the supplying of men to fill vacancies in these departments, the chairman reported.

Major John S. Cohen, absent on Democratic duty in New York, was scheduled to present the plan for an advertising audit bureau and Secretary Johnson did the honors. Briefly, the plan as submitted calls for organization of the Association of Agency Relationship, to be governed by three advertising agents, three newspaper publishers, two magazine publishers, one farm paper publisher, one business paper publisher and one managing editor. Its functions would be to set forth requirements which should be met by agencies from whom alone publishers would accept national advertising with the agency commission allowed. The A. of A. R. would investigate the qualifications of agencies and report to the board of control recommendations for acceptance or rejection of applicants for membership and would supervise operations of agencies through district managers and a staff of auditors.

By this organization, which, unlike the Audit Bureau of Circulations, would be under control of the publisher members, the A. N. P. A. and the S. N. P. A., and similar bodies would be relieved from consideration of the agency problem. In



Southern Newspaper Publishers and Their Guests

Normal conversations have been held between members of the S. N. P. A. individuals and of the American Association of Advertising Agencies, the A. N. P. A. and other groups and general sympathy is reported to have been expressed with the plan.

The convention approved the request of the president for authority to seek officially the co-operation of these other associations in the organization of the proposed regulatory body.

Postage and legislation were reported upon by Col. Robert Ewing, *New Orleans States*, postage receiving 100 per cent attention. He reviewed the S. N. P. A.—American Publishers' Conference effort to have the Kelly schedule of postal rate reductions enacted, a fight which was complicated by Mr. Kelly's simultaneous measure to increase the salaries of postal employees, placing the burden of the increases on second-class mail. It is now history that the campaign of the publishers blocked this path to the desired revenue and that the bill was vetoed because it did not provide the funds to meet the pay raises, and it is also history that the A. N. P. A. effort to obtain a rate reduction by an amendment to the revenue bill succeeded in the Senate, but was fruitless when the bill went to conference.

"Nevertheless," continued Col. Ewing, "these two vigorous fights by the publishers against further increase of these unjust postal war burdens has indicated in no uncertain terms to our Senators and Congressmen that the worm has turned at last and, if we all pull together and work as hard at the next session for not less than a 50 per cent reduction in our present rates, I confidently believe we will be successful; but, fellow members, every newspaper publisher, big and little, and every magazine publisher, must work and work vigorously and co-operatively to bring this about."

Not so sanguine a view was taken by Major E. B. Stahlman, *Nashville Banner*, veteran of battlefields and Senatorial committee skirmishes these many years. Major Stahlman warned the S. N. P. A. that a report adverse to newspaper interests might be expected from the committee now investigating the cost and methods of handling second-class mail and that an adverse report would in all

likelihood be accepted as final by Congress. It was up to newspaper publishers, he said, to present their definite knowledge of second-class mail problems to the committee, if opportunity could be obtained and to impress this knowledge upon Congress to forestall or overcome the effect of the hostile committee's report. If the publishers failed to get this information to Congress in emphatic and irrefutable terms, publishers might look forward to increases of millions annually in their postal charges.

Discussion of express vs. mail transportation of newspapers elicited the point that while express transportation was far cheaper than the mails for newspaper circulation, it was impracticable for the reason that the express companies could not distribute papers in many towns and villages where they had no offices.

Major Stahlman's views were supported two days later by Frederic W. Hume, executive secretary of the National Publishers' Association, who did not arrive in time for the early discussions. Mr. Hume gave a graphic description of the publishers' difficulties with Congress and with the Postmaster General in the fight for lower rates and against the bill increasing postal salaries. He quoted Postmaster General New as warning the publishers to accept the rate increase proposed in Congress, carrying a jump of \$5,000,000 annually in postal charges, rather than the far higher rates which were likely to result from future legislation.

Serenity had marked the first morning's proceedings so far. An hour and a half remained by Mr. Newmyer's alarm clock when Harry Giovannoli, publisher *Lexington Herald*, was introduced to present the report of the committee on the printers' school of which he was chairman. "Now comes the fireworks," remarked one publisher in a stage whisper.

Mr. Giovannoli chose the narrative form for his report, telling how the school at Macon, Ga., was established by action of the S. N. P. A. in 1919 and opened in April, 1920, with six machines loaned by the Mergenthaler and Intertype companies. The school was under direction of Eugene Anderson, director of the Georgia-Alabama Business College and brother of W. T. and P. T. Anderson, owners of *Macon Telegraph*.

By July, 1921, Mr. Giovannoli stated, the school had graduated 75 students and was operating 39 machines. Publishers of the S. N. P. A. had contributed a fund for establishment of the school and had obtained the support of the A. N. P. A., which taxed its members \$1 for each machine in their offices and turned the proceeds over to the Macon school. This support continued under A. N. P. A. convention authority until July 1, 1923.

Meanwhile, in January, 1923, the S. N. P. A. began an audit of the school's operations, which was delivered at the 1923 convention at White Sulphur Springs. It showed that the school was conducted under an agreement between the association's school committee and the Georgia-Alabama Business College, whereby the committee agreed to install all machinery and keep it in repair, and the college agreed to furnish buildings rent free, pay instructors and other operating expenses. Stock subscriptions were shown to have totalled during the period 1920-1922, \$27,395. Equipment, maintenance and repairs were shown to have cost during this time \$28,876. Inventory was \$6,835, leaving net cost of operation chargeable to the committee at \$22,043 for the period.

Tuition income totalled \$73,370 and total operating expenses assumed by the college were \$37,225, indicating a profit to the college of \$36,145.

This report provoked considerable discussion at last year's convention, W. T. Anderson stating that the apparent profit resulted because the school's budget made no provision for the tremendous amount of supervisory work done by the school's head and for such other items as would ordinarily go into an institution's overhead charges. Mr. Anderson also told of a supplementary agreement he had made with the school as chairman of the association's school committee, whereby the former had assumed all responsibility for maintenance of the machines and would receive from the committee the sum of \$5 a week for each machine in working order.

Considerable opposition arose to continuing the school at large expense to the publishers and at an apparently substantial profit to the operator, but other counsels prevailed. The school was con-

tinued under the existing arrangements pending consideration of all phases of the controversy by the new committee.

Mr. Giovannoli, as chairman of the committee, was the whole committee by his statement to the meeting, as none of his colleagues attended any meetings of the body. W. T. Anderson had endorsed a note of the school for \$2,500, in anticipation of contributions expected from the A. N. P. A. and the note remained unpaid in October, 1923, as the expected money had not been paid by the A. N. P. A. This was finally settled by payment of the note by the A. N. P. A. after the April convention.

During the A. N. P. A. convention the S. N. P. A. directors decided to terminate the contract between its committee and the school as of July 31, 1924, and to notify the A. N. P. A., the Georgia-Alabama Business College and the machinery companies of its action. The latter stated their unwillingness to furnish machines free to a school operated for profit and, as the feeling prevailed that the Macon school was in this class, it was agreed to withdraw the machines.

Mr. Giovannoli expressed the opinion that the school idea should not be abandoned under present conditions in the printing trade and stated that other schools conducted on a co-operative basis were operating satisfactorily. Future action was left without recommendation to the association.

W. T. Anderson then qualified as the "silver-tongued orator" of the occasion. He detailed in passionate terms his efforts to convince the S. N. P. A. that such a school was necessary, of his success in that field, and his further efforts to secure funds from publishers in all parts of the country, and his equal success there. He decried as unjust the clamor about the profit that the Macon school apparently had made, stating that for the past five years it had averaged about \$7,000 per year and that the head machinist was paid that much to keep the equipment in order.

He told the publishers that the 1,000 printers turned out by the school had cost the members of the S. N. P. A. about \$3 apiece and had cost the publishers of the entire country who had contributed to the

(Continued on page 24)

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1924 Assembly at Grove Park Inn, Asheville, N. C.

1,000 REPORTERS SEE DEMOCRATS THROUGH

Gruelling Garden Seige Hardest Story in Many Years—Hearst Puts Over a Beat—Visitors Laud New York Hospitality—New York World and Baltimore Sun Thanked.

By PHILIP SCHUYLER

POLITICAL writers early Thursday morning this week completed reporting the most extraordinary party convention since 1860. And on Thursday evening the Newspaper Club of New York outdid itself in presenting them with the "World's Greatest Show."

Nearly 1,000 strong, these politically-inclined newspaper men and women had invaded New York and Madison Square Garden 16 days ago; had sat through nine desperate deadlock days; had pursued prominent Democrats from hotel quarters to club, to Garden; had fought their way through crowded aisles on the convention floor; and had button-holed "big bosses" under the speaker's platform for "inside dope," which time and again proved false.

Varied in their forecasts, the valiant one thousand and one agreed unanimously they were glad the convention was over, when on Wednesday John W. Davis was nominated for President and Gov. Charles Bryan for Vice-President. And the "one" was the long, lanky and renowned Jim Preston.

On Thursday evening those who stayed longest displayed their gladness at the New York Newspaper Club, where they cheered Tom Brown and his 30 saxophonists, Will Rogers and the Tiller Girls from the Follies, Estelle Carey from the Strand, Fred and Dorothy Stone, Eddie Cantor from Kid Boots, Hazel Dawn of the Keep Kool Company, Vincent Lopez and his orchestra, and the Four Marx Brothers, and other headliners provided under the direction of Charles Hambidge, of the *New York Times*, and Christopher Bohnsack, of the City News Association.

The last few days of the convention were the hardest for the newspaper men and women.

The majority worked Tuesday evening past midnight until 4 o'clock in the morning, and it was nearly 3 a. m. on Thursday before Gov. Bryan was nominated for Vice-President.

On Tuesday evening William Randolph Hearst scored the one outstanding scoop of the convention, obtaining for the *New York American* first news of the meeting between William G. McAdoo and Alfred G. Smith at the Ritz-Carlton Hotel. It was also then forecast that Davis would be nominated.

Wednesday evening's session was interesting from the newspaper man's point of view. Who in the press section failed in applause when the nominator of Maj. George L. Berry, international president of the pressmen's union, declared in reference to the Major's ability to run a country newspaper successfully:

"Greater skill than that has no man."

Norman E. Mack, publisher of the *Buffalo Times*, always in the convention limelight, shone brightly Wednesday as proposer of Smith's right to the speaker's platform and presenter of a resolution expressing the thanks of the convention for the "careful and accurate reporting" of proceedings by the press.

The *New York World* and the *Baltimore Sun* also received a vote of thanks by the convention for their hospitality.

Front seats of the press section were well filled during the last struggle. For "Among those present," see EDITOR & PUBLISHER of two weeks ago.

In the *New York American* section, Arthur Brisbane was conspicuous by his absence. Wednesday, it seems, is the day he devotes for writing his Sunday editorials.

The Chestertonian bulk of Heywood Brown also failed to loom in the stall of the *New York World*. Walter Lippmann, the *World's* chief editorial writer, who was there, informed the writer Brown was taking a month's vacation at Stamford, Conn. Lippmann seemed particularly happy Wednesday night. His newspaper, he believed, had followed out

its editorial convention policies in excellent fashion. And Davis was a "splendid choice."

Newspaper women, it was agreed, did more work at this convention than at any other national political gathering in history. But many possibly hope it will be their last. The next 4 years is time enough to marry.

"I favor a monarchy," mourned Imogene Stanley, of the *New York Daily News*.

This statement the writer considers of utmost importance and significance, because the inspiring Imogene is far-famed as absolutely the only newspaper woman who has danced with the Prince of Wales. And His Royal Highness will shortly arrive in America.

Other women who did yeoman work included: Katharine Trenholm, *New York Sun*; Marguerite Ely, *St. Louis Globe-Democrat*; Anne Dunlap, *New York American*; Patricia Dougherty, *Chicago American*; Dorothy Shumate, United Press; Helen Fox, International News Service; Jane Dixon, *New York Telegram and Evening Mail*; Mary Watts, *New York Sun*; Louella Parsons, *New York American*, and Mazie Clemens, *New York World*.

Among the newspaper men, even the veterans Louis Seibold, *New York Evening Post*; Robert Lincoln, *Chicago Tribune*; Robert Bender, United Press; E. Barry Farris, International News Service; Frank S. Whitehead, *Washington Post*; Charles Michelson, *New York World*; Richard V. Ouhlahan, *New York Times*;

Robert Barry, *Philadelphia Public Ledger*; George Holmes, International News Service; L. C. Probert, Associated Press; Raymond Clapper, United News; Louis J. Lang, *New York American*; J. Fred Essary, *Baltimore Sun*; Boyden Sparks, *New York Tribune*; William Hard, and many others too numerous to mention were fagged out when peace and harmony was finally declared.

By the tail end of the convention even the humorists had lost their laughter and didn't know where to find it. Yet they kept right after the funny bone until the finish. Among this class were: H. I. Philipps, *New York Sun*; Frank Sullivan, *New York World*; H. L. Mencken, *Baltimore Evening Sun*; Walter Mills, *Oklahoma City Times*; Will Rogers, McNaught Syndicate; Rube Goldberg, and Neil O'Hara, *New York Evening World*.

Undoubtedly many a newspaper man echoes today the sentiments of Ralph E. Renaud, of the *New York Tribune*, who wrote:

"Your correspondent has heard all the noise he can stand for the rest of his term in the newspaper business. From now on he is going down on Long Island somewhere and listen intently for hours on end to the growing pains of the oyster plant."

At any rate, this writer followed the footsteps of Fred Edwards, of the same newspaper, who recalled:

"Years and years ago we used to know a place called bed.

"We're going to find out if it is still there."

Seen and Heard at the Garden

AS the National Democratic Convention struggled into its third week, the nearly 1,000 newspaper men on the assignment, denied opportunity for sensational reporting, demonstrated grit and loyalty by remaining in their hard pine press section seats during the dull deadlock at Madison Square Garden.

Although there was little inspiration or excitement these newspaper men and women stuck to the story to the finish.

Veterans in the press section agreed it was the "most wearisome" convention on record. Many pointed out that this was one of few political pow wows without a scoop or two.

O. H. P. GARRETT of the *New York World* failed to report at the press section in the Garden Monday this week. With Mrs. Garrett and their few months' old baby boy, Peter Leigh Garrett, he journeyed down east to Maine and cool weather. Peter Vischer of the *World* staff took his place writing the daily picture story.

EDWARD S. BECK, managing editor of the *Chicago Tribune*, commenting on the "scooplessness" of the convention, recalled a soiled clothes basket in the Southern Hotel, St. Louis, used by delegates at that political gathering as a letter box to tip off individual newspaper men to stories which lead to sensational beats.

"Perhaps the character of the delegates has improved," Beck remarked.

Beck declared he believed New York an ideal political convention city from the newspaper man's standpoint.

"The hotels are convenient and the facilities are the best of any political convention I have ever attended," he said.

The *Chicago Tribune* Managing editor worked so hard during the convention he was unable to take advantage of the entertainment provided by the New York Newspaper Club. Last Sunday, even, he worked until 2 o'clock in the morn-

ing. He and Mrs. Beck are going to take a long vacation immediately after the sessions. They plan to sail from Quebec on the S. S. Empress of France July 16 to be abroad until the first of September. They expect to spend part of their vacation on a motor trip through Cornwall and Devonshire in England, and part of the time on the Continent.

"MY ninth and worst political convention," commented J. Fred Essary of the *Baltimore Sun*. "It was the worst," he added, "because it was the longest. At the same time it was the easiest convention to report in my experience. Everyone got every item of news. No one discovered any hidden information."

Essary was of the opinion that the Standing Committee in charge of press arrangements of which James Wright of the *Cleveland Plain Dealer* is chairman, should be handed a bouquet for the fine work they did at the convention.

"I never saw convention facilities more to my taste," he declared.

This same sentiment was expressed by many other newspaper men to Editor & PUBLISHER.

"THIS was my sixteenth national political convention, and the press facilities here were in some respects the

best of any of the 16," remarked James P. Hornaday, Washington correspondent of the *Indianapolis News*. "New York has treated the visiting correspondents with fine courtesy. As for the convention as a whole, I should say that it has been splendidly taken care of. If this had not been the case, the long deadlock would have worn out everybody."

JOSEPH B. FINAN, publisher of the *Cumberland (Md.) Times* wrote special articles on the convention for his newspaper as did Frank B. Shutts, publisher of the *Miami (Fla.) Herald*.

JAMES H. MOORE, editor of the *Knoxville (Tenn.) Sentinel* wrote editorial comment on the convention every day for his newspaper. It was his opinion that editors could arrive at better judgment by reading newspapers than by being on the spot. Moore is more than 60, and has been in newspaper work pretty constantly since he was 16.

JOHN T. BOURKE of the *Cleveland News*, who has been in newspaper work 39 years and has been writing politics since 1905, finds that now-a-days he has to write with a view to a large feminine audience.

"Women are becoming more interested in reading political news than the men," he declared.

Besides being political editor of the *News*, Bourke is president of the Ohio Legislative Correspondents Association. He was assisted at the Garden by Carl D. Ruth, Washington correspondent of the *News*.

HENRY GRIMES, formerly with the United Press, now running a business news syndicate in Washington, reported the convention for the *Wall Street Journal*.

EMIL J. STEINHAUSER, for 21 years secretary to Arthur Brisbane, taking many of his reports direct on the typewriter, reminds EDITOR & PUBLISHER that this was the first use made of a noiseless typewriter at a political convention. In 1916 at Chicago Brisbane dictated his running account to Steinhauer and the noiseless was the envy of the pencil-pushing brigade at that memorable G. O. P. steam roller demonstration.

EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement. Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

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.

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

In
New Orleans
it's
THE
ITEM

PUBLIC VICTIMIZED BY WRITE-UP MILLS NOW GRINDING IN BIG CITIES

Grafters Posing as Newspaper Men Sell Glory Pieces to Stock Cheaters for Publication in Mythical Magazines—Non-entities Pay \$50 Up for Publicity in Newspapers

By F. R. DANIELL

EDITORIAL NOTE—Mr. Daniell is an experienced newspaper man whose acquaintance with the publicity mills began after the New York Herald's sale, which made him seek employment elsewhere. He was connected for a few hours with the organization described, having been attracted by an advertisement in a New York paper for "experienced fast re-write men."

FREQUENTLY the charge is made that newspaper men are taking bribes for printing or withholding some item of news. Instances where the charge has been proven are so rare that they are considered as fables of the city room. And yet that there is some ground for the complaint cannot be denied, for recently there has sprung up a group of unscrupulous parasites, of whose existence most honest toilers in Grub Street are totally unaware.

They pose as members of the press and wheedle large sums from their "clients" for their alleged services. While their operations are legal, this ring of "grafters" constitutes a menace to the public and is throwing a great deal of discredit on the entire body of newspaper men. In many ways these purveyors of false news and usually worthless publicity bear a strong resemblance to the "We Boys" of an earlier day.

These more modern journalistic highwaymen, by promoting all sorts of questionable enterprises, are potentially much more harmful than the "We Boys" who confined themselves to exploiting the vices of a selected victim. Now instead of selling a membership in a mythical club they sell subscriptions to circulationless magazines and charge staggering sums for questionable publicity.

There are at least three fairly large organizations of this sort active in New York and employing from ten to twenty men as writers, collectors, and telephone salesmen. Undoubtedly there are more. One man seems to be the guiding genius behind the whole ring. In his office were a number of letterheads bearing the name of the second company, while the name on the door of the third company's office is simply a rearrangement of the letters in his name. He has a branch office in Philadelphia.

The method of operation varies according to the exigencies of the moment. It is very simple. From a rather expensive method of gratifying one's vanity it runs to the promotion of swindles of all descriptions.

In one case this man has bought space in a large city daily outside New York, and can guarantee publication of any article he wants printed, the only condition being that his client pay enough. Six or eight of his screeds appear every day in neat little boxes throughout the paper in the guise of "success stories" or "exclusive" financial news. In addition to this fruitful source of revenue he controls two magazines that will print any article that comes along if the person with whom it deals will buy copies enough. These magazines have no other circulation. Right here is where the new crop of workers differs from the "We Boys," for instead of the man who is approached by them being the victim it is the general public which suffers most.

This can best be understood by explaining more in detail just how the game is played. Advertisements in all sorts of publications are clipped for "leads." Quack medicines, bogus stock selling schemes, real estate developments and all sorts of other enterprises are grist for the mill. With no investigation whatever a man is assigned to write a story extolling the honesty and integrity of the company's officers and emphasizing the opportunity for sudden riches if the reader will buy stock or real estate in this particular firm. Often the writer has no information save the name and address of the company on which to base his story. Some legitimate businesses have paid for this sort of publicity but more often it is the other type that is more interested.

The use that is made of the C. O. D. eulogy is easy to imagine. Fancy the advantage a stock salesman would have if he could show a long article of this sort in what is ostensibly a New York business men's magazine or a similar story in a large daily paper. The power of the printed word cannot be overestimated.

On dull days names and addresses are selected at random from the telephone book or the city directory and paeans of praise are written around the name. This form is harmless for no one is the loser. The little shopkeeper who likes the idea of having his name mentioned in connection with Napoleon or Alexander the Great has a right to spend \$50 or \$100 for the privilege of seeing it so on the printed page. It isn't only the little shopkeeper, though, for doctors, lawyers and luminaries of Broadway have been known to send good-sized checks for having published what they would like to believe about themselves. This species is harmless enough. It is the man who is financially interested in having the public believe falsehoods about himself that constitutes the danger.

It is when the story is written and when the salesman is trying to induce the man to pay for it that they pose as newspaper men. As the prospect has usually not been approached before the article was written considerable tact must be used in getting him to pay for something he hasn't ordered.

He is called on the telephone and told that he is speaking to the New York office of the ——— Gazette. From there it goes like this. "One of our boys picked up a nice little story about you today. Would you like me to read it to you?"

If the answer is, yes, as it usually is, the story is read over the telephone. Then if all goes well the prospect is told that the man who wrote it is a newspaper man of unusual brilliance who is having a hard time getting along. The publicity hound is told that other men have shown their appreciation by a gift of \$50 or \$100. If the gift is not forthcoming of course the article is not printed.

That is for the harmless publicity seeker. Methods much more blunt but not so revolting are used on the promoters of stock-selling schemes and land developments. They are asked flatly for \$100 for printing the article, payable when the paper is produced. In the case of the magazines, the prospect is asked to buy a large number of copies—usually the minimum is 500 at 25 cents each. His advertisement is solicited at the same time.

As not all the stories that are written can be sold it is necessary to keep a staff of writers busy all the time preparing the little glory songs so that the salesmen may have something on which to work every day. The aim is to recruit these writers from the ranks of the regular newspaper men. So far this phase has met with little success.

Recently an advertisement has been appearing intermittently in the Help Wanted column of one of New York's most reputable papers. Each time it is the same:

Wanted

Newspapermen—for rewrite, experienced, fast. Box B-27345.

The applicant for a position is told that he is to write a series of human interest and success stories for an out-of-town paper. No one could be fooled by that for more than an hour, for no newspaper printed could possibly use one-quarter of the stuff that is turned out. The legitimate newspaper man induced to seek employment by means of the ad-

SONGS OF THE CRAFT

(Copyright 1924, by Editor & Publisher)

By Henry Edward Warner

THE REPORTER

Behold him!
He is the omnipresent, the ubiquitous,
The everywhereful!

He springs from nowhere,
Eager, as a hound is eager in the chase,
His nose sniffing
And his ears a-cock.

In his pockets are many stubs
Of pencils gone in service—
Stubs bit and chewed,
Sawed off and sharpened again,
All waiting to leap forth
And mark their histories
Down on paper.

For him the copy readers wait,
And the linotypes,
The soup, the dope, the autoplote,
The great presses, tons of steel,
Elephantine things that grind
To make men's fortunes or
To break their pride.

Into the thick of life he plunges,
Into its comedies, its tragedies,
Its heartbreaks and its romances!
Here listening to the halting lies
Of a too willing witness;
There viewing the remains
Of a hooch-driven Juggernaut!
Or dolled up for the party,
Taking names of those present
At Mrs. Thingumbob's Whatchacallit!

Behold him!
With two fingers he hammers
His intelligence through
The wreck of an office typewriter!
With sang froid and aplomb
Turns in his offering,
Watching sourly as it is ruined
By an incompetent underling
Of a cold-blooded Copy Desk.

He is the Reporter,
The Omnipresent and Ubiquitous,
The Everywhereful!

vertisements stays just about an hour before he realizes what sort of business he is in. Almost invariably he leaves at the end of an hour or so. Those that stay are for the most part men that have never been known in the editorial rooms of the metropolitan papers.

THEODORE NOYES IN CHILE

With Mrs. Noyes Washington Star Editor Receives High Honors

SANTIAGO, Chile, July 2.—Theodore W. Noyes of the *Washington Evening Star*, and Mrs. Noyes, who are visiting Chile, had lunch today with a number of prominent Chilean newspapermen at the American Embassy. President Alessandri will

receive Mr. Noyes later today and Mrs. Noyes will be guests this evening at a banquet given by Senator Carlos Aldunate Solar.

Merger in Scottsbluff

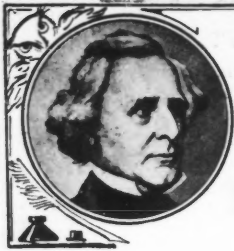
The *Scottsbluff* (Neb.) *Daily Tribune* was purchased last week by the *Star Herald*, a semi-weekly publication. The semi-weekly will now be discontinued and under a new consolidation the *Star Herald* will be a daily publication. H. J. Wisner is general manager and managing editor of the new paper. The company has been incorporated and the incorporators include, besides Mr. Wisner, A. B. Wood of Gering, C. C. Cross, C. H. Trickett and F. H. Kothe.

The
Sure
Sign



Of a
Strong
Medium

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



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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CHAPTER FOURTEEN—(Continued)

Beach, who seems to have been much more reckless and unguarded in his slanderous assertions than the "foxy" Noah, went a step further and questioned the paternity of Mr. Bennett's baby son. The result was, so to speak, cataclysmic: Mr. Bennett at once appealed to the courts and Beach was speedily indicted for criminal libel and also was sued for damages.

His reporter, Horatio S. Bartlett, swore that he was instructed by Mr. Beach to write the article libelling Mrs. Bennett. Before writing it, he remarked to Beach that "it would be very hard for Mrs. Bennett to be thus shown up in a public print." To which Beach replied: "I know, but it's the only way to make the ——— feel," adding that he couldn't touch Bennett in his business or about himself, and that his family was the only point by which to reach him.

Mr. Beach, through his lawyer, pleaded "guilty" in the Court of Sessions on June 9, endeavoring, however, to fasten the blame on Bartlett, and saying, "I regretted the publication of the story immediately after it appeared." Beach's retraction and apology was no palliation of the offence, according to Mr. Bennett's lawyers, and the Herald the following morning had a savage editorial, excoriating Beach and his "miserable advisers."

"In reference to Beach we have a word to say. His 'recantation' as it is called; his confession in court and out of court, we regard with contempt. If it be possible to conceive any blacker and meaner degree of wickedness than the libel, it is to be found in his recantation.

"After having spent several months in looking up among my discarded servants, whether he could not find some wretches base enough to swear falsely—after being foiled in his attempt to suborn Baker—after being abandoned by his own wife on numerous charges of crime and wickedness—this man, Beach and his advisers, have the bold effrontery to avow to the world that they had to make a thorough search in the private records of my family, before they could believe it moral and respectable.

"We perfectly understand all this business. The infamous conspiracy in which Beach has been caught did not originate with him. He is only the low minded vulgar villain, who has more effrontery, but less cunning than the others. * * *

"Private slander, secret espionage and all sorts of tricks were resorted to put down Bennett—to put down the Herald—to put down its influence and power. Spies were deputed to watch my home in Chambers street, and if a shutter was opened or closed, it was marked and told of as something very mysterious. If I went to Saratoga—to Rockaway—or to any other public place—little knots of the 'salt pork' aristocracy would get together and circulate every species of slander and falsehood against my family.

"The purpose was from first to last to destroy us—to destroy our family peace—to destroy our establishment by every species of falsehood, persecution, untruth and private slander. Happily we were made of that stern stuff, that could meet—resist and overcome the whole confederacy.

"The day of retribution is now come. We are in a stronger—a better and more invulnerable position than ever—and the knaves shall feel it, before it is all over."

In another editorial, Mr. Bennett said:

"From facts and affidavits in our possession we can unfold one of the most diabolical conspiracies to destroy and blast by perjury, slander and defamation the reputation and peace of a high principled, faithful, domestic and affectionate wife and her infant child, merely because the husband of that wife has succeeded in establishing and maintaining against all rivalry, the Herald newspaper in New York."

The case against Beach was adjourned from term to term.

The Herald editorially referred to these delays and efforts to modify the sentence, by giving a list of eleven criminals who had been that day speedily tried and sentenced, while Beach remained unpunished for his atrocious libel, in these scathing words:

"These persons were poor devils, and could not afford to have affidavits put in by way of mitigation, or pay counsel fees to cavil on points of law, and thereby secure postponements. Of course the punishment should follow the offence—like the report the flash of the percussion cap, or the thunder the lightning, but Moses Y. Beach is altogether a different personage. He is set down in the 'Book of Wealth,' published by himself, to be worth \$150,000—he is the proprietor of several banks, excellently adapted for shaving the poor out of a quarter or half per cent on their hard earnings every Saturday. The Ulster bank—the Jacksonville Bank—the Malone bank, are the names of banks in which he has been concerned, one of which, the Jacksonville, broke and left its remains upon the community. Of course these features make all the difference in the world, and so they ought."

Finally on January 12, Beach was arraigned and sentenced to pay a fine of \$250. "When it was heard, a general hiss rose up in the court," said the Herald.

Noah and the Restoration of the Jews

Mr. Noah had long eagerly advocated a movement to restore the Jews to Palestine, and in 1844 lectured upon the subject, directly ap-

pealing to the Gentiles to financially aid the great undertaking. Mr. Bennett severely criticized Noah's scheme, and boldly summarized the lecture as quoted:

"Christians, that Jesus, whom you worship, was an imposter—a humbug—an impertinent fellow, who, under the pretence of a mission from Heaven, created considerable popular tumult in Jerusalem and the land of Judea. He was very properly arrested, tried, condemned and put to death under the Jewish law. In this enlightened day, he, in all probability would have been more mercifully dealt with; but, as it is, you are blindly adhering to a system of imposture.

"We are the descendants of the men who executed this imposter. We have unfortunately and unjustly been deprived of our ancient heritage. Will you aid us in regaining it?"

The Herald concluded the article with the remark that Noah "brings to the task, the same vulgar mind, the same low ambition and the same narrow capacity of old."

The Herald's condensed report of the long winded lecture, to which an admission fee of 25 cents was charged, created a great sensation, and brought down on poor old Noah's head undeserved obloquy. The result was that he abandoned the chimerical dream of the Restoration, which remained to be solved as one of the results of the recent Great War.

Both Bennett and Beach ran various businesses "on the side." Bennett was publishing The Lancet, a medical magazine; the Athenaeum, a literary periodical, and the New York Artist Magazine. Beach issued various pamphlets, and dealt in the depreciated bank currency of those days, while oysters were on sale in the cellar. Both editors conducted small book shops, and the rivalry grew so keen and bitter, that Mr. Bennett, as a clever move, brought his infant son, "Baby Jim" (as he was known in the office) into the conflict.

We quote a couple of the announcements, introducing James Gordon Bennett, Jr., to the public:

"NEW LITERARY DEPOT OPENED:—James Gordon Bennett, Jr.,—in other words, *le jeune éditeur* has opened at his papa's Herald Office, n. w. corner of Nassau and Fulton Streets a depot for the sale of all the fashionable and current literature of the day. He means by this to take the wind out of the sails of Moses Y. Beach, and to confine that sleek rat to his Jacksonville, Ulster and Malone shipplasters, including also his oyster cellar. For a catalogue of the works for sale see advertisement.

James Gordon Bennett, Jr.
His X mark."

"THE GREAT LITERARY WAR:—The astounding competition for the sale of the light literature of the day, between James Gordon Bennett, Jr., *le jeune éditeur*, and Moses Y. Beach, the Jacksonville shipplaster financier and oysterman, goes ahead with a perfect rush. All the elegant young ladies decidedly prefer to buy of *le jeune éditeur*, on account of his sweet smile and his irresistible ways. Beach is now 40 years of age, and *le jeune éditeur* is only 19 months, yet the latter says: 'Wa-wa-wa-boo', which being translated means, 'I'll lick Beach at anything he can fix it.'

James Gordon Bennett, Jr.
His own particular X mark."

New York, February 6, 1843.

An aged physician, a friend of Mr. Bennett, Sr., informed the writer in 1878, that Mr. Bennett frequently brought his son with him to the office, where he was the pet of the clerks in the counting room. Later in the day, Mrs. Bennett came after him and took him home.

(To Be Continued Next Week)

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



A Presidential Year need not be an "off year" in *your* business!

Politics may slow up business extensions and new ventures, but the buying power of the American people continues to create markets for fighters.

As regularly as the country enters the first stages of a national campaign, the old tale is revived that "presidential years" are not good years for business.

Facts deny the tradition. The table printed on this page shows how little foundation economists find for the doubt which acts as a drag on the selling effort and sales volume of all who hold it.

For manufacturers who ignore it, the "presidential year" handicap hardly exists. They accept the ebb and flow of general business as unavoidable. But they recognize that the margin between normal volume of trade and its lower levels is so small that individual concerns can wipe it out by aggressive selling co-ordinated with intelligent advertising. Particularly when competitors are settling back to wait for "trade to pick up again."

Market Zones Are Economic units

They know also that the United States, with its 110,000,000 mouths to feed and backs to clothe, is not actually one great sprawling market, but a group of regional markets, each with its own economic conditions, each largely independent in the main factors that create prosperity or depression.

It takes little in the way of inquiry and analysis to mark the prosperous zones—and only the simplest sales strategy to concentrate selling and advertising effort in the markets where people have the money to buy and are buying what they need and fancy.

A Market of Unusual Stability

The Chicago Territory is that kind of a market. It is almost alone among the economic divisions of the country in having no dominant industry, district or class that labors under a financial handicap. It draws its strength from so many varied sources—farming, mining, transportation, wholesaling and manufacturing in an endless number of fields—that violent fluctuations in business conditions seldom occur.

Chicago, itself, had 6% more money in its savings banks in May than the average for last year, 1923—and 20% more than the average for 1920, at the peak of post-war inflation. Check transactions reported by local banks to the Federal Reserve Bank of Chicago indicate a daily volume of business of \$130,000,000. For an anchor to windward, Chicago also has a building and construction program—public and private work already begun or authorized and soon under way—amounting to the enormous total of one billion, three-hundred million dollars (\$1,300,000,000). Other improvements still in the plan stage, will add another billion dollars to local expenditures for construction in the next few years.

Whose Products will they Buy?

Having money in the bank, money coming in and future earning power assured, the 18,000,000 people living in Chicago and The Chicago Territory form, right now the largest and most responsive market group in the world. Their buying power is normal for the products of American factories—from bathtubs and furnaces to cosmetics and chewing gum. They have to be sold, of course. If not by you, by your competitors.

Let a Chicago Tribune man call and show you how you can multiply your sales, cut your unit selling costs and speed up turnover in The Chicago Territory. You'll find he knows merchandising as well as advertising.

The "presidential year" bogey is only a stuffed shirt. Your 1924 business will be as good as you will allow The Chicago Tribune to make it.

Only 3 in 28 Presidential Years were marked by business depression

Of 24 "off years" in business since 1822, only 3 came in Presidential years. 3 of the 24 were bad years also in England and France.

(Table from "Industrial Depressions" by George H. Hu. Additional facts from "Economic Crises," by M. Boumianin). Presidential years printed in full. Years of Depression are marked "D." Years when depression also occurred in England and France are marked "D*."

1812	1828	1844	1860	1876	1892	1908
13	29	45	61	77	93D	60
14D	30	46	62	78	94D	10
15	31	47D*	63	79	95D	11
1816	1832	1848	1864	1880	1896D	1912
17	33	49	65	81	97	13
18D	34	50	66	82	98	14D
19D*	35	51	67D*	83D*	99	15
1820	1836	1852	1868	1884D*	1900	1916
21	37D*	53	69	85D*	01	17
22	38D	54	70	86	02	18
23	39D	55	71	87	03D	19
1824	1840	1856	1872	1888	1904	1920
25	41	57D*	73D*	89	05 2d half 20D*	
26D*	42	58	74	90D*	06	21D*
27	43	59	75	91	07D*	22

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's 1924 BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free of charge to any selling organization requesting it on business stationery.

PRESS FINDS RADIO AN ALLY, NOT FOE, IN REPORTING NEW YORK CONVENTION

Many Minutes Saved to Metropolitan Editors by Instantaneous Flash on Ballots—Wire File and Circulations Unaffected

By PHILIP SCHUYLER

Radio was very much in the limelight this week as a political reporter, covering the National Democratic Convention at Madison Square Garden, New York.

The radio trade estimated that fans paid \$1,000,000 to listen in on the battle of ballots and addresses. This figure was based on parts purchased for radio sets and for the recharging of batteries during the convention period.

An audience of 10,000,000 persons was said to be a conservative estimate of those who tuned in on all important convention news.

H. P. Davis, vice-president of the Westinghouse Electric & Manufacturing Company, called the "Father of Broadcasting," expressed the belief that broadcasting of convention proceedings "has aroused such national interest that the greatest poll of votes ever cast at a Presidential election will result." In a statement issued by Davis, it was recalled that four years ago the first political news was broadcast—the election returns in November, 1920.

By the editorial side of New York newspapers, radio as a reporter was welcomed as a most efficient friend, while circulation managers declared they were not the least bit "frightened over radio," and displayed figures showing big increases in newspaper sales during the convention period.

"We found our radio set very useful in covering the convention," declared Carr V. Van Ande, managing editor of the *New York Times*. "It saved us the trouble of having our men send frequent bulletins from the convention floor."

"It made many an edition possible for us," stated William Preston Beazell, assistant managing editor of the *New York World*.

On July 8, the writer found Victor Watson, managing editor of the *New York American*, seated before a radio set in his office in the American building. He had a clerical force about him keeping track of the votes cast.

"It beats the telegraph, our own reporters, and everything else," he vouchsafed. "The radio has enabled us to put editions to press every night before the balloting is actually finished on the floor. No. Radio hasn't cut into circulation. Our circulation has increased beyond expectations."

The *New York Telegram and Evening Mail* and the *Brooklyn Eagle* also made extensive use of the radio.

The effect of radio as a political reporter out in the field was more difficult for the writer to check up in New York. He learned from the Associated Press that the *Boston Herald* and the *Washington Post* were making definite tests, and awaits with interest statements on the results from these newspapers and from the many others, which must have used radio as a convention reporter.

Two methods of checking up the activities of Reporter Radio, in covering the convention for newspapers outside of New York, offered themselves: the opinions of press association chiefs, and Western Union figures. It would seem that in no way did radio cut into the wire news purchased by the nation's press.

"As far as I know, radio hasn't cut into our service at all, unless, perhaps, to a few outlying districts, where country newspapers used radio to pick up convention news," declared J. J. Welch, vice-president of Western Union.

Western Union handled "slightly less than a million words a day" to all parts of the country, according to F. S. O'Connor, chief operator in charge of the Western Union convention office in the basement of Madison Square Garden.

"In volume of news dispatched over the wires, this convention beats any other ever held," he said. "Approximately 600

to 700 newspapers were supplied with their own stories sent by Western Union.

"We had the largest and best facilities we ever had for handling a convention, consisting of two multiplex circuits and approximately 200 exclusive Morse convention circuits to all parts of the United States, placing dispatches direct into newspaper offices."

J. J. McDermott, superintendent in charge of the commercial department of the Postal Telegraph Company, said the Postal wires from the Garden basement handled an average of slightly more than 450,000 words daily.

Jackson S. Elliott, assistant general manager of the Associated Press, E. Barry Faris, associate editor of the International News Service, and Fred S. Ferguson, vice-president of the United Press Associations, all agreed that radio was in no way a competitor of press associations. None of the press services used radio as a news vehicle.

With prominent New York editorial men, these press association officials agreed in the opinion that radio, rather than decreasing sales of newspaper, rather promoted sales, in that it had aroused public interest in the convention proceedings.

THIRD MILWAUKEE SURVEY

Journal Issues 276-Page Printed Volume of Consumer Statistics

The *Milwaukee Journal* has published its 1924 consumer analysis of the Milwaukee-Wisconsin market in a 276-page printed volume. The edition contains facts and figures on the Milwaukee market as to package goods sold in grocery stores, cosmetics and accessories, household appliances, cigars, cigarettes and tobacco, men's clothing and radio. It also contains general information on the Milwaukee market and statistics on the Journal.

To obtain the information, questionnaires were mailed to 10,000 citizens selected at random from the city directory. Three thousand replies were used for the survey. A 6-page folder containing more than 150 questions was used. Separate questions as to the brands used, amounts consumed, buying habits, etc., were asked.

The 1924 survey showed the leading brands in each of the fields covered. In the chapter devoted to grocery products, leading brands are named for 39 products. Where changes have occurred in the popularity of certain products, merchandising and advertising activities are reported showing what effect these activi-

June, 1924

FOR the month of June the average net paid daily circulation of The Baltimore Sun (morning and evening) was

246,999

The five Sundays in June show an average net paid circulation of 177,571 for The Sunday Sun.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

ties have had upon the sale of the products.

This is the third year that the merchandising and research bureau of the Journal had prepared a survey from the consumer angle. To supplement facts reported by consumers, a dealer investigation was also made. In many cases, particularly in the food line, it was found that dealers' reports did not coincide with those of housewives. Many products that had no consumer demand were listed by dealers.

IOWA FORMS PRESS SCHOOL

Takes Over Courses from English Staff—Lazell a Professor

Organization of a school of journalism at the University of Iowa was announced by Prof. C. H. Weller, university editor, who assumes the post of director. This school will absorb the courses and faculty of journalism which have been in the English department. Fred J. Lazell, editor of the *Cedar Rapids (Ia.) Republican*, is to become a professor. Prof. William S. Maulsby, who was formerly with the *Christian Science Monitor* and the *Springfield (Mass.) Republican*, will teach reporting, editing and feature writing. He has been connected with the school for several years. The new department will be housed in two buildings, one containing the plant of the *Daily Iowan*, and the other a library and offices for the departmental editors and faculty. The *Iowan* will continue as the laboratory where students will be given practical experience in journalism.

BELL NOW CONTROLS NEWS

Savannah Publisher Has Headed Morning Paper for Years

F. G. Bell, president of the Savannah Morning News and publisher of the paper, has secured control of the company.

Mr. Bell joined the paper during the lifetime of John H. Estill, who made it one of the representative newspapers of the South. He was with Mr. Estill for many years and on Mr. Estill's death was left a considerable interest in the property. Mr. Bell was elected president of the company and has since been the dominating figure in the corporation. Mr. Bell has been a prominent figure in the Southern Newspaper Publishers' Association, of which he is past president. In Savannah Mr. Bell is a member of the Board of Education and is prominent in the Rotary Club. Mills B. Lane, a banker who has been interested in the Morning News for several years, retains his stock.



F. G. BELL


Iowa County Bars Road Signs

Construction of signs and billboards along public highways and primary roads in Van Buren county, Iowa, have been declared illegal by the county supervisors.

Who's Who in the CONSOLIDATED PRESS



OWEN L. SCOTT

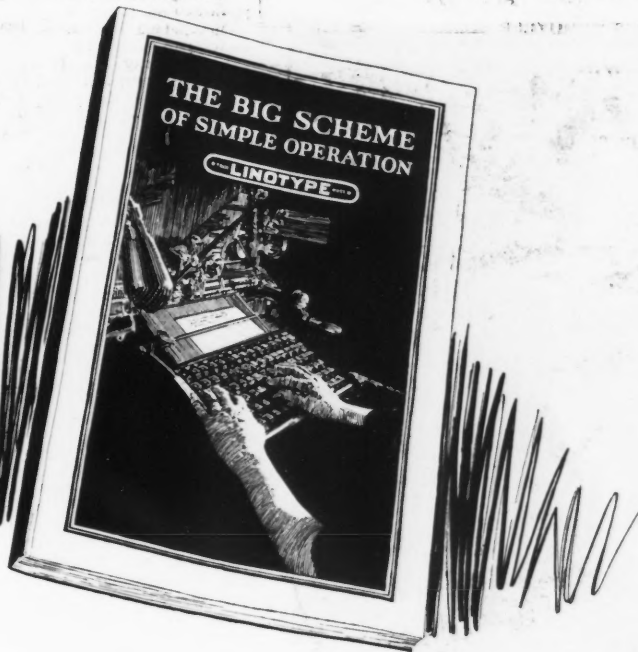
 OWEN L. SCOTT, special staff writer of the Consolidated Press, with headquarters in Chicago, is one of the best trained newspaper men in the central west as well as one of the most graphic writers.

His dispatches analyzing the Robert Franks case in Chicago were praised by editors as among the best newspaper stories of the year. Everyone wanted to know the background of the two young murderers of wealth and education; the environment from which they were evolved.

Supplementing the spot news associations, these stories answered questions on the lips of every reader. Scott's revelation of the "third degree" methods of the Chicago police was a gripping story.

Owen Scott received his training in many years of service with the Associated Press. With the latitude of a special writer his dispatches answer the newspaper readers' questions "What is it all about?" and "What does it mean?" exclusively for the newspapers receiving Consolidated Press Association leased wire service.

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



There are certain fundamental beliefs upon which we have built this business

SIMPLE OPERATION

In every detail of its construction, the Linotype reflects the fundamental principle of conserving the operator's time and effort to the last second.

If you do not have The Big Scheme of Simple Operation, we shall be glad to send you a copy on request



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



EDWIN R. COLLINS

"NEWS, to be successful, must be a combination of accurate information and gripping entertainment."

That's good Hearst doctrine for you. It came from Edwin R. Collins, managing editor of the *Los Angeles Evening Herald*, a Hearst newspaper.

"In other words," Collins continued, "news must be information palatably conveyed."

The *Los Angeles Evening Herald* claims the largest daily circulation of any newspaper in the far West.

In conversation with the writer, the *Los Angeles* managing editor had been asked how circulation is best built. He had come back with the standard reply: "The success of a newspaper depends

upon the quality and quantity of its local news."

Then as an artist mixes colors on canvas, Collins had spread over the dull gray of routine copy, the sunset hues of entertainment.

"The modern newspaper shouldn't be wholly confined to news," he asserted. "News is the first consideration, to be sure; but the real business of a modern newspaper is, above all else, entertainment."

Collins is a cheerful fellow. One can well imagine it is quite easy for him to seize upon and enhance pin point bright spots in the daily news. A veteran of many newspapering years, he of course realizes that each day a newspaper must

be built out of the best things available; that some days the grip of entertainment will be flabby; the accuracy of the information doubtful. Yet, it is plain, Collins belongs among the beaming faces of optimists.

"Newspapers are on the upgrade," he will tell you. "Strictly speaking, in every department they are better today than ever before, mechanically, typographically, ethically, in the quality and selection of news and features."

And such talk is good news, when it comes from a man who has sung the song of the daily press for more than 28 years. They are usually so fond of the "good old days."

Collins first made the rounds for news on the *Walla Walla (Wash.) Morning Union*. There, for some time, he chronicled the small town doings, before going to Portland, Ore., where he worked on the *Journal and Telegram*. He was in Portland when the Spanish War broke out and served as both soldier and war correspondent.

On the *Portland Telegram* he had reached the city editor's desk, but he left to go back on the street for the *Los Angeles Examiner*. This was in 1905. He has been on Hearst newspapers ever since. He became night editor and in charge of the Sunday edition for the *Examiner*. Then for 3 years he took charge of Hearst's *Boston American*. In November, 1911, he returned to Los Angeles, when the *Morning Herald* was made *Evening Herald*. Since then he spent part of a year as news editor on the *Chicago American*. He was made managing editor of the *Los Angeles Herald* in August, 1913.

SUN STOCK OVERSUBSCRIBED

So Reports Long Beach (Cal.) Official, Probing Daily's Failure

In a hearing before Deputy Corporation Commissioner H. A. I. Wolch recently, an astonishing condition was revealed regarding the failure of the *Long Beach (Cal.) Morning Sun*. According to testimony the paper had a deficit of \$143,000. Wolch will report to the grand jury and district attorney that there has been a violation of the state corporate securities act. Wolch points out that the stock was oversubscribed to the extent of \$54,250.

R. L. Roussel, auditor of the company,

admits that there is an operating deficiency of \$113,000.

In selling the stock the company employed the unit method; 25,000 shares of preferred and 25,000 shares of common were offered, the preferred being 8 per cent cumulative. The par value of both classes of stock was \$10, but two shares of preferred and one of common being a unit was offered for \$20. Much of the stock was sold to small purchasers on the installment plan.

The real condition of the paper's affairs was not generally known until a suit came up in the Superior Court to have a receiver appointed. W. E. Garner, a well-known newspaper man, was designated as receiver.

The present directors of the *Morning Sun* are Ross Abdill, real estate operator, president; vice-president, Andrew C. Ripley of Los Angeles; vice-president, C. C. Lewis, Long Beach jeweler; secretary, Miss Louise Hyman; attorney, George Hart.

Daily Edition for Florida Paper

An afternoon edition of the *Fort Lauderdale (Fla.) Sentinel* will be started within 60 to 90 days, according to a statement by George G. Mathews, editor. Machinery for the plant has already been ordered. The paper will take Associated Press service.

Nearly 5,000,000 Excess

The *New York Times* in six months this year published 13,293,132 agate lines of advertising, a gain of 711,106 lines over the corresponding period of 1923, and 4,693,918 lines more than the second *New York* newspaper.

RECORD OF NEW YORK MORNING NEWSPAPERS

	6 months of 1924 agate lines
THE NEW YORK TIMES	13,293,132
Second newspaper	8,600,114
Third newspaper	8,562,198
Fourth newspaper	7,805,858

Norwegian Newsprint

Prompt shipments

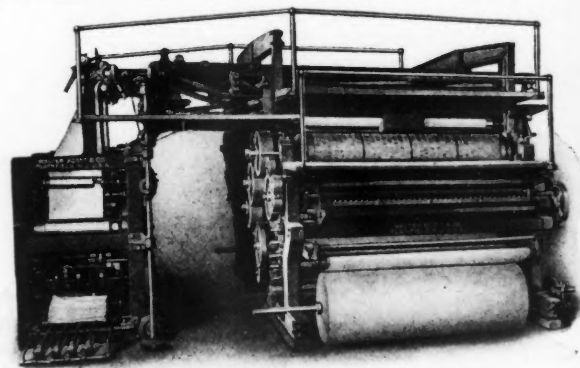
Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443



This Is Your Opportunity

to secure for early delivery a used SCOTT MULTI-UNIT Quadruple Press consisting of two four page wide Units and Two Folders. Length page 23 9/16 inches 8 columns to page. Press and Folders in good condition, replaced by larger press.

ADDITIONAL UNITS AND FOLDERS CAN BE SUPPLIED

Write, telephone or telegraph

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

1441 Monadnock Block

1457 Broadway, at 42d Street

The Most Successful of all Newspaper Consolidations

The average net paid circulation of The New York Herald Tribune for the months of April, May and June 1924, was as follows:

Daily Average (exclusive of Sunday)	Sunday Average
276,340	332,921

The consolidation of the New York Herald and the New York Tribune has proved the most successful in the history of American journalism. The circulation, both Daily and Sunday, represents units of purchasing power and responsiveness unexcelled by any newspaper in the country.

The New York
Herald Tribune

EDITORIAL

MASTER AN ART

YOUNG man, wondering whether you are ever going to "amount to anything" in the newspaper business, take notice of the ideas which buzz in the pages of **EDITOR & PUBLISHER** weekly! To really succeed in this high-powered day, you must either be instinctively talented, possess some rare native ability, or you must closely study this business, find a specialty, know it through and through as no one else does, and find the right place to practice your art.

Amid many direct and indirect suggestions held out in these columns last week for the imaginative and truly ambitious, we noticed the remarks of Russell A. Law, of the well-known financial advertising agency of Guenther-Law. Said he: "There is not a financial advertising agent that could write a bond-offering advertisement. He has not the ability to do it. He is not familiar enough with the properties involved to do it. He has not the legal mind to do it." He declared that only corporation lawyers and bankers are able to write such advertising, owing to the technical character of the copy and the liability involved.

Mr. Law speaks from long experience and we do not question his statements. But we do believe that it is possible to train a man to write advertising copy for investments which are at once true and legally sound and much more entertaining and plain to the average mind than the advertisements which lawyers and bankers write. Here, then, is a specialty field for some able man.

No day passes that some newspaper man does not appeal to us for advice regarding a new position. Many are able and find locations. They know what they want and how to "put it over the plate" when the opportunity opens. But sadly futile is the quest of the man who only knows that he wants a job, needs it for the support of his family and is willing to "do anything." Just as you are more interested in a fact than in a generality, so are you more interested in an employe who represents a specific need than in one of general and therefore doubtful service.

You know something about advertising when you know something about the distribution and sale of merchandise.

DIRECT-BY-MAIL FRAUDS

ANOTHER instance of the ease by which fraudulent advertising, barred out by honorable newspapers, is carried to the "sucker public" in the "direct-by-mail" vehicle, is revealed by the National Vigilance Committee of the Associated Advertising Clubs of the World.

Here are some gems, taken from the literature of Harold G. Wise, so-called investment banker of Houston, Texas:

"Remember, we are not promoters, nor brokers, and we do no margin or promotion business. Our profit all comes from the very safe and conservative business of the Investment Bank."

"These units may be purchased through our 'brokerage department' for prompt delivery at \$9.00 per unit."

"How would you like to make \$750 in 60 days from a five-dollar bill?"

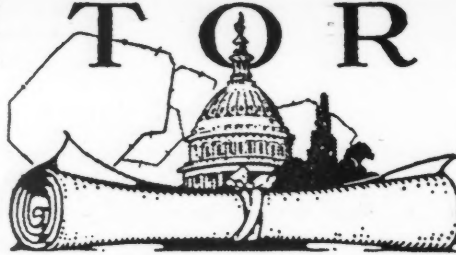
"We have been merchandising securities for 7 years without the loss of \$1.00 to any investor."

"We will give you an opportunity to make a profit of from \$300 to \$2,000 in the next 60 days by an investment of \$2.50 to \$10.00."

The National Vigilance Committee challenges these statements which were sent broadcast through the mails in a continuous stream, an indictment was returned by a Federal Grand Jury and on June 16 Wise made a plea of guilty to charges of fraud.

"Direct-by-mail advertising has gained great popularity by promoters like Wise because periodical copy has been too carefully scrutinized to allow the 'get-rich-quick' fraternity to ply their craft undisturbed," according to the National Vigilance Committee.

Men who would scorn and socially ostracize a fellow caught cheating at cards, often only shrug their shoulders when they encounter the double-crosser, perjurer, frame-up thug and downright thief in the game of business.



PROVERBS

CHAPTER XXII. 1.

A good name is rather to be chosen than great riches, and loving favor rather than silver and gold.

RADIO NEWS SERVICE

EDITOR & PUBLISHER does not, for sound reasons, "view with alarm" the advent of radio-telephony as a news carrier competitor of the daily newspaper. It is folly, however, to ignore significant radio events of the past month as they have related to the great news of the national political conventions. Circulation reports will not, we are confident, show any appreciable effect, but it is a fact that broadcasting of the speeches and excited balloting at Cleveland and New York dulled the edge of newspaper reports among sections of the population of the large cities and many rural settlements.

The radio truck, with its battery of loud-speaker instruments, found its place on crowded city streets and in parks, holding crowds of idlers for hours and busy passers-by for as many minutes as they could spare.

The home radio and the restaurant radio were in active use and we know of instances where vacationists took radio instruments to the mountains, seashore and farm and got almost as much first-hand information concerning the proceedings of the conventions as did the reporters in the press stands.

Some newspapers took advantage of the situation and co-operated effectively with the radio, publishing as news the radio accounts of the big political gatherings.

We listened-in on the Madison Square Garden convention during the night session of July 7. The open proceedings, as they appealed to the ear, were as definite to us as to any auditor seated in the great hall. There was a good running description of the events, so we were able to vision the color of the event. As the reporters present were making totals of the balloting more rapidly than the official count, the press wires were probably a few seconds or minutes ahead of the official announcements. The chair promptly announced the delegation votes and the radio listener might himself have kept a tally sheet even with the sheets written in the press stand.

Except for what was going on behind the scenes, under the platform among the leaders, which required

reporter skill to determine, listening-in was to all purposes and effects equal to actual presence in the convention hall. When the listener retired at night he was possessed of information he would ordinarily look for in his morning newspaper.

We heard the chairman of the Garden convention announce the tragic news of the death of President Coolidge's young son, which, by the way, was received at the Garden over press association wires and was thus announced to a listening public which does not contribute to press association operating costs, and we heard the convention's "groan of compassion," as Charles Michelson expressed it.

There is no gainsaying that radio is a wonderfully interesting method of reporting. It carries a new thrill. It is something to meet and **EDITOR & PUBLISHER** reiterates its suggestion that organized journalism consider this subject with a view to control of radio broadcasting as auxiliary to the newspaper, rather than permit it to take a competitive place in the general scheme of public information service.

It cannot replace the newspaper for many reasons, chief of which, as we see it now, is that no ordinary citizen can give the time that radio requires for a recital of the news. The selective feature of a newspaper, which is one of its leading attractions, is wholly missing in radio broadcasting. You accept what is given to you. In newspapers you select what you desire to read. The average reader is, for instance, only interested in the totals of a convention ballot. With the radio you must sit and listen for an hour to the polling of the states before you arrive at the desired total. Nothing would be so dull as a "radio newspaper." The announcer must wade through a column of stock market quotations, in which you have no interest, before he arrives at a sporting event or a news flash for which you have been waiting. There is no means by which radio owners can be called to their instruments to receive the class of news which interests them, unless such delivery be made on a time schedule and spot news ordinarily cannot await delivery by such method and retain its interest.

The great problem is to make radio broadcasting profitable. Free service merely to make a sale for equipment seems uneconomic. The day may come when instruments may be keyed to receive only waves intended for such instruments and this controlled service be sold by the week or month.

Broadcasting is at present falling off. We are informed by Carl Butman at Washington that the Department of Commerce only this week reduced the number of broadcasters to 534, 39 less than a year ago. The answer is that the service is not profitable.

It is reported that the Radio Corporation of America is at work on a plan to affect general, nationwide broadcasting, from five or six stations over the country, operating independently of newspapers and rendering both entertainment and information service, presumably to sustain sales of radio equipment.

Radio is a newspaper subject, requiring the best thought of its votaries.

July 12, 1924

Volume 57, No. 7

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor

Associate Editors,
Warren L. Bassett, Philip N. Schuyler

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager,
Fenton 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. Craick, 60 Lymstone Avenue, Lawrence Park.

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

Imagine the business acumen behind an advertising car card, costing \$10 per month per car, which reads: "Watch the newspapers for our latest offerings in high-grade bonds."

CALLING THEM "BOYS"

"GOOD morning, boys!" The "boys" in question may be middle-aged, or old men.

They are being patronized by some iron-jawed political arrivist, whom they have seen climb to certain fortune and doubtful fame by the well-beaten skeleton route.

"Good morning, boys!"

He is all smiles and flattery when he wants you to write some self-serving thought into the consciousness of the public.

He is all scowls and his words dodge and hedge when adverse winds are blowing.

He writes "confidential" letters to your editor about your reports when they are "agin' the noble cause," but when you are puffing him he smilingly says, "Good morning, boys!"

PERSONALS

WILLIAM RANDOLPH HEARST, Mrs. Hearst, George Hearst and Mrs. George Hearst planned to leave New York either Friday or Saturday of this week to spend the summer on the Hearst ranch at San Simeon, Cal.

Frank G. Huntress, publisher of the *San Antonio Express and Evening News*, was guest last week at the home of his wife's parents, Mr. and Mrs. C. C. Johnson, Palmyra, Mo.

Fred Mitchell, owner of the *Excelsior Springs (Mo.) Standard*, is a candidate for the Republican Congressional nomination in the 3d Missouri District.

Dwight H. Brown, publisher of the *Poplar Bluff (Mo.) American*, has filed as Democratic candidate for State Senator.

Edgar A. White has resumed charge of the *Macon (Mo.) Republican* after an extended absence.

Edwin U. Sowers, one of the publishers of the *Lebanon (Pa.) Report*, accompanied by Mrs. Sowers, left for a tour of Europe and the Holy Land.

James Kerney, editor *Trenton (N. J.) Times*, spent several days last week with his family at Buck Hill Falls, Pa.

Frank B. Nichols, publisher of the *Bath (Me.) Times*, and Mrs. Nichols have returned from a four months' tour of Europe.

E. John Long, editorial writer and column conductor on the *McKeesport (Pa.) Daily News*, is touring Europe this summer. He is writing a series of travelogues under the caption of "The New Innocents Abroad," which is being printed in the *News*.

Right Rev. Mgr. Francis Clement Kelly of Chicago, who has been in editorial work on several Catholic periodicals, has been made a bishop by Pope Pius XI and assigned to the diocese of Oklahoma.

Mr. and Mrs. C. Neill Baylor have returned from their wedding trip and are living at Hagerstown, Md., where Mr. Baylor is editor of the *Morning Herald*.

L. E. Fay, former publisher of the *Clinton (Ia.) Advertiser* and in late years a resident of Cocoa, Fla., has announced his intention of establishing a campaign paper, *Fay's New Democrat*. There is no Democratic paper in the county.

Gaston Petrequin of *Le Journal*, Paris, returned home on the *France* this week.

IN THE EDITORIAL ROOMS

CHARLES V. SLATTERY, *Chicago Herald & Examiner*, made the best gross score, 92, and the low net score, 77, in a tournament of the Press Golf Club of Chicago, June 30. Harry Munzell, *Herald & Examiner*, was next, with a low net of 78, and Sidney Sutherland, *Tribune*, and Basil G. Wyrick, Associated Press, tied for third, with 80.

Michael W. Straus, assistant city editor *Chicago Evening Post*, and Mrs. Straus have returned from a wedding trip to South Carolina.

First Lieut. William J. Slater, of the *Springfield (Mass.) Union*, is in charge of the Camp Devens press bureau.

Phil L. Anderson has resigned as night commercial reporter for the *Sioux City (Ia.) Tribune* and is now with the *Moline (Ill.) Dispatch*.

Clifford Gessler has taken charge of the book page of the *Honolulu Star-Bulletin*. He has been connected with the *Chicago Daily News*, the *Indianapolis Star* and the *Milwaukee Sentinel*, and has been with the *Star-Bulletin* for the past year.

Randall Gould has become news editor of the *Peking (China) Daily News*. He was formerly associated with *Chicago* and *San Francisco* newspapers and with the *United Press*.

Fred Gaiser, staff artist of the *Trenton Times*, has just returned from Scranton, Pa., after a serious illness.

Joseph E. Hennessy, erstwhile marine reporter for Providence (R. I.) papers,

now at the state capitol for the *St. Paul Daily News*, is taking his vacation among the northern Minnesota lakes, leaving his work to James A. Peterson, political writer.

Fred Turner, day city editor of the *Buffalo Courier*, is recovering after an attack of blood poisoning caused by a boil.

Justice Fleischmann and Theodore B. Goetz, formerly of the University of Buffalo, are recent additions to the *Buffalo Evening News* city staff.

Willis F. Forbes, day city editor of the *Sioux City (Ia.) Journal*, has been elected first vice-president of the local Junior Chamber of Commerce.

George W. Pratt has resigned as court-house reporter for the *Sioux City (Ia.) Journal*. He has been succeeded by L. S. Harvey.

Horace F. Wulf, telegraph editor of the *Sioux City (Ia.) Tribune*, and Willis F. Forbes, day city editor of the *Sioux City (Ia.) Journal*, have been named elected members of the board of directors of the Junior Chamber of Commerce of Sioux City.

Harry Flannery, formerly of the *Hagerstown (Md.) Daily Mail*, who has completed a year's post-graduate work at University of Notre Dame, Ind., will go to Chicago this summer on the staff of the *American*.

A. Russell Carty, cartoonist and former advertising man on several New York newspapers, is back at his desk with the *Richmond News-Leader*, after spending two weeks with his family at the New York seashore.

Griffith Bonner has resigned, after several years on the *Topeka Capital*, to become associated with the Farm Mortgage Company of Topeka.

James F. Small, of the *Steuben (N. Y.) Advocate*, recently observed the 51st anniversary of his connection with that newspaper.

William C. Gill, associate editor of the *Elmira (N. Y.) Sunday Telegram*, is confined to his home, following a stroke of paralysis.

Murray Metten, a member of the local staff of the *Wilmington (Del.) Evening Evening*, has gone to Europe for the summer.

Miss Patricia Dougherty, who, as "Princess Pat" is one of the best known newspaper women in the United States, has returned to the *Chicago Evening American* after an absence of several months in New York.

Hazel Belle Perry has been made editor of the *Junior Journal*, juvenile section of the *Chicago Daily Journal*. She succeeds Mrs. Crystal Kennedy, who was married recently.

Henry Weinberg, Albert F. Koepcke and Joseph E. Fleischman are new reporters on the *Chicago Daily Journal*.

Glenn Griswold, managing editor, *Chicago Journal of Commerce*, is on a fishing trip in Canada.

IN THE BUSINESS OFFICE

WILLIAM G. HOBSON, formerly manager of national advertising of the *New York Journal*, has been appointed director of advertising to succeed E. M. Alexander, now publisher of the *New York Daily Mirror*.

Clarence J. Pyle, business manager of the *Wilmington (Del.) News-Journal*, has gone to Europe to attend the international advertising convention in London. Before leaving he was presented with a golfing outfit by his co-workers.

George W. Gibbs, formerly advertising manager of the *Portland (Me.) Press-Herald*, before leaving for New York was given a party at Willard Inn, near Portland, by co-workers and friends and presented with a traveling bag. The presentation was made by Austin Ward, of the advertising department of the *Press-Herald*.

Miss Helen Havelly, recent graduate of the University of Kansas journalism department, has become advertising manager of the *Dodge City (Kan.) Globe*.

HOLDING NEW POSTS

HILTON BUTLER, former Mississippi newspaperman, and recently secretary to Congressman T. Webber

FOLKS WORTH KNOWING

ALBERT S. CROCKETT, editor, *World Traveler Magazine*, who assumed his present post about 3 years ago, does not say, with stuffed sagacity, "I was a newspaper man once."

He says, "I am a newspaper man."

Crockett worked on the old *New York Sun*, the *Times* and the *Herald*. Aside from other reporting on the *Sun*, he specialized in a column of interesting hotel news which was copied all over the country. Prior to that he was sent to London by James Gordon Bennett, first as reporter for the *Herald*, then as foreign correspondent.

In the latter part of 1915, the late George C. Boldt engaged him to be publicity man for the Waldorf Astoria. Crockett treated the hotel as a small city and gave himself assignments to obtain interviews and get the stories. During the war, he served as a dollar-a-year man on the hotel, restaurant, dining car, and steamship division of the Food Commission.

John McE. Bowman, knowing that Crockett wished to become an editor, bought the controlling interest in the *World Traveler*, and put the newspaper man in charge. Under the cloak of a series of noms de plume, he wrote several articles, a set of editorials, and numerous fillers for his first number, September, 1920.

Soon the manuscripts began to pour in. Now he has to look over from 100 to 200 articles. Advertising for the old publication apparently sold for what could be obtained, and the back cover brought \$60. Today it sells for \$475.

Wilson and Washington correspondent for a string of dailies, to managing editor of the *Charlottesville (Va.) Progress*.

Marion Shipley, from *Dodge City (Kan.) Globe* news staff to advertising promotion staff *Kansas City Star*.

Phil LaMar Anderson, from *Sioux City (Ia.) Tribune* to city hall and police, *Moline (Ill.) Dispatch*.

B. H. Brown, formerly *Port Arthur News*, to *San Antonio Evening News*.



A. S. CROCKETT

MARRIAGES

MISS YVETTE BIGONNAISE of Ticonderoga, N. Y., for the last five years secretary to the advertising manager of the *Boston Herald* and the *Boston Traveler*, to "Jack" Sullivan, of the *Herald-Traveler* advertising department. The couple will make their home in Arlington, Mass.

Merle Woods, city editor *El Reno (Okla.) American*, and Miss Sara Scott, of El Reno.

Roy Dillon, journalism instructor Kansas City (Kan.) High School, and Miss Ethel Munger, journalism teacher at Fredonia and Kansas City.

Eric Philbrook Kelly, formerly of the *Boston Herald* staff, now a member of the Dartmouth College faculty, to Miss Katherine Collins Merrill, in Portland, Me., July 2. They will live in Hanover, N. H.

William M. Braucher, copy reader *Cleveland Plain Dealer*, to Grace Waggle, with the newspaper's private telephone exchange, June 30.

Miss Estelle Callopy, widely known advertising copy writer of Chicago, to Lawrence John Hau, June 30.

C. E. Phillips, manager of classified department of the *Rockford (Ill.) Register-Gazette*, and Mrs. Clarice Olson of business staff of the same paper, July 2 at Geneva, Ill.

Gerald F. Blessing, of the editorial staff of the *Waynesboro (Pa.) Record-Herald*, and Miss Mabel G. Mondel of Rouzerville, Pa., in Hagerstown, Md., recently.

Maxwell G. Greedy, assistant telegraph editor of the *Denver (Colo.) Post*, to Miss Elsie May Stitt of Denver.

PRESS ASSOCIATION NOTES

JOSEPH L. JONES, assistant foreign editor of the United Press Associations, is engaged to marry Miss Helen Sullivan of Kansas City. The wedding will take place this autumn.

Raymond C. Cook of Wichita, Kan., has been appointed general manager of the Sioux City branch of the Western Newspaper Union, succeeding A. A. Sorenson, who has been made general manager of the Des Moines (Ia.) branch.

Sam Whitmire, of Universal Service, has gone to Atlantic City to spend his annual vacation.

AS soon as the Bonus Bill was passed the Haskin Information Service began taking care of all inquiries coming from the newspapers it represents.

IN THE AGENCY FIELD

FELSHEA CO., INC., 159 North State street, Chicago, has obtained articles of incorporation authorizing it to engage in a general advertising, publicity, printing and sign-painting business. The authorized capital is \$8,000. Incorporators are: Maybell Shearer, Joseph T. Shearer and Emil Feldman.

A. C. Smith has resigned as space buyer for Williams & Cunningham Company, Chicago. He has been succeeded by Dick Jamison, formerly of the U. S. Advertising Corporation, Toledo.

The Advertising Producers Associated, 538 South Clark street, Chicago, have moved to 332 South LaSalle street.

Articles of incorporation for the Smith-Paulson Advertising Service, Inc., 400 North Michigan avenue, Chicago, have been issued. It is authorized to conduct a general advertising business. Incorporators are: Alfred Klarecki, George B. Weiss and Jack Ades.

O'Connell-Ingalls Advertising Agency, Boston, has been elected to membership in the American Association of Advertising Agencies.

NEW PLANTS AND EQUIPMENT

MT. CARMEL (PA.) ITEM is now occupying a new four-story building of reinforced concrete.

Zanesville (O.) Publishing Company has added a Ludlow for use on the Zanesville Signal, the Times-Recorder and the Sunday Times-Signal.

Winona (Minn.) Daily Republican, a new Goss press.

Johnston (Pa.) Tribune recently purchased an additional Ludlow Typograph.

Adrian (Mich.) Telegram is enlarging its plant and installing new equipment. The offices will henceforth be located on the second floor, with the plant on the ground floor.

Erection of the 20-page tubular duplex press in the new Quincy (Mass.) Patriot Ledger plant is now under way, directed by L. S. Maddock, erector for the Duplex Printing Press Company of Battle Creek, Mich., who recently completed installation of the presses for the New York Bulletin.

NEW PUBLICATION

Bowling Green (Mo.) Herald, established by J. T. Lanigan, former editor and publisher of the Monticello (Ia.) Jones County Times.

CHANGES IN OWNERSHIP

JOHN SOEMAN, owner of the Lancaster (N. Y.) Enterprise, has purchased the Depew Herald, formerly published by Anthony Fischer. E. M. Clemons will be editor.

Harry Nelson, editor and manager, Vulcan (Alta.) Advocate, has bought a half-interest in that paper.

Willis M. Pritchard has sold Sloan (Ia.) Star to J. F. Cooley.

G. E. Campbell, former city editor of the Cedar Falls (Ia.) Record, has sold the Pierson (Ia.) Progress to Edward T. Bramsen.

The Ringling (Okla.) Eagle has been sold by D. F. Spradling to his son, Quimton Spradling.

WHAT THEY ARE SAYING

ADVERTISING AND SPEED

"**A**DVERTISING and salesmanship can do little more than quicken the action of the article in selling itself. It formerly took three generations to build up a business. It now can be done in ten years."—C. H. Mackintosh, former president. A. A. C. W.

GOOD PRINTING WILL LIVE FOREVER

"**G**OOD printing will live just as surely as good literature or music. The difference between good and bad printing is much the same as that existing between Chopin's waltzes and 'Alexander's Ragtime Band.' Good printing is never blatant or obtuse."—A. Byrde Ingham, advertising director, Sheffield Fisher Company, Rochester.

WOMEN IN POLITICS

"**W**ELL, they passed the resolution in favor of the child labor amendment and then all flocked to luncheon, where Jackie Coogan was guest of honor—something like the Congressmen who vote 'dry' and then go out and get a drink."—Miss Amy Wren, General Federation of Women's Clubs in California, as delegate for the Women's Press Club.

THE WEEK'S PRESS FLASHES

Now, how would our enthusiastic political reporters like to cover a fourth and fifth party convention?—N. H. in the Brooklyn Eagle.

Watch the man who's always patting you on the back. He may just be picking out a good place to plunge a knife.—Evansville Journal.

Mount Vesuvius has not got a thing on us. We have a national convention now and then.—Atlanta Constitution.

At any rate, the old-time robber baron didn't say he was going to serve the people.—Birmingham News.

Even the candidate who expects to win in a walk likes to have a special train.—Dallas News.

Sometimes the nominee almost selects his cabinet at the convention. That's because there is a lot of wood there. Perhaps in the heads of the men there.—Greenville Piedmont.

Combination of modernistic and fundamentalistic statement, of progressive and conservative ideas, of liberal and reserivistic expressions—a political platform.—Savannah Morning News.

A natural-born enthusiast is a man who can read either platform and get excited.—Baltimore Evening Sun.

London is agog about a picture painted by a grocer. It should see some of the pictures painted by American real estate agents.—Tacoma News-Tribune.

All along the line there are people fishing for compliments with bated breath.—Philadelphia Bulletin.

When a bald man removes his hat in an elevator, it isn't so much courtesy as heroism.—San Francisco Chronicle.

A French court has decided that a person whose name was once mentioned

in a newspaper can demand indefinite publication of his replies. The well-known dictum, "The editor now considers the discussion closed," won't go in France.—Detroit Free Press.

Some women take a life interest only in being dressed to kill.—Philadelphia Bulletin.

Huntsville Star Suspends

The Huntsville (Ala.) Star, established in February by Col. Edward Doty and Associates, has ceased publication. The paper started as a morning publication and then switched to evening field.

Escanaba Press Buys Mirror

The Escanaba (Mich.) Daily Press has purchased the Escanaba Mirror and consolidated the papers as the Press.

WHAT'S WHAT IN THE FEATURE FIELD

James Swinnerton, creator of "Little Jimmie," has returned to his home in Palo Alto, Cal., from New York where he signed a 3-year contract with the King Features Syndicate.

Herbert S. Kamsler, formerly with the Herald-Sun Syndicate, New York, and more recently with the Consolidated Press Association in Washington, has organized a leased wire and supplementary feature news service in the Potter Building, New York, under the name of the Interstate Commercial News Service.

Patrick Sullivan, who draws "Felix" the comical cat, for King Features Syndicate, New York, returned to New York this week on the Homeric from a trip abroad.

L. De B. Handley, coach of the American Women's Olympic Swimming Team, is writing a series of articles on "The Art of Swimming" for the New York World Syndicate.

SCHOOLS OF JOURNALISM

TWO advanced courses in journalism copy editing and feature writing, have been added to the curriculum at Lafayette College, Easton, Pa., for the coming year. Instruction in journalism was started last fall by John E. Stempel, formerly with Indiana newspapers.

The School of Journalism of the University of Missouri has adopted as an official text book "The Menace of the Chains," a study of the distribution of food products in this country, written in collaboration by Fred Millis and B. W. Lewis, of Indianapolis.

H. E. Birdsong, journalism instructor at the Kansas State Teachers College, Emporia, has become head of the journalism staff at Butler College, Irvington, Ind.



Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish

you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York, and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

Development Branch—If you are considering the establishment of your industry in Canada, either to develop your Canadian business or export trade, you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to Canadian industrial raw materials. Information as to such raw materials as well as upon any practical problem affecting the establishment of your industry, including markets, competition, labor costs, power, fuel, etc., is available.

No charge or obligation attached to the above services. Business men and organizations are invited to make use of it.

Canadian Pacific Railway Company

Department Colonization and Development

C. P. R. Building
Windsor Station Montreal, Can. Madison Ave., at 44th St. New York. 165 E. Ontario St. Chicago, Ill.

INTERTYPE

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

INTERTYPE CORPORATION

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

VANCE FOUND A WIRE IN OHIO TORNADO

A. P. Telegrapher at Sandusky Drove All Over Town in Commandeered Auto to Get His News Outside

An Associated Press telegraph operator, who knew that a story of death and terrible destruction was in the making and who was determined by all means to see that the "A. P." got the first break and a good early file, had the honor of breaking the news that a tornado had roared through Sandusky toward Lorain.

Jack Vance, operator at the Sandusky Register, turned the trick on the biggest story that that section of Ohio has ever known.

Vance had reported for duty June 28 at 3 o'clock to copy the proceedings of the Democratic convention. He was at his key when the tornado struck the city, sweeping buildings across the street and hurling wreckage against the office. Vance broke the wire to give the A. P. a 90-word bulletin on the storm—the first high given the outside world that a disaster was carrying destruction to the cities along the lake.

Before Vance could file a bulletin follow-up prepared by the correspondent, his wire went down. By that time the storm was at its height but he seized the copy and ran through the wind and rain lashed streets to the Western Union office. Not a wire there, he was told. He ran back to the Register office. An automobile was standing there. Vance doesn't know now whose it was. But he jumped and drove to the B. & O. freight office—or what had once been the freight office. Then he hustled to the Big Four office. There he couldn't raise an outside agent. There was one chance left. He proceeded to the New York Central office, compelled the operator there to give him the single railroad wire still in service—and the story went out of Sandusky into Columbus.

Vance, with his first story off, hustled to the Western Union just in time to get the only wire set up at that place and then calmly, from dictation and prepared copy, gave the A. P. details of the disaster. Hours before staff men could get into Sandusky, the complete story of the storm which took nine lives in Sandusky and caused \$2,000,000 property damage had gone into Columbus.

Lyddon & Hanford Company. The new vice-president is Walter W. Dixon, president of the Aseptico Laboratories. Charles R. Drake, General manager of the Line-a-Time Manufacturing Company, was elected treasurer. Three new directors, each to serve two years, are: E. Reed Shutt, attorney; William Oliver, business manager Rochester Times-Union, and Edmund L. Chapin. Glenn C. Morrow, executive secretary, remains in office.

Northern Minnesota Editorial Association had its summer outing at Alexandria, Minn., June 27-29. Among the speakers were Asa M. Wallace of Sauk Center, President C. W. Carlson, Past President J. R. Landy, J. W. McGowan and John Casey, president and secretary, respectively, of the state association, and M. J. Forkner, secretary of the North Dakota Editorial Association. The Seventh Minnesota District Editorial Association shared in the outing.

Shelby County (Ill.) Press Association has been organized and Hugh S. Lilly, Windsor, named temporary chairman, with James Shoaff, Shelbyville, temporary secretary-treasurer.

Colorado Editorial Association will hold its midsummer meeting at Boulder, July 18-19.

Indiana Republican Editorial Association is holding its summer outing at West Baden Springs Hotel, West Baden, Ind., July 11 and 12.

Virginia Press Association will meet in Roanoke July 24-26.

Spokane Advertising Club has named L. A. Lewis chairman of the better business bureau to succeed C. E. Frederick. Other members of the bureau named to serve during the coming year are B. L. Jenkins, George W. Kidwell, G. S. Heberd, Glen Pattee and J. L. Mathieson.

Michigan Press Association will meet in Fowlerville July 18, and help George L. Adams, editor of the Fowlerville Review, celebrate the 50th anniversary of the founding of the paper.

Tulsa Advertising Club has elected L. P. Arnold, publicity manager Tulsa Public Service Company, president; Gary Vandever, dry goods merchant, vice-president, and Henry Robards, treasurer.

University Press Club of Michigan, composed of newspaper men from all parts of the state, will hold its sixth annual convention in Ann Arbor, Nov. 20, 21 and 22, under the auspices of the University of Michigan. The program will include addresses by Willis J. Abbott, editor of the Christian Science Monitor, and Herbert Bayard Swope, executive editor of the New York World. Representatives of the American Society of Newspapers are also expected.

It's Not How You Say It But When and Where You Say It

Have you surveyed your territory?

Is your advertising pulling?

Questions like these should be answered by every advertiser. He should know. Space should be bought on its merits just as any other commodity. When you buy merchandise, you don't take the other fellow's word for it, you look it over, you must be shown. Why not use the same method in buying newspaper space?

Your medium in Altoona is the Mirror. No newspaper in the State of Pennsylvania covers its territory more thoroughly. The message you have for the 110,000 shoppers in Altoona will be delivered daily to every one of them if placed in the

Altoona Mirror

Average daily circulation for three months ending March 31st, 27,346

The ALTOONA MIRROR

ALTOONA, PA.

BUSINESS DIRECT

ASSOCIATIONS AND CLUBS

ROCHESTER, N. Y., AD CLUB has elected Arthur P. Kelly, director of publicity for the Eastern Theatre and School of Music, president to succeed Clinton R. Lyddon, president of the

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozle. The International Syndicate, BALTIMORE.

Fiction

CIRCULATION BRINGERS Famous fiction of all lengths. Service for Authors, 33 W. 42d St., New York

"THE METROPOLITAN FOR FICTION" Best Product of Modern Authors. Short stories—Serials—Novellettes. Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Radio

RADIO NEWS AND FEATURES Two columns weekly by Carl H. Butman Washington Radio News Service, Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely. The Ellis Service, Swarthmore, Pa.

Serial

"MURDER ON THE LIMITED" By Lewis Wilson Appleton, Jr. 1922 East Pacific St., Philadelphia, Pa.

Weekly Cartoon

"DOWN THE ROAD" Weekly Automobile Cartoon by Beck. Now Served in 3 col. as well as 4 col. size. Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features. The International Syndicate, BALTIMORE.

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By **KEN KLING**

Says He Became a Cartoonist to Keep from Working for a Living



KEN KLING, *New York World* cartoonist, claims he will never amount to much because he didn't sell newspapers for a living when a boy.



KEN KLING

He tells about his career in this manner:

"Right off the reel I want to confess that when I was a boy I had no widowed mother to support, and didn't peddle newspapers in the ghetto.

"That's one reason why I'll never amount to very much, because, according to the magazine stories, every bird who ever had any kind of success always got his first kick out of life juggling some small town dailies.

"After I talked the teacher out of a diploma on graduation day in P. S. 5, New York, my folks shipped me off to high school, never dreaming that some day I'd become a cartoonist and wouldn't need an education. It didn't take me long to wise up to the fact that Latin and geometry never get anyone a ham sandwich if he was hungry, so I slipped out of the place that made waxed mustaches

and patent leather hair famous, and looked for a job.

"After wasting a few useless years in an importing house trying to distinguish the difference between chifon and cheese-cloth at 9 berries per week, I decided that I didn't care for the idea of working for a living—and so started to draw cartoons—bootlegging being an unknown art in those days.

"It was in 1914 while the New York police force was handing the public a big laugh by playing hide and seek with a crime wave, that I started my first comic strip called 'Hank and Pete.' They were two cops. I drew the strip for 3 years and might have been still kidding the cops today had not the Kaiser tried to do some kidding of his own—and in 1918 I handed myself a laugh whenever I took a slant in the mirror at the trick spring outfit the navy handed me.

"After parking a white sea-going hat over my right eye and tripping on bell-bottomed trousers for two years—Con-

gress decided that I wasn't earning my \$30 monthly, so back I flopped into the stiff collar and derby.

"In 1919 I joined the *New York World* and put the servant girl on the map with 'Katinka'—a half-baked pot wrestler. Katinka and I were pals until one day while in a stupor I got married. I don't remember whether I was married by a judge or a fight promoter, but anyway one woman was enough for yours truly, so I sent Katinka on a one-way trip to her home country and sprung a brand new sap in the world, Joe Quince! Joe is one of those hicks who's so dumb he thinks July the 4th was a king!

"He once thought that an X-ray had revealed a piece of bird shot in his head, but upon close observation the doctors found it was his brain. Joe thinks the softest job in the world besides drawing pictures is to manage a fighter—that's why he went to Alaska and dug up Moco, his Battling Eskimo. Joe Quince will last as long as you'll stand for him. I wish he was the 'Star Spangled Banner'—then you'd have to.

NEW RATE FIGHT PHASE

Baltimore and Washington Publishers Want Cuts on Ink and Cores

The fight of Baltimore and Washington publishers for lower freight rates on ink and steel cores for newsprint paper took on a new phase this week when the Baltimore publishers and representatives of Washington Newspaper Publishers' Association gave testimony before H. Fleming, Interstate Commerce Commission examiner. The publishers' organization also has pending before the Commission a complaint that unreasonable rates on newsprint paper exists between mill points and Baltimore and Washington.

In presenting testimony on existing rates on ink and steel cores, the publishers asked that refunds be granted in case lower freight charges are ordered by the Commission. Any decision on steel cores in this case will affect every newspaper east of the Mississippi River.

The railroads against which the complaints are lodged are the Pennsylvania, the Baltimore & Ohio and the Algoma Central and Hudson Bay Railroad. The reduction sought would amount to ap-

1893 **SERVICE** 1924

as visualized by

BENJAMIN & KENTNOR CO.

KNOWING HOW IS one thing, and knowing **WHO** is quite another matter. We, in this organization, after thirty years, know both how and who.

This means that we can cover a lot of ground, cover it effectively and cover it quickly.

It is merely another link in the **SERVICE** chain which links this office to results.

Always willing to talk representation with the right kind of newspapers.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 W. 45th St. 900 Mallers Bldg.
New York Chicago

401 Van Nuys Bldg.
Los Angeles

If You Are a SALESMAN

—Read This—

One of the largest business firms of its kind in the world has an opening in each of its branch offices:

Cleveland, O. Joplin, Mo.
Toledo, O. Bartlesville, Okla.
St. Joseph, Mo. Denver, Colo.
Danbury, Conn.

These are not soft jobs. They require real salesmen who are willing to work like blazes. Rapid advancement to field managers based entirely on results.

Advertising and specialty men are best fitted for these positions, selling one of the most popular and safest securities known.

Your earnings limited only by your efforts. Salary and commission basis.

Write telling us of your business history. List references. Address, C. B., P. O. Box 64, Trinity Station, New York, N. Y.

The Desert News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

proximately 50 per cent on the present rates on steel cores.

Appearing for the Baltimore interests were: R. S. Carey, *Baltimore Sun*; J. D. Warren, *Baltimore American and News*. The Washington newspapers were represented by T. D. Geoghegan, of the Washington Newspaper Publishers' Association; W. H. Souder, *Washington Post*; Charles R. Ruth, *Washington Evening Star*; and W. D. Haines, *Times Herald*.

KEEPING THE MIRROR BRIGHT

Stars from American and Journal Serving Without Titles

Staff of the *New York Daily Mirror*, new Hearst tabloid newspaper, includes the following:

Royal Daniel, Jr., formerly assistant city editor of the *New York American*; Leo A. Pollack, formerly in the dramatic department, *New York Journal*; A. W. Elliott, formerly with the *San Francisco Daily News*; George MacDonald, formerly with the *New York Daily News*; Gene Fowler, Lin Bonner, Arthur Medford, Jack Casey, Joe Zwierling, L. M. Catton and Hettie Cattell.

For the present, at least, staff members will have no titles, it was stated.

First four months of 1924

Carried more Musical Instrument advertising than any other newspaper in the City.

NEW YORK EVENING JOURNAL



94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first six months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,886,673 lines.

DISPATCH . . . 10,776,342 lines
SEC. PAPER . . . 5,177,916 lines
THIRD PAPER . . . 3,711,753 lines

284 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Your Richest Market

654,321 People with Taxable Incomes in Excess of \$1000 a Year Live in the New England States

	Population	No. of Personal Returns	Net Incomes
Maine	768,014	44,397	\$124,628,679
New Hampshire	443,083	32,410	82,352,496
Vermont	352,428	17,746	47,561,557
Massachusetts	3,852,356	388,442	1,153,008,156
Rhode Island.....	604,397	48,057	157,568,411
Connecticut	1,380,631	123,269	343,017,180
	<u>7,400,909</u>	<u>654,321</u>	<u>\$1,918,136,479</u>

These 654,321 people had an average net income of \$2,930 and paid a tax of over \$72,000,000.

The per capita tax paid was \$9.90 with 8.84 per cent of the population filing returns.

This group of states probably have the highest earning power in the country.

This territory demands an enormous volume of merchandise for the consumer. It is mostly city trade and you can sell them through the daily New England newspapers listed herewith.

SUCCEED BY USING THESE NEWSPAPERS

MASSACHUSETTS—Population, 3,852,356				MAINE—Population, 768,014				VERMONT—Population, 352,428				
	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines	
***Attleboro Sun	(E) 5,414	.0275	.0175	***Bangor Daily Commercial..(E)	14,525	.05	.04	***Barre Times	(E) 6,885	.09	.025	
***Boston Globe	(M&E) 278,616	.50	.50	***Portland Press Herald..(M&S)	31,115(A)	.08	.08	†††Bennington Banner	(E) 3,059	.0125	.0125	
***Boston Globe	(S) 332,083	.55	.55	***Portland Express	(E) 26,400	.10	.07	***Burlington Free Press.....(M)	12,092	.05	.05	
***Boston Post	(M) 362,520	.60	.60	***Portland Telegram	(S) 28,734	.10	.07	***Rutland Herald	(M) 10,548	.04	.04	
***Boston Post	(S) 367,600	.55	.55	(Sunday Edition Express)				***St. Johnsbury Caledonian-Record	(E) 4,024	.0214	.015	
***Fall River Herald	(E) 15,271	.05	.05	†††Waterville Sentinel	(M) 5,999	.035	.025					
***Fitchburg Sentinel	(E) 11,410	.055	.045					CONNECTICUT—Population, 1,380,631				
***Haverhill Gazette	(E) 16,003	.055	.04	NEW HAMPSHIRE—Population, 443,683				***Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
†††Lynn Item	(E) 16,517	.06	.045	***Concord Monitor-Patriot ..(E)	5,328	.0375	.025	***Bridgeport Post	(E&M)	20,565	.09	.09
†††Lowell Courier-Citizen and				†††Keene Sentinel	(E) 3,513	.03	.034	***Hartford Courant	(E) 31,940	.08	.08	
Evening Leader	(M&E) 21,270	.06	.06	***Manchester Union Leader..(M&E)	28,646	.10	.07	***Hartford Courant	(S) 50,247	.11	.11	
***New Bedford Standard-Mercury								†††Hartford Times	(E) 46,997	.12	.12	
(M&E) 32,565	.10	.10		RHODE ISLAND—Population, 604,397				***Meriden Record	(M) 7,212	.045	.05	
***New Bedford Sunday Standard				†††Newport Daily News.....(E)	6,134	.0336	.0296	†††Middletown Press	(E) 7,988	.0325	.025	
(S) 27,334	.10	.10		†††Pawtucket Times	(E) 25,591	.07	.07	†††New Haven Register.....(E&S)	40,106	.12	.11	
***North Adams Transcript..(E)	9,604	.0375	.03	†††Providence Bulletin	(E) 64,975	.17	(B).23	***New London Day	(E&M)	11,341	.06	.045
†††Fitchfield Eagle	(E) 17,073	.04	.035	***Providence Journal	(M) 33,534	.10	(B).23	†††Norwich Bulletin	(M) 12,494	.07	.05	
***Salem News	(E) 21,154	.09	.07	***Providence Journal	(S) 61,142	.15	.15	***Norwalk Hour	(E) 5,024	.08	.08	
***Taunton Gazette	(E) 8,561	.04	.03	†††Providence Tribune	(E) 23,081	.10	.09	***Stamford Advocate	(E) 8,994	.0375	.03	
***Worcester Telegram-Gazette				***Westerly Sun	(E&S) 4,489	.025	.025	***Waterbury Republican American				
(M&E) 68,086	.24	.21		***Woonsocket Call	(E) 13,652	.05	.05	(M&E) 21,951	.06	.07		
***Worcester Sunday Telegram (S)	48,127	.18	.15					***Waterbury Republican	(S) 15,181	.06	.06	

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

LA FOLLETTE MEETING ATTRACTS PRESS

Representative Gathering of Newspaper Men at Second Cleveland Convention—Radio Broadcasting Is Not Used

CLEVELAND, July 8 — Cleveland's second national political convention held in the Public Hall auditorium and beginning July 4 with a spectacular demonstration by several hundred delegates and probably 10,000 visitors was a two-day affair, and was even more cut-and-dried than the June convention which nominated Calvin Coolidge to succeed himself.

The Independence Day convention, which set its approval upon La Follette for president and technically called the National Conference for Progressive Political Action, was followed by a convention of Socialists.

Arrangements for handling the La Follette convention were very good. Several hundred reservations were made directly in front of the stage for newspaper correspondents and telegraph and telephone facilities in a measure were a duplicate of those at the disposal of the 1,000 writers who reported the Republican convention, early in June.

Correspondents got a few thrills out of Robert La Follette's "declaration of principles" delivered by his son, Robert La Follette, Jr.

The convention was not broadcast but amplifiers in the hall carried the voice of stage speakers everywhere in the big auditorium. No runway was built for platform speakers, as was the case with the Republican convention.

While most of the feature writers who were in Cleveland a month ago were absent, they being held at Madison Square Garden by the Democratic political show, there was a good representation of the metropolitan dailies.

William J. Donaldson took the place of "Jim" Preston, kept in New York, in looking after seating and other press arrangements. He represented the national standing committee. James L. Wright, of the Washington bureau of the Cleveland Plain Dealer, deserted the Democratic show to come to Cleveland and aided in making things comfortable for the visiting newspaper people.

Paul F. Hauptert of the Associated Press came on from New York to assist the Cleveland A. P. staff which was in charge of James W. McGuire, manager of the Cleveland office. M. E. Coleman of the Chicago A. P. office was also present.

Ludlow takes the worry out of the Ad Room says Supt. Cowgill

of the Cleveland Times and Commercial

"IN my contacts with the most efficient publishers from coast to coast," says Louis M. Cowgill, "I have seen in operation nearly all the systems for getting out a newspaper, but I must admit the Ludlow System is the only one."

"The high quality of print in my paper is largely due to our Ludlow System, as all display type in ads and heads is new every issue."

"The Ludlow handles a small ad or a large one quicker, better and cheaper than could be done in the old hand-set days. It takes worry out of the ad room."

Ludlow Typograph Co.

2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

The United Press corps of workers was under direction of Paul Mallon, assisted by the Cleveland staff.

The International News Service sent Kenneth Clark and William K. Hutchinson.

Locally, Wright, who wrote the leads for the *Cleveland Plain Dealer*, was primarily assisted by John Goad, labor writer for his paper. Marshall R. Hall featured the convention for the *Cleveland Times and Commercial*. Jack Heil, Ned Doyle and David Seitz and Alice Keuhn looked after the leading events for the *Press*, and William J. Lee covered the high spots for the *News* and the *Sunday News-Leader*.

Local labor papers, like the *Citizen* and the *Federationist*, were represented by their editors. Many out-of-town labor publications and trade papers were also represented in a special way.

Among metropolitan out-of-town representatives were: R. M. Ginter, *Pittsburgh Gazette-Times*; L. C. Speers, *New York Times*; George Morris, *New York Herald-Tribune*; John W. Owens, *Baltimore Sun*; C. N. Wheeler, *Chicago Herald-Examiner*; Boyden Sparkes, *New York Herald-Tribune*; Martin Thistlewaite, *Indianapolis News*; Louis Beecher, *Toledo Blade*; J. G. Hayden, *Detroit News*; Maurice Judd, *New York Sun*; F. F. Shield, *Philadelphia Bulletin*.

Boston Writer Tells of Big Guessing Contest at Garden

By E. E. WHITING
(Political Editor Boston Herald)

FROM a newspaper man's point of view the best feature of the Democratic National Convention was that it lasted long enough and included candidates enough to give every newspaper man present a fair chance to guess right at least once. The convention was in session 14 days. If a trained newspaper man cannot pick the winner from a field of 15 candidates in 14 days, he is not devoted to his work. The difficulty at this convention was not to guess right, but to stay right.

As a matter of fact, there was a scarce-

St. Louis Post-Dispatch Likes

JOHN HELD, JR.

Now's the Time to Get Aboard



Why do they always call you up when you are taking a bath, says Margy

(1 Col. Daily, 1/2 Page Sunday)

UNITED FEATURE SYNDICATE
World Building New York City
N. A. Huse, Gen'l Mgr.

ity of "inside information" at this convention. A newspaper man could select his particular leader, boss, doorkeeper, prophet, hanger-on, lieutenant, hat-boy, or bell-hop, and write what he learned that way; and one way was nearly as good as another. There was just one way to foresee with approximate correctness the convention's outcome. That was the plain way of logic and a process of elimination. Here were many candidates, a dozen of whom were seriously in the race. There were two candidates in the lead, and it was a practical certainty that they would deadlock, as they did. The process of elimination then whittled away the remaining number. This is a process always possible when there is a large field of candidates—and only then. Also, it is a process that is as clear as crystal—after the event. Post-mortems are more or less interesting, but they deal with nothing permanently, except the corpse. Post-mortems of this convention are superfluous, or premature, anyway, because so few of the deaths incidental to that convention are permanent.

And as for the newspaper men who were inspired and who berspired during this 14-day battle of Madison Square, there were so many forecasts and prophecies made by them during the affair that they can spend four years before the next convention explaining what they wrote.

Seriously, this was a curious convention in its paucity of "official information" to favored ones. Men eminent in leadership in the Democratic party did their best by their newspaper friends with such information as they had. But the supply of confidential information did not equal the newspaper demand.

The newspaper men have had more ex-

ercise at this convention than they had had at any convention in this generation. Most of it has been guessing exercises. But I know we all have enjoyed it. The folks who looked after the newspaper men's entertainment have the gratitude and thanks of all of us. We have had a good time.

JUNKIN BUYS FAIRFIELD LEDGER

Transfers Ft. Madison Democrat to McGiffin Brothers As Payment

The *Fairfield* (Ia.) *Daily Ledger*, for 75 years owned by the Junkin family with only four changes in ownership during that period, has come into control of Paul S. Junkin, who transferred his holdings in the *Fort Madison Democrat* to Don and William J. McGiffin as part payment of the *Ledger*. Dean Taylor also held an interest in the *Ledger*, which he passed to Mr. Junkin. W. W. Junkin bought the paper May 26, 1853, and a quarter of a century later, to the day, his son, the late C. M. Junkin, succeeded to the title. The McGiffins acquired control Jan. 1, 1917 and in October, 1920, through a consolidation with the *Daily Journal* took Mr. Taylor into ownership. The *Tribune* was consolidated April 1, 1923.

The new owner has operated a string of papers at Creston, Corning and Orange City, and for the last four years has been receiver for the Perfection Tire Company, and lately has been interested in the Junkin Paper Mills. He is president of the Iowa Press Association. Herbert F. McDougal, for two years editor, will remain in that capacity. The consideration is said to be about \$100,000.

Selling Churches Advertising

It can be done—but it's dreadfully hard work unless the churches have been in the habit of investing money this way. There are many clergymen and church officers who believe that no money should be spent by churches except for absolute necessities. Only after long persuasion by advertising solicitors will they see the advantages of investing money in advertising.

Many newspapers have found it profitable to sell a page to a group of merchants and professional men on behalf of all the churches in town. The names of all the churches are printed, and at the top a general invitation to worship somewhere, similar to copy offered by the Church Advertising Department of the A. A. C. of W.

Exclusive copy with special ads for special days may be obtained on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price is nominal.

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

PENNSYLVANIA Is Still the Nation's Keystone

This great commonwealth continues its century-old leadership in production of individual wealth and is more fertile as an advertising field than ever

Commercially, Pennsylvania offers everything one could ask for, and topping it all, Pennsylvania is a veritable Keystone State in prospects, purpose and push.

Pennsylvania's manufacturing and mining interests are permanent institutions. They cannot be moved.

Pennsylvania is a producer and with its workers comes a demand for goods of all kinds. It is a ready made, permanently prosperous market, presenting every conceivable trade advantage to be found anywhere on earth.

It offers trade advantages, sufficiently attractive and sufficiently diversified, to warrant the most intensive cultivation National Advertisers can concentrate in any field.

Intensive cultivation of this territory—co-operation with local dealers and local daily newspapers will open big trade for merchandise of all kinds.

Give your newspaper campaign a chance to make good. Try advertising by the year in these Pennsylvania daily newspapers.

It is the constant drop of water that wears away the stone. Persistent newspaper advertising promotes and maintains supremacy.

These Pennsylvania Dailies are splendidly prepared to render exceptionally efficient service to National Advertisers at a very low cost per line per thousand circulation.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
***Allentown Call(M)	30,627	.09	.09	+++Scranton Republican(M)	28,492	.12	.10
***Allentown Call(S)	19,595	.09	.09	+++Scranton Times(E)	41,544	.12	.11
+++Beaver Falls Tribune(E)	5,702	.025	.025	***Sharon Herald(E)	6,287	.0285	.0285
+++Bloomsburg Press(M)	7,130	.029	.029	***Sunbury Daily Item(E)	4,416	.025	.021
+++Carbondale Leader(E)	5,682	.025	.025	***Warren Times-Mirror(E&M)	9,090	.036	.036
***Chester Times(E)	15,547	.055	.055	***Washington Observer and Reporter(M&E)	17,042	.06	.06
††Coatesville Record(E)	6,097	.035	.03	***West Chester Local News.....(E)	11,090	.04	.04
***Connellsville Courier(E)	6,302	.02	.02	***Wilkes-Barre Times-Leader....(E)	23,690	.08	.05
+++Easton Express(E)	21,270	.07	.07	***Williamsport Sun(E)	19,561	.07	.07
††Easton Free Press(E)	12,711	.05	.05	+++York Dispatch(E)	18,317	.05	.05
***Erie Times(E)	26,820	.08	.08	+++York Gazette and Daily.....(M)	17,435	.05	.05
***Harrisburg Telegraph(E)	38,546	.095	.095				
***Oil City Derrick(M)	6,765	.035	.035	***A. B. C. Statement, Sept. 30, 1923.			
***Pottsville Republican and Morning Paper(E&M)	15,354	.08	.07	††Government Statement, Sept. 30, 1923.			
				***A. B. C. Statement, April 1, 1924.			
				†††Government Statement, April 1, 1924.			

ETHICS CODE PROPOSED BY KNOXVILLE JOURNAL EDITOR

(Suggested by W. M. Clements, Managing Editor, *Journal and Tribune*, Knoxville, Tenn.)

WE recognize that as a newspaper's existence requires capital, justly entitled to a fair and reasonable profit, it must be operated upon sound business principles, which, however, need not and should not come in conflict with the duty it owes to the public, to the country and to the community that supports it.

Since newspapers were founded essentially for the purpose of providing news, a newspaper's first duty is to print that news honestly and fairly to all, unbiased by any other consideration, even including its own editorial opinion.

Its second duty is that of construing honestly and fairly in its editorial columns the happenings of the times at home and abroad, to the end that the people may realize their full benefits under a republic and require of public officials a faithful performance of the duties entrusted to them as servants of the people.

Its third duty is to protect its readers, insofar as may be reasonably possible, from evil influences in public life and from dishonest or misguided persons who through its own advertising columns might seek to mislead or exploit its innocent readers.

Lastly, its duty is to itself, its owners or stockholders—for unless a fair return on their investment is yielded, the publication must cease and, with it, its opportunity to perform any service to the public.

In furtherance of these duties we hold these principles to be compatible with both high editorial and news ideals and sound business conduct of a successful, prosperous and useful newspaper:

1. Fairness to its subscribers, its advertisers, to the public at large and to its competitors. Recognizing that honest differences of opinion exist among all people, intelligent or otherwise, we should not impute dishonest motives or unfair conduct to any person or any competitor until ample proof is available; until that time we may honestly differ

and vigorously maintain our own opinions, but should not denounce others as dishonest.

2. Decency should be the guiding star in the printing news, editorials, advertising and all feature articles or illustrations. Even though at times prurency, morbidity and a desire for sensationalism may seem to be in demand by a considerable element of the reading public, it is a newspaper's duty to keep its own columns decent and thus strive to hold steady the public mind in the path of right, morality and the service of God. "Is fit to print and to be read by my own mother, wife or daughter" should be the test, rather than "will it sell more papers."

3. Consideration for the unfortunate and for the guiltless victims of the faults of others. Though, knowing that publicity is the greatest deterrent of crime, we must expose fearlessly and without favor the name of law-breakers, we should protect the names of the innocent members of their families.

4. Respect and tolerance for those of different religions, races and circumstances of life. Ridicule may bring only pain to them, but its author cannot escape real injury in loss of the respect in which he is held by the public, if not by himself.

5. Honesty in our dealings with our readers, our advertisers, our employees, our competitors and all with whom we do business; to give a dollar's value for every dollar received and to pay a dollar for every dollar's worth of service. We should do no less and should not be expected to do more.

6. First, last and always, to be truthful to the limit of our ability; to be as accurate as human fallibility on the part of others as well as of ourselves will permit; to willingly mislead none and to be fair to all.

Though temporary prosperity may be achieved by violation of some of these ideals, we conceive it to be our duty to hold steadfast to these principles, and we believe permanent success will reward them.

tinguished service) on the progress made in collecting the \$70,000 or more pledged by association members at the last S. N. P. A. convention and appealing to the members to co-operate in further efforts to be made in the South to make the fund sufficient for proper operation of the school.

Marco Morrow, of the Capper Publications, then went to the platform on behalf of Stanley Clague, managing director of the Audit Bureau of Circulations. Speaking as a publisher and a director of the A. B. C., he outlined briefly how the A. B. C. had benefited the whole advertising structure and that not the least of its benefits was in showing its publisher members the weak spots in their own and their competitor's circulation.

George D. Lindsay, publisher *Marion* (Ind.) *Chronicle-Herald* and president Inland Daily Press Association, presented the greetings of the latter to its sister regional association and also an invitation for a joint meeting of the organizations to be held at West Baden Springs, Ind., next year.

H. Gaît Braxton, publisher *Kinston Free Press* and president of the North Carolina Press Association, welcomed the S. N. P. A. back to North Carolina and described the many places in the Western part of the state suitable for the annual assembly of Southern newspaper men in addition to the beauty spot at Asheville.

Joseph Daniels, publisher *Raleigh News & Observer*, scheduled for a Fourth of July oration, telegraphed his regrets from New York, where the Democratic convention was holding him, and gave place to Major Clark Howell, Jr., *Atlanta Constitution*, who deprecated the idea of Independence Day orations and proceeded to deliver a good one.

Morton Caldwell, of the Chambers Agency, Inc., New Orleans, expressed his gratification that his agency had been chosen to prepare and place the advertising of the association and described in a five-minute address some plans he and his fellow members of the American Association of Advertising Agencies have for the gathering and distribution of market and circulation information. Greater details are to be found in another column.

One of the bright features of the convention came next in an address by John A. Davis, editor *Albany* (Ga.) *Herald*, on how his newspaper had induced the farmers to combat the depredations of the boll weevil in the *Herald's* territory. The county cotton crop in normal years is 20,000 bales, he said, and had been reduced in 1923 to 5,000 bales. The farmers were in hard straits and thoroughly disheartened. Nevertheless, agricultural experts had declared that another dusting of calcium arsenate in 1923 would have saved a good proportion of the crop, and Mr. Davis determined that the effort would be made this year.

The farmers were skeptical as to the value of any remedy against the dreaded pest and inclined to let nature take its course. Three problems therefore presented themselves to Mr. Davis:

1. The proper method of controlling the boll weevil.

2. Informing the farmers of this method.

3. Restoring the farmers' confidence.

A meeting was called of country agricultural experts and others proficient in Southern farm problems and a circular was sent out signed by these men telling the farmer what to do and how to do it.

Your Responsive Audience
is in
INDIANA

Indiana has nearly three million population, an audience peculiarly responsive to advertising.

This audience has \$724,210,000 deposits in the banks. It has nearly \$500,000,000 income from agricultural production.

It has \$52,789,000 income from mineral production. It has property assessed at \$5,749,000,000.

It has an income in wages and salaries from manufactures exceeding \$400,000,000.

This audience, last year, increased its automobile registration by 113,403, or 24%.

Indiana people are home people. For the most part these homes are of the American kind, each one a market for American goods. Indiana is thoroughbred American having the highest percentage of native born whites—92 per cent.

Are you telling your message in these American homes of Indiana?

This list of Indiana daily newspapers go into these homes every day. Put your message into their columns to reach these Indiana people.

	Circulation	Rate for 5,000 lines
†††Decatur Democrat (E)	3,276	.025
***Evansville Courier and Journal.. (M)	27,040	37,908 .08
..... (E)	10,868	
***Evansville Courier and Journal..... (S)	32,502	.08
***Fort Wayne Journal-Gazette (M)	31,274	.07
***Fort Wayne Journal-Gazette (S)	34,657	.09
***Fort Wayne News-Sentinel (E)	41,412	.07
***Gary Evening Post-Tribune (E)	11,410	.05
Hammond Times (E)	15,436	.05
***Huntington Press (M&S)	3,563	.025
***Indianapolis News (E)	131,818	.25
***Lafayette Journal & Courier... (M)	7,372	20,247 .06
..... (E)	12,875	
†††La Porte Herald (E)	4,091	.025
***Newcastle Courier (E)	4,603	.025
***South Bend News-Times..... (M)	10,155	23,039 .06
..... (E)	12,884	
***South Bend News-Times (S)	21,440	.06
***South Bend Tribune (S)	19,718	.06
***Terre Haute Tribune (E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

That disposed of problem one and part of problem two. The *Herald* then attacked the rest by a campaign against the boll weevil. A red line was carried across the top of page one every day for several weeks to the effect that "Southern Georgia Must Lick the Boll Weevil." It was hammered and hammered and hammered home to the farmers.

Then the Chamber of Commerce was induced to carry a large advertisement in two colors for the better part of a week, amplifying and emphasizing the message; for, of course, the business men were hit as hard as the farmers by the loss of the crop.

Next, the *Herald* went to leading business men—mostly non-advertisers, like banks, wholesale distributors, etc.—and induced them to use the two-color advertisements to clinch the argument. Editorials and interviews carried appeals from local leaders of all lines of work.

Success has apparently crowned the effort, as a recent survey shows that 87 per cent of the farmers have adopted the methods suggested. The boll weevil is present in smaller numbers than at any time since the beginning of the infestation several years ago and the outlook for a good crop is brighter than at any time since 1920. And, incidentally, the *Herald* is richer by \$2,000, brought to the till by the special advertising.

Col. Ewing, Col. Clark Howell and F. G. Bell testified in succession to the excellent public service being rendered by Mr. Davis to his community. Col. Ewing told how northern Louisiana had combated the weevil by forcing the cotton crop to maturity before the beetle reached its most destructive stage each season. Col. Howell declared that the weevil had been really a blessing to the South. It had taught the farmers what the editors had written in vain for twenty years—the need for diversification of crops.

Election of officers was next on the program and was concluded after a brief discussion in which all but members of the association were excluded from the meeting. As stated, Arthur Newmyer was re-elected president and Mr. Johnson had already been named secretary-treasurer.

Under the new by-laws there is no chairman of the board, his functions being exercised by the president. Directors for the various states were re-elected as follows:

- Alabama—Victor H. Hanson, *Birmingham News*.
 - Arkansas—Elmer E. Clarke, *Little Rock Democrat*.
 - Georgia—Clark Howell, Jr., *Atlanta Constitution*.
 - Louisiana—Col. Robert Ewing, *New Orleans States*.
 - North Carolina—H. Galt Braxton, *Kinston Free Press*.
 - Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman*.
 - Virginia—Allen Potts, *Richmond News-Leader*.
 - West Virginia—W. Guy Tetrick, *Clarksburg Exponent*.
- New directors are:
- Florida—Ross A. Reeder, *Miami News-Metropolis*.
 - Mississippi—T. M. Hederman, *Jackson Clarion-Ledger*.
 - South Carolina—F. C. Withers, *Columbia State*.
 - Tennessee—Wiley L. Morgan, *Knoxville Sentinel*.
 - Texas—M. E. Foster, *Houston Chronicle*.

SUMTER GILLESPIE'S BRIEF CODE

SUMTER GILLESPIE, editor and publisher of the *Greenwood (Miss.) Daily Commonwealth*, and president of the Mississippi Press Association, submitted for the consideration of S. N. P. A. members a statement for the code of ethics which most newspapers practice as follows:

"Article 1—We insist upon honesty in news, advertising, and editorial utterances, and will endeavor to protect the public from unfair practices and dishonest advertising.

"Article 2—We are business men and ambitious to succeed, but we are first ethical men and wish no success that is not founded on the highest ethical basis, with due consideration for our employes, the public and our patrons.

"Article 3—Our desire is to improve ourselves, increase our efficiency and en-

large our service, which can be done as an association only so far as each member will clean his own house, discourage unfair practices, fully realizing that we as an association cannot function properly without recognizing our full duty and high moral obligation to the public. We feel that our efforts, if exerted entirely for self, and without consideration for the good of others will defeat wholly the object of our organization.

"Article 4—We believe that by endeavoring to elevate the standards of the vocation in which we are engaged and by meeting together each year for discussion of fundamental principles we will be enabled to so conduct our affairs that our business activities will be more pleasant and profitable than would be otherwise possible, therefore we heartily subscribe to this code of ethics."

Committees were appointed to carry on the association's work as follows:

Advertising—Edgar M. Foster, *Nashville Banner*, chairman; Victor H. Hanson, *Birmingham News*; Clark Howell, Jr., *Atlanta Constitution*, vice-chairman. Business Office Affairs—Ross A. Reeder, *Miami News-Metropolis*, chairman; Elmer E. Clarke, *Little Rock Democrat*, vice-chairman.

Labor—F. C. Withers, *Columbia State*, chairman; E. K. Gaylord, *Oklahoma City Oklahoman*, vice-chairman.

Printing School—F. G. Bell, *Savannah News*, chairman; G. J. Palmer, *Houston Post*, vice-chairman; Major Allen Potts, *Richmond News-Leader*.

Legislative—Col. Robert Ewing, *New Orleans States*, chairman; Major E. B. Stahlman, *Nashville Banner*, vice-chairman; Urey Woodson, *Owensboro Inquirer*; M. E. Foster, *Houston Chronicle*; and H. Galt Braxton, *Kinston Free Press*.

Washington & Lee School—Dr. John S. Cohen, *Atlanta Journal*, chairman; L. K. Nicholson, *New Orleans Times-Picayune*, vice-chairman; Powell Glass, *Lynchburg News & Advance*.

Traffic—Walter C. Johnson, *Chattanooga News*, chairman; E. B. Jeffress, *Greensboro News*.

Editorial Affairs—Wiley L. Morgan, *Knoxville Sentinel*, chairman; George R. Koester, *Greenville Piedmont*, vice-chairman.

Press Rates on Telephone Calls—Wiley L. Morgan, chairman; L. K. Nicholson, *New Orleans Times-Picayune*; John Brice, *Atlanta Journal*.

George E. Hosmer, *Fort Myers (Fla.) Press*, and a former president of the National Editorial Association, on Saturday morning stated that Charles D. Haines, former New York Congressman, had offered the Florida Press Association approximately \$250,000 worth of property for the establishment of a newspaperman's home in Florida, including \$150,000 in dividend-producing stock, \$10,000 in cash, and 45 acres of land at Altamonte Springs, Fla. The project is to come be-

fore the Florida Press Association this week and Mr. Hosmer invited the support of the S. N. P. A. for the project. The S. N. P. A. voted to promote the plan in their bulletin and to give it their moral support.

D. B. G. Rose, familiar figure at circulation men's gatherings and one of the largest printers in the South, called for more intelligent co-operation between the newspapers and job printers of the South in obtaining men for their establishments and in maintaining proper control over their mechanical forces. He commended the printers' school plan as an excellent step in the right direction.

Wiley L. Morgan reported on efforts to secure a press rate for newspapers using the long distance telephone lines. Mail transmission of news was obviously too slow and the inefficiency of many small-town telegraph operators made the filing of important news over their keys a risky business. Conference with telephone company officials elicited the information that long-distance telephone lines do not need

to give any reduction to the press to keep their lines busy, as they are already overburdened, especially at night, with low-rate commercial and social calls.

Mr. Morgan urged that newspapers develop the station-to-station call plan, rather than the person-to-person call, with the correspondent prepaying the call and settling with the newspaper when his news account was submitted for payment. Twenty per cent in tolls could be saved by this, he said.

He urged that a committee be named for further discussion of the press rate proposal with the telephone company, and the chair named Messrs. Morgan, Nicholson and Brice, as told above, with instructions to report to the 1925 convention.

Mr. Morgan's esteemed rival from Knoxville, W. M. Clements, *Journal and Tribune*, took the floor next with his proposed code of ethics, which, with another submitted by Sumter Gillespie, *Greenwood (Miss.) Commonwealth*, appear elsewhere in this issue.

General approval followed Mr. Clements' address, but the convention ex-

The Greatest Force in British Advertising is The Times
London, England

THE **Daily Mail** with its **WORLD'S RECORD NET DAILY SALE** enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

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

The Indianapolis NEWS

There is no unemployment in **PORTSMOUTH, OHIO** and this city is in very prosperous shape. An average of \$20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the **EVENING TIMES MORNING SUN SUNDAY SUN-TIMES** They cover South Central Ohio like the dew.

National Advertising Representatives **ROBERT E. WARD, Inc.**
561 Fifth Ave. 5 So. Wabash Ave. New York Chicago

When you come to London— Don't miss seeing how the mammoth weekly issue of **JOHN BULL** is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL
For Advertising Rates and Particulars write: **PHILIP EMANUEL, Advertisement Manager**
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

Detroit Fourth Largest City Complete coverage with one paper. **The Detroit News** Offers advertisers unusual opportunities

In New Orleans Consult the Latest A. B. C. AUDIT (September 30th, 1923) Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION
Specials: East Beckwith West Branham

pressed a desire for leisurely action in adoption of a code. W. T. Anderson, of Macon, called attention to a code of principles prepared by his predecessor on the *Macon Telegraph* and printed originally in *EDITOR & PUBLISHER* many years ago. Mr. Anderson asked the committee to consider these principles in formulating a code. It was not desired by the convention, with all its intention to avoid haste, to postpone the promulgation of the code for another year, so President Newmyer solved the difficulty by getting the association to vote that it wanted a code, that it was satisfied to turn the matter to a committee appointed by the chair which would report to the board of directors and await the latter's action. The committee appointed by the chair, under the chairmanship of Mr. Clements, was the entire board of directors.

Debate on future meeting places brought up again the old subject of meeting in various cities. Clark Howell, Jr., presented an invitation from the city of Atlanta, which glistened with the brilliant words of a Southern host.

"But, no thank you, Atlanta," was the association verdict. Mr. Anderson forgot state pride long enough to remind the convention that the average temperature of 61 degrees mentioned in the Atlanta invitation included about 49 degrees below zero in winter and that extra collars and ability to perspire freely were valuable assets for summer conventioners in Atlanta. He moved that the association decide not to resume its city-to-city wanderings of ten years ago and that a permanent meeting place be decided upon.

Mr. Lindsay's invitation to West Baden Springs embarrassed the courteous gentlemen of Dixie. Some of them liked the idea, others didn't, but didn't like to say so with the inland president in their midst. Finally, it was definitely decided to stay in the South and to let the board of directors choose the next meeting place, and unofficial advices are that Asheville again rules favorite.

In the golf tournament, which was held Thursday afternoon, forty members and guests competed.

G. H. Gunst, E. Katz Special Agency, with the low net score of 68, captured the prize offered by President Newmyer, a suit of Biltmore Honespun.

Charles P. Eddy, with a score of 85, won the travelers' clock, presented by the Mergenthaler Linotype Company, for the low gross score. John Budd was second, with a score of 86, and captured a silver cigar case with ash trays to match, presented by the E. W. Blatchford Company. Morton Caldwell, who also turned in a score of 86, was presented with a silk umbrella by the Magnetic Player Board Company.

George P. Lindsay, president of the Inland Daily Press Association, who was second with a net score of 70, won a leather golf bag presented by *EDITOR & PUBLISHER*. G. C. Willings tied for third place with E. R. Wheatley, and the former won an inkstand offered by John Budd, and the latter a cigarette case offered by the Intertype Corporation.

G. J. Palmer, *Houston Post*, turned in the high gross score, 145, which was labeled the worst, and won a percolator offered by the Cline Electric Company.

L. K. Nicholson, *New Orleans Times-Picayune*, won the golf bag offered by the Imperial Type Metal Company for the worst net score, with a score of 105. The first "Kickers prize" went to F. W. Bott, Mergenthaler Linotype Company, who, with a score of 76, won the golf vase offered by the Cutler-Hammer Company.

Fred P. Motz, John Branham Company, won a leather traveling bag as second prize with the same score. It was necessary for them to draw.

F. W. Schnell, Cutler-Hammer Company, won a sweater offered by the Miller Saw Trimmer Company as the third "Kickers prize."

BLUE RIDGE BREEZES

PRESIDENT NEWMYER managed to figure in the unusual several times. His alarm clocks provided sounds strange to the placid halls of Grove Park Inn; his laughing refusal to wear the tinned badges provided—nothing but gold would do—sent Secretary Johnson into the field desk for a relic of old conventions—a gilt badge with Newmyer's name therein, which was presented with suitable Dixie flourishes by Clark Howell; and Newmyer also received from Mr. Johnson a gavel made from Chattanooga hardwood.

It was Mr. Johnson's reference to "Chattanooga's 1,800 diversified industries" in presenting the gavel to Mr. Newmyer that drew a booming "I object" from W. T. Anderson, citizen of Macon, Ga.

AND it was this same W. T. Anderson who was warned by fellow members that the speed cops would get him if he didn't watch out. That was after he told casually of driving the 400-odd miles from Macon to Asheville between dawn and dusk and his plaint that the car isn't as comfortable as his old one when hitting along at 50 per hour.

R. DWIRE, editor of the *Winston-Salem Sentinel*, was a silent and attentive listener to all discussions. He has been editing Southern newspapers for a score of years and outside the convention revealed a fund of newspaper stories.

CHARLTON WRIGHT, editor of the *Columbia (S. C.) Record*, was so tickled by complimentary reference to the number of "Flashes" he lands in *EDITOR & PUBLISHER* every week that he treated the correspondent to a suit of Biltmore homespun. Mr. and Mrs. Wright drove from Columbia in their new Cadillac.

MRS. WALTER JOHNSON was the demon trophy winner of the convention. Besides the great chest of silver

that the association presented to her via her distinguished husband, she won by her own hand a Mah Jongg prize—one of the hammered metal vases that Grove Park Inn displays.

MRS. JOHNSON and the other ladies of the convention received special notice from F. L. Seely, the former Atlanta publisher who likes to entertain newspaper men at Grove Park Inn. Mr. Seely presented each lady with a suit of Biltmore homespun, made on the grounds of wool taken from the Inn's sheep-fold.

ONE of the convention's sideshows was the battle of the electioneers in the *Baltimore Evening Sun-Baltimore News* fight over the former's application for Associated Press membership. The Hearst interests were represented by J. Thomas Lyons, *Baltimore News*; A. B. Chivers, and James B. Nevin, *Atlanta Georgian*. The *Baltimore Evening Sun* merits were argued by J. K. Blondell, auditor of the A. S. Abell Company. The matter did not come before the convention, of course.

IF we do say it, as shouldn't, all golfers' eyes were turned toward the Spalding leather golf bag given by *EDITOR & PUBLISHER*, won by Mr. Lindsay, of Marion, Ind., and dubbed by President Newmyer the "best prize of the tournament." Newmyer wanted to carry it back to New Orleans, but was the only member of his foursome to come away empty-handed. Two of them won the prizes for worst scores and the genial president wound up one stroke too many to carry off the desired trophy.

WESTERN North Carolina had an able advocate in H. Galt Braxton, who, strangely enough, edits his *Free Press* 400 miles away from Asheville in Kinston. He fought a hard and successful fight to keep the convention for his adopted state.

IOWA—

Exceeds, in area, New Jersey, Connecticut, Rhode Island, Vermont, New Hampshire, Delaware and Maryland.

Iowa has over 219,000 farms. The average size of each is about 160 acres, and the value of these farms and property thereon is over Eight and a Half Billion Dollars.

That is seven times the value of the farms in the six New England States and twice the value of the famous orchards and farms of the three Pacific States.

The people of Iowa have more wealth per capita than the people of any other state in the Union. The per capita wealth for Iowa is \$3,539. Nearly twice that of the United States as a whole.

There are two bank accounts in Iowa for every five men, children and women, which shows the even distribution of money among all the people, increasing your percentage of potential consumers.

Iowa has the second largest ratio of automobiles per capita among the States, the farmer owned prevailing.

Iowa leads all States in literacy. Only 1.1 per cent are illiterate. The State has a large percentage of native born whites, 89.8.

A State offering such a great potential market should be the first choice of every National Advertiser.

USE THESE DAILIES FIRST

	Circulation	Rate for 5,000 lines
***Burlington Gazette (E)	10,535	.04
***Cedar Rapids Gazette (E)	22,671	.07
***Council Bluffs Nonpareil (E&S)	16,132	.05
***Davenport Democrat & Leader (E)	14,485	.06
***Davenport Democrat & Leader (S)	17,416	.06
***Davenport Times (E)	24,946	.07
***Des Moines Capital (E)	61,683	.14
***Des Moines Sunday Capital (S)	27,895	.14
***Iowa City Press-Citizen (E)	6,230	.035
***Keokuk Gate City (E)	5,899	.03
+++Mason City Globe Gazette (E)	13,405	.04
***Muscatine Journal (E)	7,980	.035
***Ottumwa Courier (E)	13,375	.05
***Waterloo Evening Courier (E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

+++Government Statement, April 1, 1924.

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLERS

FOLKS in your city are being turned loose from offices for summer holidays these days.

Double truck ad built by several different stores might run under the caption:



"What do you need for your holiday?
Suitcases
Bathing Suits
Camping outfits

- Hiking shoes
 - Tennis shoes
 - Golf sticks and bags
 - Tennis racquets
 - Women buy furs in summer.
- It's an old idea, but how about selling it all over again to your local department store; something along this line:
"We're Equipped to Help You Make that Summer Dress"
Display:
Ginghams
Voiles
Silks, patterns,
Threads, etc.

NOW is the time for the automobile dealers to get busy in lining up closed car prospects for the fall. The newspaper can co-operate with the dealers in doing this by getting the dealers to run ads in which they would have coupons which could be cut out and filled in by people—these coupons stating that the signers were interested in closed cars for the fall. These coupons could then be mailed in by the signers to the auto dealers. This plan would get the dealers to use more advertising than they had planned to use during the summer months.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

"What I Saw and Heard Around Town," by Peggy Pence was a full page ad caption in a Dubuque paper. There were 16 ads and were woven about personal trips to the stores. The descriptions of merchandise were personal and catchy.—L. J. Jellison, *Times Journal*, Dubuque, Ia.

Where to park downtown. Stop smashing each other's fenders and tail lights. Park with us. Enjoy the convenience—Save money, time and police notices. Under this heading, a middle west paper prints garage cards. This can be run as display or in the classified columns.—George C. Marcey, *Republican-Journal*, Ogdensburg, N. Y.

Run a little corner under the heading

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
11 Spruce St., New York

"What Is Your Favorite Daily Feature and Why?" Publish one of the answers each day. You will not only feel out your readers on which of your features are winners and direct you as to what class of features to buy, but will also create a lot of personal interest and will be a feature in itself which readers will scan the paper for each day.—Ehu Gihert, Chicago.

A six-column advertisement used recently by Cheasty's clothing store, Seattle, Wash., made use of a column of clothing "news" items. Headed with three paragraphs on the business value of a good appearance, over the signature of Ray E. Bigelow, manager of the store.—L. J. Jellison, *Times Journal*, Dubuque, Ia.

The Fort Wayne (Ind.) newspapers recently co-operated with the local merchants with great success in putting on two "Better Business Days" on a Wednesday and Thursday on which all of the merchants of the city offered special bargains and for which they used extra advertising space in the local papers. The newspapers' contribution to the success of the event was the donation of quite a considerable amount of advertising space in which appeared snappy copy telling about Fort Wayne's recent splendid business achievements and particularly rosy outlook for the future. Undoubtedly other papers could do the same sort of thing with equally good results.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

By utilizing a caption such as "Vacation Companions," an opportunity is afforded to group a number of retail merchants in your town who will contribute personal and constantly used articles of great variety which are useful companions to the vacationist.—C. M. Litteljohn, Washington, D. C.

We are running a front page feature which has proven a good will creator for the publication. While soliciting advertising, we have opportunities to talk with business men about items of interest and get their opinions. Each week, under the head, "John Jones Says" (mentioning the advertiser's name) we run fifteen or twenty lines giving the merchant's opinion on a certain subject. This is enclosed in a box. The advertiser likes to see his name on the front page and the people always read it.—Donald O. Ross, *Washington (Iowa) Democrat*.

Under the title: "Which are you?" *San Antonio Express* featured a double

page spread recently, that boosted San Antonio manufactured articles. The news item that followed the title was a conversation between Mr. Detrimental Citizen, a man who sends most of his money out of the city for things he has to buy, and Mr. City Builder, who shops at home, buying home-manufactured articles as far as possible. The title: "Which are you?" was aimed at the reader.—A. W. Roe, Box 182, San Antonio, Texas.

What filling stations in the paper's city are handling tires and accessories in addition to gasoline? It would be a simple matter to get all such filling stations to come in on a page of ads which had a heading urging all motorists to buy ALL of their wants—such as gasoline, oil, tires and accessories—from the filling stations listed on the page.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

CASH FOR CLASSIFIED

Peterborough Newspaper Collects Ads by Circulation Cars

To overcome the universally difficult problem of collecting for classified advertising, and also the clerical detail involved in posting such business in the account books, *Peterborough Examiner*, of Peterborough, Ontario, advertises that it will call for classified advertising and collect for it at the same time.

That newspaper does not insert classified advertising unless it is paid in advance. Only a few exceptions are made to this rule and in such cases a double charge is made to cover the cost of collecting and posting.

Addressing EDITOR & PUBLISHER the management of the Examiner says:

"We find it cheaper to send for the copy and collect at the same time, by one of our circulation delivery cars, than to get the advertising charged up and en-

Our Features:

Irvin S. Cobb
R. L. Goldberg
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
 Times Building, New York

Remember!

IT REQUIRES the use of only one medium — at one low advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—

The Milwaukee JOURNAL
 FIRST—by Merit

COMICS

We can enhance the circulation pulling-power of your comic page classics with unexcelled color printing.

Write for proofs and low prices.

The World Color Printing Co.
 R. S. Grable, Pres.
 Est. 1900 St. Louis, Mo.

deavor to collect it afterwards. A large percentage of classified advertising is received over the counter in our office."

In a catchy little illustrated ad on page 1, the Examiner advertises as follows: "Use a Want Ad! If convenient for you, call at the Examiner office, or phone 1600 and we will call for the advertisement and give you the cash rate. All orders in before noon, to be called for, will appear same day."

Prize for Slogan

The Nursey industry of Newark, N. Y., working through *The Courier*, of that town, has offered a prize of \$100 in gold for the best slogan to advertise Newark, New York, as the home of nursery stock. The competition is open to everyone, and any number of slogans may be submitted by any person. All slogans submitted must include "Newark, New York." The contest ends Monday, Sept. 1, 1924. All slogans should be mailed to "Slogan Contest Editor, The Courier, Newark, N. Y."

Over ONE-THIRD added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

HOLLISTER'S

CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

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.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVE
The S. C. Beckwith
 Special Agency
 New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
 Los Angeles—San Francisco—Seattle

A.A.A.A. PLANS MARKET RESEARCH BUREAU

Plans Nebulous, Headquarters States, Refusing Details of President Resor's Idea—Educaor to Direct Work

Preliminary plans are being discussed by American Association of Advertising Agencies directors looking forward to possible formation of a market or circulation investigation bureau, EDITOR & PUBLISHER learned this week.

At headquarters officials declined to make any statement regarding these plans, declaring they were as yet indefinite. Stanley Resor of the J. Walter Thompson Company, president of the A. A. A. A., is originator of the idea, and its development is awaiting Resor's return from the international convention of the A. A. C. W. in London.

It is understood the proposed bureau may concern itself with an investigation of "quality circulation" in a similar capacity as that now performed by the Audit Bureau of Circulations in its reports on quantity circulation.

While it was stated at the A. A. A. A. headquarters that no one has yet been selected to head the proposed bureau, EDITOR & PUBLISHER is informed it will be conducted by a prominent educator now connected with a large Eastern university.

AD TIPS

George Batten Company, McCormick Building, Chicago. Reported to be placing account of the Vitrolite Company, marble substitute, Chicago.

Brunan-Eley Company, 922 Republic Building, Chicago. Again making contracts with newspapers in various sections for the Marinole Company, beauty preparations, Chicago.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. To use list of metropolitan cities on page copy on Liberty (magazine).

Chambers Agency, 614 Maison Blanche Building, New Orleans. Reported will use newspaper space in various sections for the Humble Oil Company, Houston.

Collins-Kirk, 750 North Michigan avenue, Chicago. Making 2,000-line contracts with newspapers in various sections for the Murine Eye Remedy Company, Chicago.

John Curtiss Company, 1476 Broadway, New York. Again making contracts with newspapers for Thos. Cook & Son, tours, New York.

Henry Decker, Ltd., Fuller Building, New York. Now handling account of the Kamac Products Corporation, "Beslin" pyorrhea remedy, New York.

George S. De Rouville, 452 Broadway, Albany, N. Y. Placing orders with newspapers that have rotogravure sections for F. S. Mills, Inc., "Locktite" tobacco pouch, Gloversville, N. Y.

Durance, Sullivan & Co., 130 West 42d street, New York. Now handling account of the Royal Typewriter Company, Inc., of New York.

Evers, Watrous & Co., 360 North Michigan avenue, Chicago. Sending orders to Michigan papers on Danish Pride Condensed Milk Company, Sheboygan, Wis.

Fitzpatrick Brothers, Chicago (Kitchen Cleaner). Increasing advertising appropriation to include some additional towns. California Peach & Fig Growers, Inc. Will not make up list until fall.

Foots & Morgan, Inc., 247 Park avenue, New York. Placing orders with newspapers in selected sections for Kem-o-Zone Laboratories, antiseptic, New York.

Fuller & Smith, 1501 Euclid avenue, Cleveland. Placing orders with newspapers in various sections for the Westinghouse Electric & Manufacturing Company, electric fan, East Pittsburgh, Pa.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Placing copy with newspapers in various sections for the C. F. Mueller Company, macaroni, Jersey City, N. J.

AUTO PAGES

A regular feature of the Wednesday and Sunday issues.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York

Lytton Bldg. Chicago

Green, Fulton, Cunningham Company, Steger Building, Chicago. Now handling account of the Kalamazoo Stove Company, Kalamazoo.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Sending out contracts to general list of newspapers on Pierce-Arrow motor car.

Henry Advertising Company, 430 West 33d street, New York. Now handling account of the Carbona Products Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. It is reported that this agency soon will prepare list on Pillsbury Company, Minneapolis, Minn.

Robert M. McMullen Company, 522 5th avenue, New York. Placing orders with newspapers in various sections for Gold Dust Corporation, New York.

Mattocks-McDonald Company, South 5th avenue and Commerce street, Duluth. Handling accounts of the Lewis Hosiery Company, Duluth, and the Paul Company, Duluth, manufacturers of the Paul automobile shock absorber and hydraulic jack.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending out orders to general list of papers on Sun Ray Products Company.

Frank Presbrey Company, 247 Park avenue, New York. Placing account for Goodman & Suss, Inc., Rochester, N. Y., manufacturers of Goodman & Suss clothes.

Fred M. Randall Company, Book Building, Detroit. Placing account of the Akron Lamp Company, Akron, Ohio, manufacturers of gasoline and kerosene lamps and irons.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Placing account of the B. F. Goodrich Rubber Company.

Ruthrauff & Ryan, 404 4th avenue, New York. Again placing copy with newspapers in various sections for the McFadden Publications, "True Story," Magazine, New York.

Sweeney & James, Inc., 1632 Euclid avenue, Cleveland. Placing account of the Perfection Heater & Manufacturing Company, Cleveland, manufacturers of "Perfection" motor car heaters.

Sweet & Phelps, Inc., 210 East Ohio street, Chicago. Sending contracts to limited list of papers on Airlux Rubber Company.

J. Walter Thompson Company, 14 East Jackson Boulevard, Chicago. Has prepared list on Sun Maid Raisin Growers, Fresno, Cal.

Alfred Wallerstein, Inc., 70 West 40th street, New York. Again renewing some newspaper contracts for the Phillips-Jones Corporation, shirts, New York.

Washburn-Crosby Company, Minneapolis, Minn. Reported this company will so some advertising in newspapers. Agency not selected yet.

Winchell Advertising Company, 230 East Ohio street, Chicago. To use about six metropolitan newspapers on Kabo Corset Company, Chicago.

C. C. Wingham Advertising Agency, 10 Peterboro West, Detroit. Handling account of the Dover Manufacturing Company, Dover, Ohio, manufacturers of electric irons.

Zimmer-Keller, Inc., Detroit Life Building, Detroit. Again renewing some newspaper contracts for the Rickenbacker Motor Company, Detroit.

The Pittsburgh Press

A Scripps-Howard Newspaper Daily and Sunday

Has the Largest

CIRCULATION IN PITTSBURGH MEMBER A. B. C.

Foreign Advertising Representatives

ALLIED NEWSPAPERS, INC.

New York Office—52 Vanderbilt Ave.

Chicago Office—5 North Wabash Ave.

San Francisco—Cleveland—Cincinnati

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y.

Daily Argus

AND

The New Rochelle, N. Y.

Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.

T. Harold Forbes New Rochelle

CLEVELAND NEWS MAY MOVE

Considering a Home in Less Crowded Section, But Plans Are Not Final

The Cleveland News and Sunday News-Leader may leave the present quarters in the congested section at Superior avenue and East Sixth street.

Some time ago the company acquired a large vacant lot at East 18th street and Superior avenue, a less congested section, but centrally located for making quick distribution to downtown corners. On this lot a publishing plant will probably be erected, but George F. Moran, general manager, states that the plans have not been settled. Whether the building, if erected, will be a skyscraper is also uncertain.

At the same time there is talk of moving the advertising and other offices of the two papers, now in the Leader-News building, where the papers are published, to the Hanna building, at East 14th street and Euclid avenue, erected by the late Dan R. Hanna as a monument to his father, the late M. A. Hanna.

Newspaper Cups for R. O. T. C.

Among the prizes offered to the cadets at the R. O. T. C. camp at Camp Custer, Mich., are the Chicago Tribune cup for the school having the highest record in record rifle practice and the Chicago Daily News cup for the school having the highest record in the physical test, it has been announced at the camp.

Prices Cut in Oklahoma

Simultaneous reductions in the price of street sale and news stand copies have been announced by the Oklahoma News and Oklahoma City Times. The Times reduced from three cents to two, the News from two cents to one. In both instances, the new prices are those which prevailed prior to the war.

For news of your profession—Read EDITOR & PUBLISHER—\$4.00 a year.

DETROIT TIMES

Over 200,000

DAILY

Over 250,000

SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

THE TACOMA NEWS-TRIBUNE



Frank S. Baker President

341 Fifth Ave. New York City

5th Floor

San Francisco and Los Angeles, Cal.

Charles B. Walsh Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

Ford, Parsons Co. 360 No. Michigan Ave. Chicago, Illinois

R. J. Bidwell & Co.

San Francisco and Los Angeles, Cal.



Depend on Imperial

CLEVELAND'S four big newspapers are leading factors in the lives of the Fifth City's citizens. Always standing for that which they believe best, these papers have played a most vital part in making Cleveland one of America's finest cities.

It is significant that Cleveland's big four should all see fit to depend upon the product and services of the Imperial Type Metal Company. Naturally we feel complimented on the reliance placed in Imperial Metal.

Cleveland's Four are not an exception in their selection. Publishers in many other leading cities are likewise depending upon the Imperial Plan. Nor is the Plan confined to larger papers. Village weeklies and semi-weeklies are also turning to the Imperial Plan.

Find Out Why!

Why are publishers adopting the Imperial Metal Plan? That question can best be answered by reading the Plan itself. Write and let us show you how this dependable, economical and stable Plan will add years of service to your metal and assure you against metal troubles.

Imperial METAL

LINE TYPE—MONOTYPE—INTERTYPE—STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.

Philadelphia—Cleveland—Detroit

DEATH OF J. M. DOVE, MONOTYPE PRESIDENT

Worked for 32 Years to Make Composing Machine Commercially Profitable—Man of Energy, Conscience and Vision

J. Maury Dove, for 32 years president of the Lanston Monotype Machine Co., Philadelphia, died at his home in Washington, June 26 after a lingering illness.

Surviving him are his wife, a daughter, Mary Carter Dove, and three sons, J. Maury Dove, Jr., Robert Carter Dove, and Edward Stellwagen Dove.

Mr. Dove was 69 years old. He was one of the best known and most respected residents of the District of Columbia and took an active part in all movements for civic betterment and was favorably known for his benefactions.

He was an indefatigable worker, controlled personally the destiny of the Lanston Monotype Machine Company, the greatest monument to his memory, and also owned a large coal business in Washington and was owner of the Shoreham Hotel.

His first job was to represent a Philadelphia book concern in Washington. He became clerk for a coal company there, and four years later went into a partnership with his employer, the following year becoming owner of the business. From that time forward his rise was rapid.

In the early nineties the Monotype Company was struggling to make the dream of Talbert Lanston come true; to perfect his single-type composing machine so that it would be a profitable proposition. At the solicitation of stockholders, the young coal merchant, J. Maury Dove, was persuaded to take the presidency of the Monotype Company. From that day he was active as its president and guiding genius.

It was through his energy that the machine was perfected until it became internationally known. He it was who fixed the company's policy that every improvement for the Monotype machine was to fit all existing machines. He was thus a pioneer in the policy of protecting the customer from obsolete models.

Much could be written about the personal characteristics of Mr. Dove—his fighting spirit, his fair attitude toward his own business associates, his love for his family, steady ambition, iron will, and complete understanding of financial and market conditions, his intense love of truth, and his hatred of red tape. The Monotype factory of Philadelphia was closed from the morning of his death until the following Monday.

"Like so many other American business men, Mr. Dove gave all of his time to business and none to recreation. In forty years he never took a vacation, and at any time, day or night, was always available for direction and assistance to the department heads and employees of the company. I wish the industry could have known Mr. Dove as I have known him and could have appreciated as I have that in making the Monotype his chief life work he was pursuing an ideal rather than financial gain. In other lines of business he could have made a great deal more money, but he loved the Monotype and his greatest pride was in its achievements."

Obituary

MRS. WILLIAM E. CURTIS, widow of William E. Curtis, Washington correspondent of the *Chicago Record-Herald* for many years, died June 20 at Champaign, Ill. Mr. Curtis died in 1911.

PERCIVAL W. SHEPARD, for many years engaged in newspaper work in Pittsburgh, died suddenly at Findlay, O. Mr. Shepard was manager and one of the former owners of the *Pittsburgh Index*.

OTTO GUENTHER, Sr., 78, pioneer advertiser man of Chicago, died July 2. After editing the *Milwaukee Herald* in

the early '80s and managing the *Chicago Free Press*, he founded the advertising agency of Guenther, Bradford & Co., about 40 years ago. He was a native of Austria.

WALTER R. ALLMAN, 42, creator of the comic strip, "The Doings of the Duffs," died July 8 at Cleveland, O. He started his career as a cartoonist on a Toledo newspaper.

JACKSON L. DARRIMORE, 33, special assignment writer of the *Detroit Free Press*, is dead. He had also worked for

the *Times and News* and was known as a brilliant writer. He had been in ill health for a year.

H. M. FLINT, father of Prof. L. N. Flint, head of the University of Kansas journalism department, died at Lawrence.

FRANK PHILBRICK, aged 37 years, political writer of the *Columbus (Ohio) Dispatch*, died there on June 21, after a brief illness. Before locating in Columbus, he was connected with the *Marion (Ohio) Tribune*.

Dean of L. I. News Men Dies
Halstead H. Frost, 92, dean of Long Island newspapermen, died at his home, East Norwich, L. I., July 9. He was owner and editor of the *Norwich Evening*.

World's Ad Chief Job Unfilled
No appointment has yet been made a successor to the late Hal M. Frost, advertising manager of the *New York World*. Foster Gilroy, assistant advertising manager, is in charge.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.
Goss, Three Deck, Two Plate Wide, Straight-line Press complete with all Stereotyping equipment. Press is in wonderful condition; shipment can be made at once. Roy C. Goodwin, Geneva, N. Y.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½" and 23.9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street
New York City

No. 7 Water St. Boston, Mass. 7 South Dearborn St. Chicago, Ill.

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.

709-719 Palace Bldg.,
Minneapolis Minn.

For Sale.
Eight page Cox Duplex angle bar Printing Press. Prints 4, 6 or 8 pages, first class condition. Can be seen tomorrow. Bargain to quick buyer. High Point Press, High Point, N. C.

FOR SALE

15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

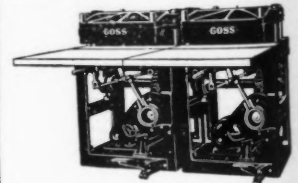
USED BY THE

Joliet Herald,
Joliet, Ills.

We refer you to them for their opinion



MAIN OFFICE: FISHER BUILDING, CHICAGO
EASTERN OFFICE: MARBRIDGE BUILDING, NEW YORK
343 S. Dearborn St. Broadway at 34th St.



Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.

GOSS

USED PRESSES at ATTRACTIVE PRICES

GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22 3/4"

DUPLEX Eight-page, Angle Bar, Flat-Bed Press, Double Drive, Page Length 22 3/4"
SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
WOOD Octuple Press, Page Length 23 3/4"
WOOD Sextuple Press, Page Length 23 9/16"
WOOD Sextuple Press, Page Length 23 9/16"

Full particulars furnished on request

7 South Dearborn St.
CHICAGO, ILL.

R. HOE & CO.

504-520 Grand St., New York, N. Y.

7 Water St.
BOSTON, MASS.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Account Executive.
Manager of Steamship and Railroad Dept. of one of America's largest newspapers is anxious to connect with a first class agency as account executive. Have broad experience and highest references. Box B-585, Editor & Publisher.

Advertising Man.
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to locate in city under 100,000 by September first or before. Minimum salary \$50 a week. Age 31, family. Excellent recommendations. Address Box B-386, Editor & Publisher.

Advertising Manager.
A capable young man nearing 30 years of age, who began his professional experiences selling newspapers on street corners, is needing the consideration of a publisher wanting the services of an advertising manager to develop his advertising department. At present employed as Classified Advertising Manager of nationally known publication. Is not wholly interested in an immediate "big" salary but a chance to work himself into a commanding position in a prosperous community where continuous efforts will repay his patience. Box B-389, Editor & Publisher.

Advertising Solicitor
With years of experience, selling advertising for daily newspaper, is open for position at once, either to take charge of Classified Department, expert at that, or to get out special editions, special pages, business pages and put them over, or both combined; well known, good references. In details address Box B-595, Editor & Publisher.

Assistant Publisher or Mechanical Superintendent.
15 years' practical experience; technically and university trained; Union. Want connection where reliability, ability, honesty and loyalty mean something, with large plant or syndicate; will consider small financial interest. Address Box B-573, care of Editor & Publisher.

Business and Advertising Manager
is looking for a position on a New England weekly, and he can fill the bill. Write B-583, Editor & Publisher.

Business and Advertising Manager
now representing in National field papers with which I have been associated for 6 years in active business and advertising manager. Desire to locate in city between 25,000 to 50,000, where publisher needs a man who can produce local, get production out of his men and who knows how to handle national advertising accounts. Age 36, married. Can furnish unquestionable references. Address Box B-539, Editor & Publisher.

Business Management
of small daily wanted—any location. Run down paper preferred. Will consider small investment with services. Address B-520, care of Editor & Publisher.

Cartoonist Plus.
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

Circulation Manager
of exceptional ability, open for engagement on short notice. Experienced on large and small dailies morning, evening and Sunday. Familiar with A. B. C. records, also promotion work. Efficient and energetic. References. Address B-519, Editor & Publisher.

Circulation Manager
wishes position on publication where hard work and a keen knowledge of the game, coupled with 15 years' experience, can be used to advantage. Clean cut, pleasing personality; not a braggart, but with perfect confidence in own ability to produce results under the most difficult circumstances. Personal interview. Box B-578, Editor & Publisher.

Circulation Manager
with proven ability and good habits, desires connection with newspaper in Southern or Middle Atlantic States. Ten years' experience in running the different kinds of carrier systems. I am 28 years of age, married and member I. C. M. A. Reliable reference furnished. B-506, care Editor & Publisher.

Situations Wanted

Circulation Manager.
Competent experienced worker wants immediate proposition. Box B-591, Editor & Publisher.

Circulation Manager
desires change of city circulation in city of 100,000 or over or entire circulation in smaller city. Fifteen years' experience. Capable promoter man with clean, successful record. Can handle men and boys. Member I.C.M.A. Satisfactory references. Desire for position with greater possibilities only reason for wishing to make change. Address B-540, Editor & Publisher.

Circulation Manager
who has been engaged in special work for the last year desires to return to the circulation field. Experience extends from that of carrier boy to circulation manager. Particularly strong on city circulation. Last position shows increase of 25,000 Daily and Sunday city circulation in four years. Prefers position as circulation manager in city of 75,000 to 100,000 population or city circulation manager in larger field. Address Box B-570, Editor & Publisher.

Classified Expert
Connect with writer. He will come to your newspaper, suggest methods, train your help or hire new ones, increase business; all classifications, 4 to 8 weeks. Make weekly charge for stated time; over 20 years experience, good references. Wire or write for details. W. H. Vale, 59 Derby ave., New Haven, Conn.

Classified Manager.
Available immediately. 3 1/2 years' experience. 10 months on one of largest classified mediums of country as assistant. Can show clean record. Past employers best references. Prefer Middle West city but would go anywhere that opportunity is right. No objection to second paper. Age 25, married. Write B-582, Editor & Publisher.

Editor, General Newspaperman.
Young man with grit and practical plans to double circulation and advertising income, will take complete charge of newspaper on commission or interest. B-587, Editor & Publisher.

Editorial Writer.
Paraphraser, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

Editor.
Young man, 30, desires permanent position in small city. Eight years' experience, including taking press reports from dictation over telephone; city editor, telegraph editor and reporter; references. Box B-594, Editor & Publisher.

General Manager or Business Manager.
At present engaged, but desirous of making change. Can bring youth (32 years old), coupled with 18 years' experience covering days from copy boy and cub reporter to Business Manager of one of country's great newspapers. Valuable experience abroad in past year and in New York financial world. Record amply attested to by past associates. A wire will bring me for an interview. Box B-604, Editor & Publisher.

Manager-Editor.
As manager-editor I built Indiana daily from \$5,000 to \$50,000 valuation. I am seeking connection with daily or weekly with exceptional field, preferring place where it will be possible to acquire interest. Size or location of town not material but must be desirable residential town. B-588, Editor & Publisher.

News Editor,
capable of taking complete charge of news department. Now employed in that capacity, but willing to make change if opportunity warrants. Has advanced from reporter to executive in seven years. Gained experience on largest and foremost middle western and southern newspapers. Knows how to handle men to get maximum production with minimum friction. Would consider managing editorship on paper in city of 25,000 to 60,000 population. College graduate; married; age 28. Available in 30 days. B-592, Editor & Publisher.

Newspaper Executive.
Managing editor and publisher's assistant, age 32, now employed, is available to progressive newspaper publisher in city of fifty to five hundred thousand. Can show clean active record, and refer to several well-known publishers. Experience gained with press associations and large and small newspapers. Address Box B-593, Editor & Publisher.

Situations Wanted

Political Features.
Am going on "hitch-hike" for summer. Can handle daily feature column on political situation for two or three papers. B-600, Editor & Publisher.

Sporting Editor
of Eastern paper wants to locate in Mid-West. Morning paper preferred. Am experienced man and would not consider anything else than sports. Can report first week of September. B-590, Editor & Publisher.

HELP WANTED

Advertising Man
to develop national advertising for two strong dailies with 30,000 combined circulation; \$100 weekly, besides bonus. Box B-599, Editor & Publisher.

Advertising Manager.
An opening in the advertising department of a large and progressive mid-west daily paper will soon occur. Permanency and possibility of taking complete charge of the department are offered. Only those with proved ability should apply as we will expect to receive satisfactory details of past experience with first response. B-585, Editor & Publisher.

Advertising Salesmen
to represent both of our publications "The National Republican" and "Outdoors." We have openings in some of the largest cities in the United States. "It's a money maker to the right men." Address E. C. Johnson, Assistant Manager, 909 Munsey Bldg., Washington, D. C.

Classified Manager Wanted.
Young man equipped by experience (Smith System preferred), whose honesty is unquestioned; will start at \$35; big opportunity and abundant reward when earned. First paper in quality, 2nd in circulation, city one hundred thousand class, New England. Box B-597, Editor & Publisher.

BUSINESS OPPORTUNITIES

Daily Newspaper
In prosperous eastern town for sale. Paper at present making profit. Owner must sell immediately because of other business. Terms reasonable. Address Box B-601, Editor & Publisher.

Daily Newspaper
in city of 20,000 population for sale at a low price. Owner can not give it his attention and property not making progress it should under present management. A real opportunity for a newspaper man. Address B-542, Editor & Publisher.

For Sale.
Kansas exclusive afternoon field; A. P.; Republican; four Linotypes; Duplex; job plant; 4,500 circulation; unlimited possibilities; big enough two partners; fairly priced; only \$35,000 cash necessary; best buy in middle west. Address Box B-602, Editor & Publisher.

Wanted.
Experienced newspaper men with from \$1,000 up to invest in going newspaper and job printing business in city of 15,000, and take charge of departments. A rare opportunity. Address Box B-551, Editor & Publisher.

NEWSPAPERS WANTED

Dailies and Weeklies Wanted.
New York State, New England, New Jersey. Do you want to sell, lease or expand? Not broker. Operate entirely for ourselves. Address B-563, care Editor & Publisher.

CIRCULATION BUILDER

Over 100 Leading Papers
Use magnetic baseball player boards. Order now. Geo. H. Reynolds, Treas., New Bedford, Mass.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

INTERNATIONAL PAPER COMPANY

New York, June 25, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1 1/2%) on the preferred capital stock of this company, payable July 15th, 1924, to preferred stockholders of record at the close of business July 7th, 1924.

OWEN SHEPHERD, Treasurer.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER

350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

MIDDLE WESTERN PUBLISHER has just sold daily. Wants new connection as publisher, business, circulation or advertising manager. Thirteen years with one paper, advancing to circulation manager, business manager, and finally publisher. Experience has taught him to watch the overhead while increasing business. Age 42. State Normal education. Our No. 3865.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Are You Capable of Business Managing a Daily and Sunday Newspaper?

A Publisher of a progressive newspaper located in the Middle West in a city of about 300,000 wants a thoroughly capable man, whose years of experience have fitted him for the responsible position of increasing the value of an already successful newspaper, as its Business Manager.

If I could describe the man I want, would say he would be forceful, of pleasing personality and well posted on production costs.

He will be required to have and to execute ideas in promotional work in both the Advertising and Circulation Departments. He must know Finance and Service, and be able to co-operate and co-ordinate with a well developed staff of men in each department. He must be a natural leader, and not a follower.

If your qualifications come up to these standards of requirements, address B-584, Editor & Publisher.

A Man — or The Man?

There's more difference here than meets the first glance of the eye.

It's easy to find a man for a vacant position—but it's generally something else again to locate the man for the place.

It generally is—that is—unless you let an EDITOR & PUBLISHER "Help Wanted" ad do the locating for you.

But with one of these ads in your favor—the man is found in the easiest and most satisfactory way!

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

"WHAT was the most unique, the largest and smallest wedding fee you ever received? Ask your ministers this question and publish the replies. This is good copy for any day."—Phil J. Reilly, *Rockwood (Tenn.) Chamber of Commerce.*

Co-operative marketing has become the cry of the day among producers of all kinds. Chances are there is an A-1 co-operative story somewhere under your nose. Assign a man to get the unbiased facts pro and con and outline what other co-operatives are doing elsewhere. A story which handles the exact situation fearlessly and without bias is certain to win respect.—James M. Mosely, 39 East Concord St., Boston.

"What's Doing in Politics" will make an interest feature for your paper from now until the primaries and even to the election next fall. Make it locally as much as possible.—Lewis Hyman, *Pharos-Tribune, Logansport, Indiana.*

Why not a story on "Why parcels get lost or damaged in the mails?" Featuring poor wrapping. Post Office officials should be glad to co-operate in grouping a number of poorly wrapped parcels for a picture.—George C. Marcle, *Republican-Journal, Ogdensburg, N. Y.*

An interesting and instructive story can be obtained from your court officers regarding the activities of people as they are taking the oath to be a witness. Why do some people raise their left instead of their right hand? Are there any cases when the left hand should be raised? How about persons having both hands off? Do they ever swear people in as witnesses while they are seated? These are a few of the questions that might be asked and answered. A description and explanation of the proper position to take while taking an oath should be included in this story.—Lewis Hyman, *Pharos-Tribune, Logansport, Indiana.*

Parties of young people and old folks alike very often wind up with some kind of fortune telling stunt. It might be by coffee grounds, tea grounds, palmistry, cards, or any one of a dozen other methods. Why not prepare a series of stories on the various systems of telling fortunes, getting the information from local amateurs. It will prove highly interesting to the women readers.—W. Mark Miller, 1809 Ogden Ave., Superior, Wis.

Interview ice cream manufacturers and dealers, confectioners, etc. Find out how sales fluctuate with weather conditions. Is there much demand in the winter? Is the consumption of ice cream increasing each year and what are the reasons for it? What has been the effect of prohibition on the demand for ice cream? What flavors are most popularly demanded? What are favorite ice cream dishes? Such questions as these should suggest that a good story can be worked up about this popular summer delicacy.—G. C.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

Biggar, Illinois Agricultural Ass'n., 608 S. Dearborn St., Chicago, Ill.

"Everyone complains about the weather, but no one ever does anything about it," some sage remarked—but just the same, it is a topic of absorbing interest to the great majority of newspaper readers. It will pay any paper to keep in close touch with the local weather forecaster, and the result will often be a story of unusual interest that could be obtained in no other way. Telling the weather in advance is no dry-as-dust occupation—the modern day science of meteorology ranks with the romantic callings, and there are few of them left in the advancing age of precision machinery. Cultivation of the Weather Man's acquaintance by some member of your city staff will be repaid, if that scribe is discerning, by many a feature article—reminiscent or informative—that will be read far more closely than the routine news report of the day.—J. J. S., Boston, Mass.

The passion for invention is strong everywhere—and no city with an established daily newspaper but has its quota who are exemplars of the adage that "hope springs eternal in the human breast." Get the embryo inventors of your city to discuss their inventions—past, present or prospective—and, in the process, ask them to state for your readers what new things are most needed. You will unearth some queer characters, and hear some weird tales, but good stories are bound to result if the right reporter—preferably a woman—is given the assignment. One of the best stories a Central Massachusetts daily ever printed was an account of the formation of an inventor's protective society, to the organization meeting of which the reporter gained admission as a fellow inventor, deeply interested in the project.—C. L. Moody, Lynn, Mass. *Telegram-News.*

DISCUSS WIRE PRINTERS

A. P. Michigan Members May Want Them on Auxiliary Lines

Plans for increasing Associated Press Service to Michigan member newspapers were made at the semi-annual meeting of Michigan Associated Press Editors' Association at Muskegon June 28 and 29. The mail service inaugurated by the A. P. to Michigan members has proved a success, according to David J. Wilkie, correspondent. The service distributed during the 12 months just closed approximately 475,000 words. In June 133 mail stories were carried. About half the mail service is supplied by the staff cor-

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

respondents. News of interest to farmers is prepared by the Ann Arbor correspondent, who makes regular trips to the Michigan Agricultural College.

The question of using printers in place of operators on the auxiliary wires was discussed and the A. P. traffic department is to furnish data. Some of the papers operate three-hour auxiliary wires and owing to the short trick difficulty is encountered in obtaining a competent operator. The members expressed themselves as opposed to the printer on the general state wire of 18 points.

The next meeting will be held at Ann Arbor in November in conjunction with the University of Michigan Press Club. Frank Vanderlip of New York is to be one of the speakers and will talk on the question of whether the newspaper today is fulfilling its mission.

Arthur W. Stace, *Grand Rapids Press*, declined re-election as president. J. S. Gray, *Adrian Telegram*, was elected president and A. L. Miller, *Battle Creek Enquirer-News*, was named vice-president. David J. Wilkie was re-elected secretary. The advisory board is composed of A. E. McCrea, *Muskegon Chronicle*; Ray S. Foley, *Pontiac Press-Gazette*, and W. H. Gustin, *Bay City Times*.

Long Beach Press Will Build

Lease on property on Broadway and Pine avenue which was held by the *Long Beach (Cal.) Press* and on which they expected to erect a modern building, has been sold by them to the Marine Holding Company. Change in the newspaper's building plans result from its increasing circulation and need for expansion. The property would not permit of building a plant large enough to house the paper. The Press has purchased a quarter block at Pine avenue and 6th street, with 150 feet frontage on each street running to an alley on the north and rear sides. Plans have been drawn up for a new building calling for a 4-story and basement structure devoted exclusively to the Press. The investment in the site and building will represent almost \$500,000.

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

"THE QUIET CORNER"

by WILLIAM T. ELLIS

A Brief, Inspirational and Religious Article for Daily Use

By the author of The International Sunday School Lesson which is being used in 83 Newspapers

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

TWO FOR ATWOOD

He Buys Another Weekly and Goes to Utica as Gannett Editor

M. V. Atwood, publisher of the *Groton (N. Y.) Journal and Courier* and the *Weekly Ithacan*, has purchased the *Trumansburg (N. Y.) Free Press and Sentinel*. It was also announced this week that Atwood had resigned as professor of extension teaching at the state college at Ithaca, with which he has been connected since 1918, to become managing editor of the *Utica Observer-Dispatch*, one of the Gannett newspapers.

Publicity for Pardons Board

For the first time in its history the Utah Board of Pardons has opened its meetings to the press. Members of the board declared the action meant that the public might be informed of the workings of the Board when attorneys or friends were not present to plead for clemency.

Are You Laying in Your Season's Line of Laughs?

STEPHEN LEACOCK

"Ace of Humorists"

ONCE-A-WEEK

Illustrated by KESSLER

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager
150 NASSAU STREET,
NEW YORK CITY

Thomas W. Briggs Company

Memphis, Tenn.

Originators of the Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

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

And the greatest of these is—

¶ The rate book can tell you everything about a newspaper except one thing.

¶ And that thing is—the sort of people who read it.

¶ The Sunpapers *are* Baltimore. They are as much Baltimore as Mt. Vernon Place and The Shot Tower. They go into Baltimore homes on the basis of an old friend.

¶ Add *that* fact to the circulation figures—and you will understand.

¶ The Sunpapers are read because they are good newspapers. They are Baltimore newspapers. They have caught that intangible something called “local flavor.”

¶ And they pay their advertisers.

June Average Net Paid Circulation

Daily (M. & E.) . . . 246,999

Sunday 177,571

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

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

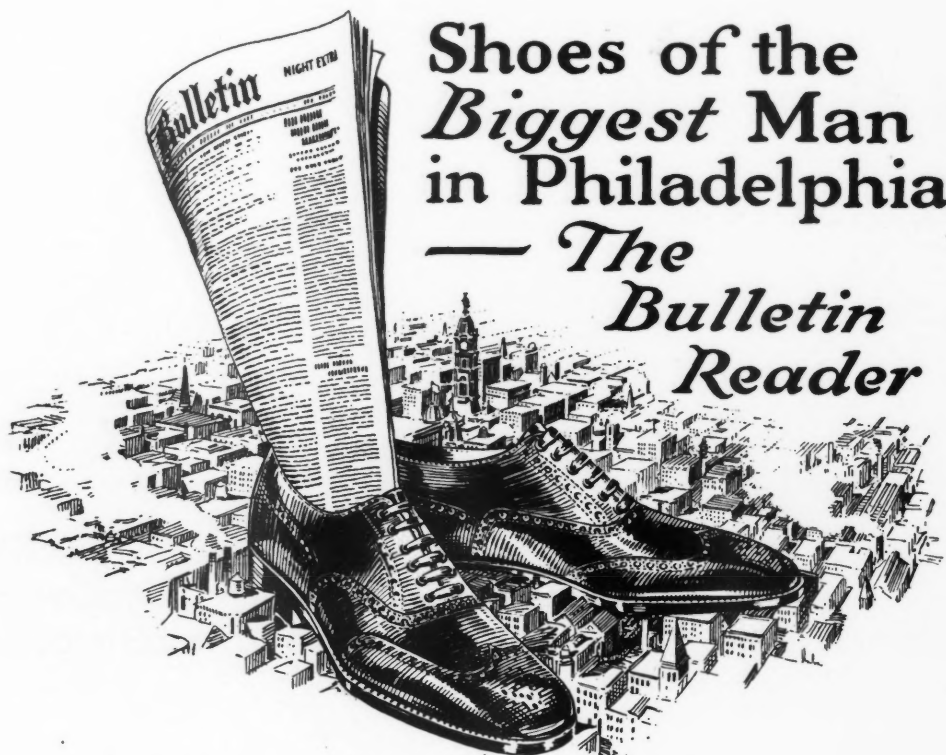
THE
MORNING



EVENING

SUN
SUNDAY

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



Shoes of the *Biggest Man* in Philadelphia — *The* *Bulletin* *Reader*

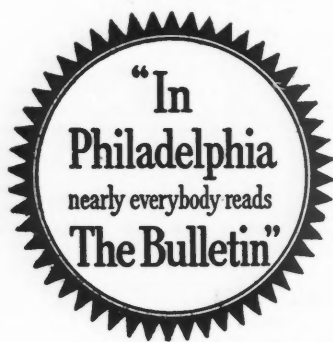
The "big" man in all respects is logically the "biggest buyer."

The maximum market is logically reached by advertising to the "biggest" group.

In Philadelphia the Bulletin dominates in circulation. Talk to the "big reader" if you want to get "big results" in sales.

Besides the intensive covering power, the prestige of association with "size" gives added weight to advertising in the Bulletin.

The Bulletin's circulation is one of the largest in America, and goes daily into more than half-a-million homes in Philadelphia and vicinity.



The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

512,445

Average Daily Circulation for Six Months Ending March 31, 1924

