



EDITOR & PUBLISHER



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World Advertising Assembly Sweeps London in Spectacle of Royal Splendor

Week of Unprecedented Social Gaiety and Crowded Business Sessions—Lou Holland and Jesse H. Neal Honored by Re-election—Magnificent Reception of U. S. Delegations—"Houston, Texas, Next"

By HERBERT C. RIDOUT and JAMES W. BROWN
(Cabled to EDITOR & PUBLISHER)

LONDON, July 17.—America glorious in the Olympic games and the round-the-world army airplane flights shared a third triumph on Old World soil with Great Britain in the International Advertising Convention of the Associated Advertising Club of the World held on the British Empire Exposition Grounds near London this week. Two thousand delegates from the United States and Canada were engulfed from the moment of their landing in a tidal wave of hospitality that has left them breathless and wondering what this supposedly staid old nation still has in store for them.

"God help the city that gets the convention next year and tries to compete," ejaculated one of the Yankees.

And they put that job up to Houston, Tex., as everybody had expected after the magnanimous action of the Texans in giving way to Britain last year and after the magnificent bid that Houston made for the 1925 meeting in EDITOR & PUBLISHER a few weeks ago. Atlanta, Ga., had its name on the lips of delegates for a few moments early in the week but withdrew in favor of Houston before the dinner of the club presidents at the Piccadilly Hotel Tuesday evening. Houston's choice at the dinner was unanimously ratified by the convention this afternoon.

So also was the re-election of Lou E. Holland of Kansas City for a third term as president of the A. A. C. W.—an honor unprecedented in the history of that organization. Mr. Holland had no determined opposition. The impression of sincerity, candor and ability that he left with the British delegates who saw him at Atlantic City last year was passed to and accepted by the affiliated clubs of Europe. The North American delegates needed no further testimonial of Mr. Holland's right to a third term than the broadened scope and the increase in public respect that has come to the A. A. C. W. under the two years of his administration.

Jesse H. Neal, of New York, who has been Mr. Holland's associate for the past two years, was also given another term as secretary-treasurer. Both nominations were made unanimously by the joint assembly Tuesday and confirmed without a dissenting vote today by the convention.

And besides these happy endings, which are of interest primarily to Americans, was the "bloodless revolution" pictured by Harry Tipper of New York at the convention banquet given immediately after his arrival, several days before the American armada descended upon Southampton.

London made history in advertising when the hundred British representatives formed a delegation at Atlantic City last year. London put the "world" into the A. A. C. W., and made a thousand friends in the process—friends in something more than name.

Two thousand visitors from the United States alone—the conduct of an advertising convention to satisfy not merely her own folk, but the standardized requirements of A. A. C. W. laws—the height of hospitality lavished upon a hundred British delegates to be matched—the justification of Britain's claim for the con-

vention—these were some of the problems that stared the little knot of British optimists in the face.

London's advertising men certainly struck a good promotion idea in their Tuesday convention luncheons. Throughout the year the initiation of various publicity clubs throughout the country was another effective means of propaganda. Gradually interest was worked up until

on Saturday, July 12, a feverheat of tension and expectation had been created. It formed a wave that stretched from the Waterloo terminus of the Southern Railway at London down to the 80-mile-distant Southampton Dock.

At Waterloo a fidgety crowd grew larger every minute. This was the main guard of welcome, and the leaders of the convention—Harold Vernon, John

Cheshire, Philip Emanuel, your correspondent, and others of the keener spirits to the number of near a score, were at the shore to see that their American friends made no slip 'twixt ship and dock.

And so that the visitors might not feel too strange, the faces of Harry Tipper, Earle Pearson, A. E. Mackinnon (who looked thoroughly unhappy because a British railway conductor would not allow him to sit upon a pile of baggage), and Herb Palin of Los Angeles, were pushed forward into the front ranks of the well-comers. As night was well advanced when the Republic, Lancastria and Levathan were berthed, the reception committee went aboard at 6 o'clock the next morning.

A flood of grinning Americans rapidly overwhelmed the welcome party. It looked as though the American invasion had wiped out the Britons, for it was some time before the latter sorted themselves out and became a distinct entity with a self-imposed duty to perform.

Reception—a genial, youthful-looking man in robes and chain—the Mayor of Southampton murmuring pleasant words of formal kind, assuring the visitors from overseas of their first welcome on British soil—introductions, presentations, the signing of mysterious documents, a buzz of conversation and the ceremonial is over. But it should remain long in the minds of those in whose honor it was arranged, for such things are only done for captains and kings of distinction.

* * *

Away to London, the corridor coaches of the ten Southern trains permitting fraternization of visitors and hosts to continue as on American railway trains, and the two-hour journey flickered into seconds.

At Waterloo the fidgety crowd settled down to close scrutiny as the Republic train drew in. Harold Vernon was the first to alight and although it is believed that the honor of being the first American in the party to put foot on London ground had been reserved for Lou Holland, something like 200 actually tied for first, and the scramble looked like a party of first-year undergraduates home from college.

But what was this yelling? The Americans had been schooled into the incredible belief that their welcome to London would be signaled by a hush-hush reception in which the only sounds would be the murmur of "How do you do?" "Glad to know you," and the silent hand-clasp. What then was this vocal tornado that had let loose? Had the Americans forgotten their nice manners and given a college yell or similarly outraged the feelings of the quiet British?

No, sir! This is just the London advertising man forgetting himself and giving a rousing British cheer of welcome because he's so "damned glad to see you boys." The Briton is very human in his unguarded moments.

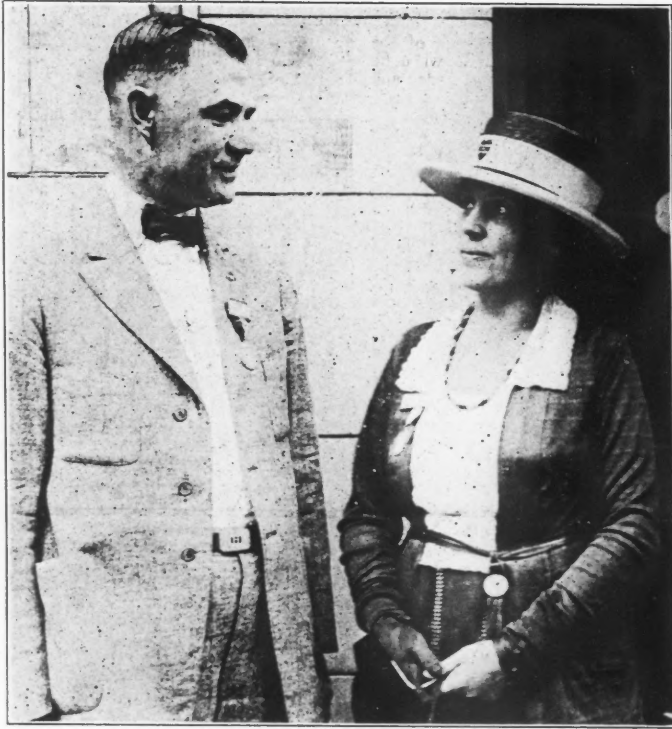
And it was pretty much all of an hour before Waterloo was clear of American accent and a fleet of taxis had distributed the Yankees to their hotels—the

MRS. NEAL'S ALLEGORICAL STATUETTE PRESENTED TO BRITISH



British advertisers received with enthusiasm a trophy symbolic of the union of British and American advertising bodies, presented to them by the American delegation. The trophy is a bronze statuette by Grace Fruden Neal, of New York, showing two figures representing Columbia and Britannia, together carrying forward the torch of "Truth in Advertising." The base of the piece is inscribed "Associated Advertising Clubs of the World." The statuette, which was presented by President Holland, will remain the property of the British advertisers, who were the hosts of the convention. The artist, Grace Fruden Neal, is the wife of Jesse H. Neal, secretary-treasurer of the A. A. C. W.

THRICE HONORED



Mrs. Lou Holland was present when her husband received his third election as president of the Associated Advertising Clubs of the World.

parting injunction being "You're free till the Albert Hall reception at six."

The Royal Albert Hall resembles a mausoleum from whichever side you approach it, and a pretty-pretty globular decoration for a frosted cake when you view it from the air. It is a vast domed building in swell Kensington, with the glorified lollipop monument, the Albert Memorial, at its elbow. It is so old-fashioned that the directorate haven't even a photograph for publication, but it was the largest concert hall in London and for that reason was chosen as the only place likely to accommodate hosts and visitors for the convention reception.

Ten days before, Harold Vernon said he had received some 5,000 requests for tickets, from British folk alone. I think they all got in, as well as the American.

The Pennsylvania banqueting hall on June 1, last year, was a memorable picture, but this Albert Hall scene had it skinned. You enter the auditorium at about man's height from the level, and consequently get a view of the scene that is mightily impressive.

Right ahead in the distance it was possible to discern the features of men like Lord Leverhulme, and John Cheshire, with Lou Holland, Harold Vernon, Sir Charles Higham, Sir Herbert Morgan and W. S. Crawford, holding the higher ground as officers in control of the proceedings. A glance around and the eye loses all sense of focus. A sea of faces, smiles, laughter, but massed beyond recognition. The company is paired, each Briton with an American at his side, and as the vision embraces the scene it would seem that every man had found his brother. The conversation of these 6,000-odd men and women is a deafening din.

The ladies are radiant, their gowns gorgeous. "Peaches" was the term used by an impressionable young "Poor Richard" who had well-nigh forgotten Philadelphia already! Certainly lovely women added a colorsome and fragrant note to the picture. The dancing carnival continued until midnight.

The dance floor, with the platform, was decorated with a representation of the Mayflower. The dancing was interrupted at 9.30 by a procession of the Lord Mayor of London, in state dress, and the provincial mayors, for the reception of the convention officers. It was a wonderful

picture of color, dignity and pomp.

The surprise of the evening came when the playing of "God Save the King" announced its end. Its end—yes, but the beginning of 6,000 friendships between men and women who find themselves strangely kinlike—men and women who learned to know each other even better in the week to come.

And so, as Pepys said, home to bed.

Sunday morning, as fair a day as ever dawned. London had been a surprise to our visitors on Saturday, with its ring-around-a-rosy traffic, but today it was a revelation. They had stepped out of their hotels into silent, almost deserted streets. All London's floating population had dis-

NEWSPAPER ADVERTISING PUT U. S. ON WHEELS

"If the automobile had been invented before the printing press had made the newspaper possible, the fourth largest industry in the world never would have achieved its present proportions," said E. LeRoy Pelletier, advertising manager, Rickenbacker Motor Company. "Not that the automobile manufacturer began to advertise in the daily newspapers as soon as he began to manufacture motor cars," said Mr. Pelletier. "On the contrary, the industry was several years old—though it had not attained to any great proportions—before the first advertising man conceived the idea that the daily newspaper was the medium par excellence for the exploitation of his product.

"This year, fully 80 per cent of the \$75,000,000 which will be spent in advertising motor cars, will go into American newspapers, daily and Sunday.

"And this pre-eminence, the newspapers have won against the most deep-seated prejudice, preconceived theories, and the most violent opposition not only of publishers of so-called class media, but of most advertising managers themselves."

appeared and some of our American friends confessed that they almost felt lonely.

But even London on a July Sunday can take on a cloak of picturesqueness—the strong shadows of the hot sun created many bizarre effects with the squat buildings and their varied styles of architecture.

This was the day of the religious festivals of the convention, and though our American friends had complete liberty of action and movement, it is noteworthy that the majority of them elected that their morning duty should be the Westminster Abbey service. High mass also was celebrated at noon in the Roman Catholic Westminster Cathedral.

So well arranged had the hotel accommodation been that all the caravansera were within reasonable distance of the Abbey and a large number of delegates walked from their hotels.

The low, massive pile that flanks the Houses of Parliament proved an impressive sight to the visitors, their admiration merging into silent veneration as their feet rang upon the paving of the Abbey Cloisters.

Again a scene that will not be easily erased from the memories of those who took part. The ancient building that has been sanctified by centuries of worship and hallowed in English history for 900 years by the coronation of kings and queens—this was the holy place to which two thousand Americans were made welcome. The preacher was the Lord Bishop of Durham, the Rt. Rev. Herbert Hensley Henson, D. D. He took as his text Ephesians iv:25—"Wherefore putting away lying, speak every man truth with his neighbor; for we are members one of another." His sermon was a stirring discourse based on the recognition of advertising as a modern necessity.

But it was not the discourse altogether, or the singing of those fine old English hymns, or the form of service, that took hold of these Americans. It was the profound intimacy of the occasion, the solemnity and restful quiet of the atmosphere.

And then, in the afternoon, though the weather sorely tempted many to the cool, lovely haunts in the upper reaches of the Thames, came the wonderful inspirational meeting in the Central Hall, Westminster—the block facing the Abbey.

That was one point appreciated in our visitors. The call of the open, of the new delights in a strange land, must have been doubly strong in its appeal, but our friends were here on Convention intent, and they stuck to their job with a spirit that must have hit many a Britisher hard with the idea that these fellows meant business and Convention business at that.

The Central Hall was sacked. As I imagined, there was a full complement of those who had attended Atlantic City; we knew what to expect.

Organ music by J. A. Meale, a short introductory address by Viscount Burnham, and then Fred B. Smith. His subject was "Advertising and World Good Will."

"Is War Incurable?" was presented to the convention by Mr. Smith as the supreme problem before the human race today.

"Nothing else matters much," he said. "If war is incurable, unpreventable, then every dream you are dreaming and every hope you are cherishing is idle.

"The whole world is swept today by a cry for peace the like of which has not hitherto been known in history, yet all the major nations of the world apparently are getting ready for war some time in the future. The political leaders do not say this. They are loud in declaring that they are all working for peace, yet they go steadily forward promoting policies which, if history means anything and the law of cause and effect still exists, is sure eventually to bring back the same old order.

"We have only to glance at the fact that of the four or five nations most conspicuous in influencing world affairs, every last one of them is in a red-hot, wild, almost insane competition for armament, and even though some of them have participated in conferences organized for the specific purpose of reducing armaments, on they rush toward preparation for war.

RETURNED TO OFFICE



Jesse H. Neal, of New York, re-elected secretary-treasurer of A. A. C. W.

"This leads me to say to you, leaders of this great power: the worlds needs to be thoroughly, deeply, permanently alarmed, lest by our indifference we drift back into those same complications which finally broke out in the horror of 1914-1918.

"Surely we must magnify and continue to magnify yet more the fundamental principle of arbitration. This is a Biblical method handed down and as old as the knowledge of God. Where two men disagree, or a number of men disagree, they ought to resort to the appointment of arbitrators. My own judgment is that this principle alone, if cultivated and believed in, will pretty nearly eliminate the necessity for the roar of guns and the rattle of sabres."

Such was the gist of Mr. Smith's message, during whose delivery the minute-hand made a complete circuit of the clock. There was no dogma. He expressed the brotherhood of blood, the friendship of peace, the world-blessing of publicity applied to higher things. The magic of his words, the magnetism of his earnestness, the grip of his style—all were there, yet it was without apparent strain or effort that Fred B. Smith held his hearers enthralled.

Great Britain has preachers of a high order. But I think never has an audience of British business men heard so appealing, so thrilling an address as that in which Fred Smith sounded the note of the great 1924 convention.

Sunday evening saw the interests of our visitors divided. Many were drawn to the special services organized by Frederick E. Potter at the City Temple, Wesley's Chapel, the Central Hall, Westminster Chapel, and Kingsway Hall. Others seized the advantage of the summer-time lengthened evening for river trips, walks into Hyde Park, etc., while the principal officers foregathered at the Hotel Cecil as the guests of the Advertising Association of Houston.

For Houston (Texas) after its little thrill at Atlantic City, had made its plan

A BOON FOR BUSINESS

"OUT of this meeting I hope we can achieve some ground of common understanding so that when we return to our respective countries, what we read will be interpreted by what we ourselves have learned and I hope further that we will be strengthened in the observance of our responsibilities to the public in the discharge of our duty to business men, so that the work we do will make not only for the good of business, but for the common good and the upbuilding of international stability in all measures.—Harry Tipper, before opening session A. A. C. W.

HE SHOWED 'EM



Robert H. Cornell, assistant to the publisher of the Houston Chronicle, is the man who taught the British how to eat watermelon at the A. A. C. W. convention at Wembley, England, this week.

to get in "fust blow" in the way of convention hospitality, and had invited the London officers and various committee heads to meet them in London for a special purpose—not divulged.

The special purpose was actually twofold—one the presentation of silken flags of the United States and of Texas to the Thirty Club. The other was the consumption of real Texas watermelons.

President Patton of the Houston Club proposed the toast "London—1924," recalling the scene at Atlantic City and declaring that the present dinner was a token of appreciation and pleasure. On the presentation of the two flags, Harold Vernon, responding, said that the British had met their hosts as competitors and had left them as dearest friends. He took great pleasure in enrolling President Patton as an honorary member of the Thirty Club. Past President Cheshire of the Thirty Club proposed "Houston—1925" and was supported by Sir Charles Higham, who recalled the Dallas convention of 1912 and the true Southern welcome received there.

The watermelons produced by the Texans created a sensation, Bob Cornell of Houston Chronicle demonstrating how to eat these Dixie face-fillers. One hundred and thirty guests were present.

And then came Monday, the day which 50,000 Britons at least will remember as marking the break of a new epoch in advertising in their own country, and to which, equally, 3,000 or more Americans and other visitors would revert to as a day of days.

The stage was set in the conference hall of the great British Empire Exhibition at Wembley—an aggregation of Imperial wonders and works that out-matches anything in the exposition line since the beginning.

Ten o'clock was the time scheduled for the opening, but a full hour earlier delegates were making their way to Wembley and threading through brilliant greens, gay gardens and devious paths of the exposition grounds. Through the giant Palace of Industry, in which the candy-making plant, the bakery, and a hundred commercial booths were just waking to life. On through the music section, in which strangely enough, the final exhibit is a phonograph as famous on your side as on ours, and a dozen yards bring us to the steps leading into the great Conference Hall. Alongside lies the Palace of Arts, in which is housed the British Advertising Exhibit, but time does not permit of its inspection. The American Advertising Exhibit is in the Stadium Hall, about half a mile distant.

Already, though it is but thirty minutes off schedule time, the Conference Hall is well nigh half-full, and, as actually proved, the steady inflowing stream in-

dicated that the capacity of the building would be taxed to its limits.

This day of all attracts the big crowd, for the genial Prince of Wales, beloved not only of his own people, but of America for his stay among them, had graciously consented to attend the first general session and open the International Advertising Convention in person. The honor was signal, a recognition of a great business movement, a stroke of royal diplomacy in acknowledging an occasion, which had drawn so many American, Dominion, and foreign business men to the heart of the British Empire. The British chairman for the opening session was the Right Hon. the Viscount Burnham, our greatest newspaper proprietor, supported by his excellency the American Ambassador, Frank B. Kellogg, Sir Eric Geddes, Harold Vernon, John Cheshire, Lou Holland, and Harry Tipper.

The Prince of Wales arrived amid uproarious cheering, putting to shame the sober black of the officers on the dais with his light grey sack suit and all the badges the convention offered. His welcoming speech was enthusiastically received by a great crowd, many of whom stood about at the side of the hall, unable to get seats. The Prince remained after his address until practically the end of the session and his frank sincerity made a big hit with all present.

"I am very proud to address this convention," His Royal Highness said. "You show in this assembly that you realize the principle 'Each for all and all for each.' Little as I know about the science and the art of advertising, I appreciate this much—its general aim is

to provide throughout the world a more free exchange of commodities and a lower cost of distribution. The attainment of this aim would undoubtedly result in the elimination of unnecessary waste and consequent reduction of prices and unemployment."

Viscount Burnham coined one of the star phrases of the convention when he referred to it as the "greatest rodeo and business round-up in the world." It was not merely an advertising convention, it was the Rialto of the world's markets. Advertising is a voice speaking to a world that does not know what it wants but won't be happy till it gets it.

Previous to the opening of the meeting, the orchestra enlivened the crowd by playing American and British popular airs. Loud cheers rose from the Texas delegation when "Dixie" was played. After the Prince's greeting, Ambassador Kellogg welcomed the delegates to England, saying it was well they had come at this time when so many problems, political and social are to be solved.

J. H. Thomas, Secretary of State for the Colonies, added his word of bienvenu, not as representing the Labor Party or any section of the British people, but as the spokesman of the British Government. He tickled the delegates laughter nerves by his assertion that after the Prince of Wales, the Labor Government of Great Britain was the best advertising thing in the country.

President Holland read a brief but inspiring message from President Coolidge, extending his best wishes for the success of the convention and expressing the

HE CALLED IT A RODEO



Viscount Burnham made an urbane and genial presiding officer.

hope that the "Truth in Advertising" idea would lead to a new understanding between nations.

Mr. Holland expressed the thanks of the American delegation to their hosts. "We all marvelled at the arrangements that have been made," he said. "Nothing like them has ever been seen before."

The president continued with his report that \$250,000 was spent last year to teach people more about advertising. The association now numbers over 40,000 members, though now only in its 20th year, and clubs affiliated with it total 313.

Within the last two months, he said, there had been launched in the United States a plan of operation which will make every advertising club a point of contact, a reporting agency through which the National Vigilance Committee and the Better Business Bureaus will be kept informed of the types of promotion and specific companies which may be in operation in any section of the country.

"Never in the history of the Truth-in-Advertising movement has the Vigilance Department handled so many cases involving misrepresentations in advertising as during the last year," said Mr. Holland. "With the development of a Case Department, wherein specific attention is given to specific lines of business, with a staff assigned to the consideration of cases in those different lines, the department is in a position to render a better and more comprehensive service to legitimate business than ever before."

"The movement is known today as a referee of business ethics. It is an outstanding organization, in fact, the only organization equipped and managed to deal specifically; as a non-prejudiced body, with this relation between buyer and seller which if subjected to the undermining influences of deception and fraud results in the impairment of good will which all recognize as the foundation of successful business."

Harry Tipper, of New York, chairman of the general program committee of the convention and one of its guiding spirits since last year, traced the change in the status of advertising men during the past 20 years and said his old aspiration to have an international convention had at last been fulfilled.

"Politicians may not want international co-operation, business may not desire it; but business needs it and people want it," Mr. Tipper said. "As the liaison officer between business and the public, responsible for interpreting one to the other, the advertising man knows the necessity of understanding. If we understand each other's language and business products, if we can rely on each other's business methods, we shall have come a long way toward the kind of understanding which

PRINCE CHARMING WOOS AD CINDERELLA



Houston has invited Britain's heir-apparent to attend the 1925 convention—and he will if he can.

ART COLOR PRINTING FOR NEWSPAPERS NEAR ACHIEVEMENT—CLAYBOURN

Milwaukee Printer Tells Convention of Part Accuracy Plans
in New Development—Vanderbilt Sees Tabloid
As Daily of Future

"ORIGINAL color plates are usually termed the master plates from which the real printing plates are made," L. W.



L. W. CLAYBOURN

Claybourn told the newspaper executives Thursday. "These printing plates are produced by electrotyping, which is a very old and well-known art. It was not so long ago that grave doubt existed in the minds of the printer or publisher as to the results which could be obtained from an electrotype, but development has put this problem behind us. Today, nickel steel faced plates are made, molded in lead, which reproduce the most minute detail of any delicately-etched plate, producing a printing plate that has many advantages over even the original from a printing standpoint. This is due mainly to the fact that the plate is more dormant and fits the cylinder or bed more perfectly than would a springy piece of rolled copper, which is the material on which the original plate is etched.

"The Claybourn Process Corporation of Milwaukee, of which I am president, perfected a method of electrotyping or, rather, a method of perfecting the electrotype. This method involves special precision machinery, plus a method of handling the work throughout that results in a perfect printing plate, which is tested



GEORGE M. BURBACH

under actual printing conditions and proven to the most minute detail. The finished plate is perfectly uniform in thickness so as to eliminate as nearly as possible all necessity of so-called make-ready. "Curved printing plates have been the bugaboo of rotary press printing, especially quality or color printing, as it was extremely difficult to curve a plate the exact diameter of the printing cylinder. The greatest difficulty was that the plate stretched in the process of bending it. With the development of our machinery, however, we have overcome these difficulties, now securing an absolutely non-stretch plate with a perfect arc of curvature, plus a plate that fits the cylinder so perfectly as to become an integral part of it. This not only insures better printing results, but permits of many thousand more impressions from the plate.

"During the process of making these plates they are subjected to treatment which condenses the metal under the solid areas of the printing surface, and makes them unyielding under printing pressures, eliminating the old theory that the solid portion of the plate had to be built up and the delicate or open portion of the plate had to be cut out. This old method was creating a condition that was uncontrollable, causing crystallization and wear.

"When one stops to analyze the delicacy of a half-tone dot and realizes that we are dealing with a total tolerance of two and one-half to three one-thousandths part of an inch, which is the average depth of a half-tone dot, we naturally come to the conclusion that we are dealing with something very minutely precise. Therefore, our machinery for making printing plates must be equally accurate

and our printing presses upon which these plates are used must be accurate.

"The real mystery of printing, or color printing, today, is in the pressroom where the old methods are still in vogue, and when we gaze upon the beautiful work produced by this old method we cannot help but have a great deal of admiration for the skill of the workmen who produce it. But we are living in a day of production and we have costs to reckon with, and if this same beautiful work can be secured giving us more productive time on our machines and less down time, we have advanced a step forward in solving our problems.

"I do not think that I exaggerate when I say that only 60 per cent of the total time in the pressroom is productive. If just one-half of the 40 per cent could be converted into productive time we would save thousands of dollars per year in the cost of color printing. We have a record of one large color printer whose books show an expenditure for one fiscal year of \$313,000 for makeready.

PRESIDENT COOLIDGE'S MESSAGE

I SHALL be very glad if you will take occasion to express to the delegates attending the convention of the Associated Advertising Clubs of the World my heartiest good wishes and cordial greetings. I notice that the emblem of your organization bears the single word "Truth." Just as this word symbolizes the only real basis of friendly relationship between buyer and seller, so in a larger sense it is equally essential in the wider relationships of nation to nation. I am sure that this gathering of business men will lead to that clearer knowledge which will do away with misunderstandings arising from failure to know the truth.—Calvin Coolidge.

"A large percentage of color printing is accomplished today on the flat-bed press, printing only one color at a time at a speed of about 1,000 sheets per hour. The sheet is permitted to dry about 24 hours, and the second color is put on in like manner. Two-color flat-bed presses, however, are now becoming quite common.

"Rotary or multi-color printing is also coming into prominence and in reality is the field to which we are looking forward to give us production, speed and quality. Sheet-fed rotary presses are today successfully used in high grade magazine and catalog color printing.

"Multi-color inks have played a great part in this development. The compounding of pigments or colors which have an affinity for one another had to be perfected and this was no small contribution to the development of this art; in fact, wet printing is still in its infancy and great improvements are looked for in this direction.

"In printing by this method we are again confronted with tedious long makereadies, taking from one to two weeks to start what we would call a sixteen-page color form. By the use of our new process plate, however, we have overcome this great obstacle and we can now put to press and register a form on a rotary press with almost the same rapidity as that of the flat-bed type of printing press.

"Irrespective of the size of sheet-fed rotary presses and the productive speeds we have thus far obtained, the ever-increasing demand of the publisher and national advertiser has urged us to still further develop the capacity of the sheet-fed rotary press, and we are now developing high-speed rotary web presses which will print four and five colors on one side and two or three on the reverse side, at a speed of about ten thousand per hour, thirty-two pages in color, sixteen pages front and back.

"It must be obvious to those who are following this industry closely that a great amount of new development has been necessary. For instance, referring to the photo-engraver again, he must etch
(Continued on page 32)

LIGHTS O' LONDON

HOUSTON'S alert representatives hope to make the star feature of their convention next year a visit from His Royal Highness the Prince of Wales. Negotiations have already started with St. James's Palace, which the delegates hope will be productive after their return to the United States.

HAROLD VERNON, in one of the bright lines with which the convention scintillated, called "advertising the Cinderella of Business" and added that she had been wooed by 'Prince Charming' following the opening address by the Prince of Wales.

THE special edition of EDITOR & PUBLISHER of June 21 was much in evidence and congratulations were universal.

FIVE members of the Advertising Club of New York formed the committee to extend the convention's greetings to the American aviators on their arrival at Croydon.

FOUR New Yorkers addressed the banquet given the delegates by the American Chamber of Commerce—F. E.

THROUGH the courtesy of Robert Wanamaker, a farewell breakfast to be given to the New York delegates and the British hosts at 8 o'clock Friday morning at the Carlton. It promises to be a spiffy affair.

LONDON HOUSE was fully equipped to take care of everyone. Extra telephones were installed with an operator. A commissaire on the door, messenger boys, an information clerk, and representatives of Cook's, Keith Powers and Western Union, answered nearly every question that the hundreds of Americans hurled at their heads. A room was set aside for light refreshments, cigars, cigarettes, and looked like a clubroom with its bulletins, periodicals, and newspapers.

ONE demon statistician on Wednesday discovered that the convention speakers used 4,000,000 words in the general sessions and Lord knows how many to talk about their 125 various subjects at the departmentals.

CONVENTION arrangements under the direction of Andrew Milne have been pronounced the best ever by veterans of a dozen American meetings.

MORE than 250 motor cars were placed at the disposal of delegates for trips into nearby England.

FORTUNATELY, there has been an unusually long stretch of warm days. The Americans don't know what you mean by "London Fog."

BRITISH cartoonists are having a lot of fun with the American men in stiff straw hats while the ladies are resplendent in their soft felt chapeaux. They order it otherwise in Britain.

MRS. BERNICE BLACKWOOD of Chicago was elected chairman of the Women's Advertising Clubs of the World and Miss Ethel B. Scully of Milwaukee will represent the women's clubs on the executive board of the A.A.C.W.

THE Wanamaker organization outfit itself as hosts to the New York delegation. All possible special services were arranged, including a buffet, cold drinks, theatre tickets, shopping tours, etc. Among their services was a daily cable to and from New York.

GORDON SELFRIDGE, the London merchant, was host to over 2,000 delegates at Lansdowne house Tuesday night. Sir Thomas Lipton was the lion of the occasion.

MANY luncheons and teas are keeping American wives and daughters out of mischief while father and husband attend the convention.

TOURS to Scotland, for which 500 Americans are booked, will leave over the week-end.

BOB CORNELL of Houston says it will cost \$200,000 to duplicate London's entertainment, but Texas will do it.

THE Cecil engraving of St. Paul's Cathedral was presented by the Publicity Club to the Advertising Club of New York as a token of appreciation of the New York reception last year and what the New York club is doing for advertising. President Charles accepted in a graceful speech.

THE Lord Mayor of London and the Corporation gave a banquet to the American advertising agents Tuesday night.

LADY ASTOR was the big hit at the banquet and ball given Tuesday night by
(Continued on page 32)

White, James O'Shaughnessy, James Schermerhorn, and Louis Wiley.

OLD York in England received the memorial tablet presented by the commission appointed by Mayor Hylan of New York. The Lord Mayor of York accepted the gift, the presentation of which was attended by all city officials, the American Ambassador, and Francis H. Sisson, H. H. Charles, William H. Dodge, William H. Rankin and A. E. Mackinnon.

HOUSTON will rename its largest hotel Britannia as a special honor to the large British delegation which has been invited to the 1925 convention. A chartered ship will bear the British direct from a home port to Houston harbor.

PAUL DUPUY, publisher of *Petit Parisien*, is in London arranging for the French tour of 500 delegates which is to start immediately after the convention.

THE British press is paying great attention to the convention. A special issue of the Paris Edition of the *New York Herald Tribune* carried articles by C. S. Jackson and H. H. Charles of New York and others. Full pages have been given to convention news by many of the papers and every other available method of publicity has been used to let old London know the advertising men are in its midst. "Sweet are the uses of advertisement" is a favorite expression.

THE British Empire Exhibition is beyond the wildest fancy of the American delegates.

YOUNGEST among the convention visitors is Elaine Arnold, aged 13, of Houston, the mascot of the Texas delegation.

JACK GREEN, winner of a free trip by his essay, has just divulged that he spent the first twelve years of his life in England.

BRISBANE TELLS WHAT ADVERTISING IS

Genius Editor and Astute Critic of Selling Methods Reveals His Business Philosophy in Exclusive Talk to Editor & Publisher

By PHILIP SCHUYLER

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ARTHUR BRISBANE, in an exclusive interview granted EDITOR & PUBLISHER this week analyzed advertising in its various phases for the benefit of newspapermen and members of the advertising profession.

The first question asked Mr. Brisbane was: "Where do you place advertising in the category of economic forces?"

"Close to the top," was his answer. "Advertising is to business what speech is to the human race."

"Where do you place it among man's ambitions for material betterment and understanding?" was the second query.

"All great inventions save time and effort," he replied. "Advertising is among the greatest of time savers. It enables a man to do with his business, his book, his new idea, more in a three months' good advertising campaign than could have been done by old methods in three years or in a whole lifetime."

"What is effective advertising? Effective advertising was long ago outlined for me as follows:

"The advertisement must be SEEN.

"It must be READ.

"It must be UNDERSTOOD.

"It must be BELIEVED.

"And it must cause the reader to WANT the thing advertised.

"Futile advertising, like futile talk, futile building, futile planning, is the advertising that PRODUCES NO RESULTS. One kind of futile advertising is the advertisement written to please the man that pays for the advertisement, instead of being written to make money for the man that pays for the advertisement."

Asked what is the best "ad" he had ever seen and the elements that make it superlatively good work, Mr. Brisbane said:

"The best advertisement I have ever seen is the rainbow in the sky. It's one of the few advertisements that are written FOR ALL TIME. It advertises the fact that the world is not to be wiped out by flood again, and that's an important advertisement. The 'elements that make it superlatively good work' are found in the fact that it has excellent position, THE SKY, all to itself, is seen by everybody, everybody knows what it means, and it's done in color.

"There have been many other good advertisements in history. One of the best was the writing on the walls in Rome telling what had happened in the Senate. That advertisement was done by Caesar, who had brains enough to know that the way to get ahead in the world is to let the people know what you are trying to do.

"Among modern advertising, one of the best lines ever written is 'You press the button, we do the rest.' Bear in mind that that would have been written, and forgotten, but for the fact that George Eastman of the Kodak company was actually able to deliver the goods. When you press the button, HE REALLY DID THE REST.

"An advertisement may be good, from one point of view, utterly worthless from another. For instance, Selfridge, the American from Chicago teaching London how to advertise, sent men to the Equator. On a road where perhaps a hundred people in a year would see it, and only one would be able to read it, he put a signpost saying: 'So many miles to Selfridge's.'"

"That didn't bring him any purchasers from the EQUATOR, but it brought him FREE ADVERTISING."

The next question was: "What great advertisers have you known and why do you select them as extraordinary?"

"Among the best advertisements I have known are William Jennings Bryan, Lillian Russell, Einstein of the relativity theory, Duse and Maude Adams," Brisbane declared.



ARTHUR BRISBANE

Most recent and hitherto unpublished photograph.

"The first three became widely known by talking to all comers. Einstein deserves especial praise, because he made everybody talk about his ideas, although not a dozen men in the whole world could understand them.

"Duse and Maude Adams advertised themselves well and probably without realizing it, by refusing to be interviewed, or to advertise themselves in ANY way.

"Bear in mind that for the individual to advertise himself is not egotism, but a duty. 'Let your light so shine' applies to every one of us. If you have anything worth seeing, or hearing, or buying, let the world know of it.

"Among great business advertisers, I have known so many that I don't care to pick and choose among them. But of one of them, unfortunately dead, John Wanamaker, there is this to be said: In addition to being a great advertiser, he was, what is almost as important, AN INTELLIGENT EMPLOYER.

"One hot day, in the middle of July, I went to his New York store to talk to his manager about advertising in the *Evening Journal*. It was then a baby and required a great deal of care as babies do. Robert Ogden, the manager, was not in. But at his desk sat John Wanamaker himself, working and perspiring, with a long string of buyers waiting for instructions.

"To the question, 'What are you doing here in this kind of weather,' Wanamaker, already an old man and certainly entitled to a mid-summer vacation, replied:

"I am here because this is the only way I can persuade Ogden to take a rest.

He is overworked, but he is too much interested in the business to leave. Of course, he can't tell me that I can't attend to his work as well as he can. That wouldn't be polite, although he may believe it. So, when I come here and sit in his place and do his work, he consents to go away."

"That little incident may help some employer to know why it is that John Wanamaker succeeded."

"Do you feel that the real power of advertising is today used or understood in general by either the sellers or users of space?" he was asked.

"No. I think that advertising in general and the real part that it might play in business, education, health and good government are as little understood by all of us as are the possibilities within the radio or the flying machine," he replied.

"No one actually REALIZES that the day is coming when a great student in his library, in an ordinary tone of voice, will talk to a hundred, five hundred, or a thousand million human beings. Few understand that the radio in ages to come will compel the adoption of a universal language on earth.

"And few, while they theoretically KNOW it, REALIZE that real estate values in Los Angeles, Seattle, Miami, Tampa will only BEGIN to develop fully when in the course of the next twenty-five years men and women fly comfortably to all of those places from Chicago and Cleveland, leaving after a late breakfast and arriving in time for luncheon.

"Advertising IS THE SCIENCE OF GETTING

AN IDEA FROM ONE BRAIN INTO ANOTHER. There is no limit to the usefulness and possibilities of that science.

"First, as the French critic, Boileau, said, the idea must be clear IN YOUR OWN BRAIN; and second, you must know how to find the easiest road, free of obstructions, into the other brain.

"You can't talk the same language, successfully, to a senior wrangler and to a native of the Gaboon country.

"By the way, and while it isn't literally true, it is not a bad idea for advertisers to remember what Tom Watson, of Georgia, a good speaker, although a biased thinker, used to say about his success in public speaking:

"Always remember that it is IMPOSSIBLE to exaggerate the stupidity of the public."

"The question, 'Do you see radical improvements in methods and in what direction do they lie?' brought an instant affirmative.

"Yes. Luckily for the world, there is improvement in everything, from religion to engineering. Advertising has improved along all lines, because it has attracted some of the quickest, ablest, energetic minds in the country. It has had the benefit of criticism by able business men. Nothing is more valuable than criticism, based on experience.

"The greatest single improvement in advertising I believe to be big display advertising IN COLORS. I am confirmed in this belief by Lasker, of the Lord & Thomas Company, who studies advertising possibilities carefully on behalf of clients and on his own account. He told me that he considered full-page colored advertising in the *American Weekly*, published with some four or five millions of Hearst Sunday newspaper, the most powerful advertising medium in the world. And I think he is right.

"I believe that display advertising will tend more and more to the use of color on certain days of the week or month."

"As I dictate this to the phonograph, with Philip Schuyler, of EDITOR & PUBLISHER, sitting beside me, waiting for the copy, I get a letter from Mr. Dayton, publisher of the *Evening Journal*, which I have shown to Mr. Schuyler, telling of one single advertiser, William D. Ward, the bread manufacturer, taking in one order 26 pages of color in the *Saturday Home Journal*, a special color supplement sold with the Saturday evening issue of the *New York Evening Journal* and the other Hearst evening papers throughout the country.

"In advertising, success comes to a man able to COMMAND attention. Lunching at the Waldorf one day with Mr. Whelan, head of United Cigar Stores, discussing advertising methods, I said: 'There are five hundred people in this room. One kind of advertiser would ask the woman at the desk how much to whisper, how much to shout.' If she said \$5 to whisper, \$50 to shout, the wrong kind of advertiser would buy TEN WHISPERS, and think he was advertising. The right kind of advertiser, with only \$50 to spend, would buy ONE SHOUT and make sure that everybody heard him.

"Taking a full page in colors, when you can afford it, is TO SHOUT, otherwise to command attention."

Asked whether he believed in "newspaper merchandising service," Mr. Brisbane gave an emphatic affirmative.

"I believe in newspaper merchandising service," he said.

"ALL REAL service is GOOD service. Many newspapers have established a merchandising service, which can reach immediately without loss of motion, and with a certain hearing, the majority of all retailers that can handle his products. I know that the *New York Evening Journal* and the *Chicago Herald-Examiner* render REAL merchandising service."

To the last question, "Why is the

newspaper the leading advertising medium in America?" the famous Hearst editorial writer gave the following answer: "The newspaper is the leading advertising medium because REPETITION IS REPUTATION. Only the DAILY newspaper can tell the advertiser's story EVERY DAY. Only the DAILY newspaper can give to the advertiser 100 per cent in advertising.

"Proper selection of daily newspapers makes it possible to reach practically every possible purchaser, including even those that can't read. Many a father and mother has purchased a toy because the child unable to read brought the picture of a toy in an advertisement and said, 'I want it.'

"However, the fact that the newspaper is beyond question THE advertising medium, and in total results the GREATEST advertising medium, does not mean that the wise advertiser ignores other mediums.

"There are periodicals that appeal especially to women, concerning hats, dresses, etc., and reach them at the very moment when they are CONSIDERING such articles.

"There are monthlies that print magnificently, giving to the product advertised an artistic presentation with which even the best printed newspaper could not compete.

"The wise advertiser will keep pasted up over his desk the Bible text, 'Prove all things, hold fast that which is good.'

"And, incidentally, when the advertising solicitor sends in his card, he will look at that text and give the solicitor a chance to say what he has to say."

Man of action—every motion in capital letters, a fondness for which he displays in his editorials, characterizes Arthur.

Arthur Brisbane, editor, salesman of thought to the masses.

He was very busy. He always is. Newspapering, real estate, trust administration, long roads of detail over which he speeds ever faster to get out of his own dust.

His tiny office on the seventh floor of 238 Williams Street, New York, is as large as a moderate sized cupboard and looks like the dark back of a second-hand book shop. Books lined all available wall space behind glass doors in shelves from floor to ceiling. But the shelves were insufficient. An old discarded desk was piled with books ten deep; a trunk the same; and a flat topped table took care of some of the overflow. On this latter were also the current magazines.

It is a Brisbane tenet that one should crowd as much thought as possible in small spaces. He has followed this in his office, which is packed with thought compressed within book pages.

One book, closest to Brisbane's hand, was entitled, "Forty Thousand Quotations—Prose and Poetical," by Charles N. Douglas. On the shelf below was a well worn leather bound volume of the Bible. From between the leaves, many slips of paper protruded, possibly marking passages for frequent Brisbane use. Beside this book was another, "The Life of Jesus Christ."

Brisbane's own huge old-fashioned desk was a mass of papers. As a firm believer in modern time-savers, he manages to forego the pleasures of steel filing cabinets. The day's mail itself was a lofty foothill. Mountains of yesterdays piled up by this tremendous hustler towered behind it.

At this cluttered desk Brisbane sat. He had discarded his coat and his powder blue negligee shirt showed from under his vest. Not a tall man, rather inclined to roundness, his somewhat circular appearance was enhanced by the manner in which he bent over to snap out crisp phrases "in caps" into his dictating machine.

He was to lunch that noon with William Randolph Hearst at the Ritz. But he did not look like a Ritz habitué.

The spokesman and clumpiness of the plain people was decidedly one of them, and yet far above them. In ordinary appearance, he might have been the owner of a small town grocery store. Nothing fancy about his plain gold-rimmed glasses. No black ribbon dangled across his vest to lend him vague dignity. His dark gray matter of fact suit was not superlatively

Songs of the Craft

Written Exclusively for EDITOR & PUBLISHER
By Henry Edward Warner

WHAT'S NEWS?

(Reprinted by Request)

"What's news?" the cub reporter said;
"What's news?" . . . The pink-haired City Ed
Glanced up and made reply: "Well, Son,
When everything is said and done
News doesn't happen every day—
That makes it news; in brief, I'd say
That news is something that's occurred
Unusually, as when a bird
Picks up an elephant and flies
Away with him; that's news—get wise!"
The cub reporter scratched his head
And cleared his throat, and smiled, and said:
"I see; I understand—I see!
You've made it very clear to me."
Then hid him forth, shy to enthuse,
But full resolved to get some news.

The day wore on; the clock ticked through
Its regular way till half-past two,
Then three, then four, then five, then they
Who toiled cleared all their junk away
And grafting passes for the show,
Put on their hats and coats to go.
And at that moment, through the door
Came one disheveled, weary, sore,
Unhappy and discouraged dab—
None other than the Hopeful Cub!
His brow was furrowed, and his cheeks
Were sunken! . . . He approaches! . . . speaks!
"I fear," he says, "I bring distress!
There is no news! . . . Go stop the press!
Things are in a most awful way!
The paper can't come out today!"

They helped him to a chair, poor boy,
So recently so filled with joy,
So fat with hope, ambition—Oh!
It was a shame to see him so!
"What's wrong?" inquired the City Ed;
He feebly lifted up his head:
"I've spent my whole day at the Zoo
Following the tip I got from you;
I've watched the elephant all day,
But not a bird came by that way!"

tively pressed. High black shoes had none of the stream-line curves proclaimed by advertisers as necessary for the well dressed man. Rather they had those ugly bumps of comfort on their butt, well polished toes. The light panama straw hat lying on a nearby chair was turning yellow, a mellow, musty yellow. Brisbane evidently doesn't think about himself; but rather where that self is going. That is why he gets there.

Yes, he was one of the plain people; but he had outclassed them. Why? By his nervous energy, perhaps. By working furiously he had created a demand, which he had to double activity to supply. By doing, instead of just thinking of doing.

I thought of Adams' book "Success," of which Brisbane is whispered to be the hero. I mentioned it to him. He said he had never read the book.

Adams' fiction hero keeps "everlasting at it" to a tragic ending. Brisbane is fortunately human. He has that likeable fallibility common to all humanity. One thing, for instance, at which he is not a wizard is remembering names of people. His mind may be a vast storehouse of apt quotations, but sometimes he slips up on name of people with whom he does frequent business. While I was with him, during about an hour, there were at least 3 occasions, when he was forced to press the button and have his able secretary do the memory work on names.

"She knows everything," he confided to me.

Yet the Hearst editor does work with the directness of a machine. With uncanny ability for concentration and versatility, he would give all his attention one moment to one matter, switching in a flash to an entirely different subject.

He would scold sharply into his "phonograph" as he calls it, answering an Editor & Publisher question. The telephone would ring. A quick swing of his chair and he would be answering questions on entirely different matters. It might be whether or not the Fifty-seventh street side was the best for entrance to "that new apartment," in which he was in-

terested; it might be in regard to a newspaper problem; or it might be a legal matter. Whatever it was, it was accomplished with speed.

In this swift way he has climbed upwards. Forty years ago he was a reporter on the old *New York Sun*. Now he very nearly tops his profession. And at 58, he still has the speed of 20.

He arrived and continues to climb by doing, instead of just thinking. And by doing, one learns how to think.

MAYOR SUBPOENAS EDITOR

Buffalo Official Hopes to Force News Source Revelation

Mayor Frank X. Schwab, of Buffalo, worsted in his first attempt to force a newspaper to reveal its sources of information, is going to make another effort along similar lines. Through the *Buffalo Evening News* it was revealed that two Buffalo detectives had beaten up Melvin Hummel, of Baltimore, mistaken by them for a confidence man. The detectives were brought before the mayor.

Midway in the proceedings, Police Chief Charles Zimmerman, of Buffalo, was handed an envelope saying the News had the names of three witnesses to the attack on the Baltimore man. The chief handed the letter to the mayor, who immediately adjourned the hearing for 10 days.

In taking this action he declared he would issue a subpoenae for William F. O'Connell, city editor of the *News*, and would compel him to reveal the source of information published by the *News* concerning the attack, which was not denied by the detectives, who plead self-defense and mistaken identity. Mr. O'Connell said later he would ignore any summons to appear before the mayor.

Recently the mayor tried to force the *News* to reveal sources of information relative to irregularities in the police department. Court action followed and the refusal of the *News* to appear before the mayor was upheld.

NEWSPAPER VETERANS MEET

National Amateur Press Association Elects Townsend President

Josephus Daniels, James M. Beck, Thomas A. Edison—of such was the creation of the National Amateur Press Association, which held its 49th annual convention in Boston, last week at the Hotel Vendome. The former Secretary of the Navy, who is also an editor, was one of the many "boys" who taught themselves the printer's trade back in the 60's. In 1869, a group of them met in Charles Scribner's office and formed the National Printers' Association. The organization was short-lived, but a number of its members later joined the Amateur Press Association which James M. Beck and Evan Reed Kiale founded at Philadelphia in 1876, the Centennial year. Mr. Edison and Henry Lengler, city librarian in Chicago, were other early members. Mr. Kiale was appointed historian last year. Mrs. Hazel Pratt Adams, president, was judge of the history award, which went to Miss Edna Hyde of Palisades Park, N. J., for her "Memoirs of the Activities of the Association."

Mrs. Adams received honorable mention for her "Fifteen Years of the Blue Pen Club." Edwin Markham judged the poetry contributions, giving the title laureate to Max Kauffman of South Carolina. The Tryout, a club paper published in Plaistow, N. H., by C. W. Smith was the editorial award, with James F. Morton, Jr., of New York as Judge.

The association will meet next year in Detroit. In 1926, it will celebrate its 50th anniversary in Philadelphia. Officers elected were: president, Clyde G. Townsend, Pontiac, Mich.; vice-president, Anne Kramer and Miss Harriet R. Greenland of Brooklyn, N. Y.; secretary, William T. Harrington, Vermilion, S. D.; treasurer, W. Alvin Cook, Birmingham, Ala.; official editor, Harry R. Markham, Warren, O.; executive judges, Mr. Adams, George Macauley, Grand Rapids, Mich., and Miss Hyde; chairman of the committee on editorial awards for 1924, Edward H. Cole, Boston.

The delegates were guests of the Historical Journalists' Club during their three-day sojourn in Boston. The host club has been in existence since 1890.

AD STAFF MEETS

Chicago Tribune's Western National Department Confers in Chicago

Approximately 65 men attended a summer conference of the western national advertising department and business survey bureau of the Chicago Tribune, a few days ago.

At the morning session July 1, Arthur Gerken, George Morris, Harry Gordon and J. M. Cleary discussed "How and Why the Business Survey Works for the National Advertising Department." The afternoon session J. E. Sanford talked on "How and Why We Render Merchandising Service," and Vernon Brown presented the "Tribune National Advertising Story."

W. A. Smith, vice-president and general manager, Cribben & Sexton Company, told the group "How the Advertiser Sees Us," and Arthur Myrhum talked on "How to Sell Picture Section Advertising" at the Morning Session, July 2. Col. R. R. McCormick, co-publisher of the *Tribune*, and E. W. Parsons, advertising manager, attended the Luncheon on July 2 and spoke briefly.

The annual field and swimming team and barbecue of the Tribune advertising department was held at Col. McCormick's farm near Wheaton, Ill., on the day preceding the opening of the conference.

Woodruffs Sell Dansville Express

Ernest E. Quick has purchased the *Dansville (N. Y.) Express*, a weekly paper of Oscar Woodruff, who has been part owner of the newspaper since 1882, and Edward R. Woodruff were the former owners.



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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(Continued from last issue)

In March, 1843, Col. James Watson Webb made a ferocious attack on Bennett in the *Courier and Enquirer*, referring to him as an "alien," "unnaturalized foreigner," "rascal," "scoundrel," &c., and urged that concerted measures be taken to get rid of him. Mr. Bennett replied in a playful vein of ridicule that apparently effectually silenced the doughty colonel thereafter.

This final onslaught by Webb must have recalled to the public mind an amusing incident that occurred in June, 1842. Webb had fought a duel with Sen. Tom. Marshall of Kentucky, in the State of Delaware, and was wounded slightly in the knee. He was promptly imprisoned, and Mr. Bennett was the first to sign a petition for his pardon, and which the then Governor Seward granted. Some one in Bennett's name had sent a box of cigars to Webb, who wouldn't receive them, threatening to kick them into the street. Bennett's comment when he heard this was: "If he will apologize like a reinstated gentleman for that conduct and smoke one of these cigars, as the Indian does the calumet, as an emblem of peace, I will go to Delaware and settle his business for him quietly and satisfactorily."

Mr. Bennett ever presented a courageous, unyielding front to his critics and enemies, and in the case of the U.S. Brig. "Somers," so bitterly denounced Commander McKenzie, that his life was threatened by an anonymous correspondent who said:

"Oh, thou crooked, deformed, defaced lump! Thou slave of nature and son of hell! Beware! One word more of such abuse as your paper has teemed with, and your life pays the forfeit."

"You may affect to laugh at this—but try me. You have been threatened before, and think there is no danger, but your time is come. Go on a day longer, and your career is ended. One more attack upon McKenzie and you die!"

On June 26, 1843, Mr. Bennett for a time quitting the field of editorial conflict, sailed for Europe, "to secure better news facilities and to give the peoples of Europe a correct idea of the great American Republic, its present condition and future possibilities."

With him went his wife and child, and they did not return until late in the autumn. Again the burden of editorship was assumed by Mr. Atree, who had the able assistance of J. Sherwood Doyle, a famous reporter, and of Frederic Hudson, who had already developed marked journalistic talent.

Editorially Mr. Bennett said: "During the absence of the proprietor, the Herald will be conducted with the same energy and enterprise that has heretofore marked its course—and by the same gentlemen in their several departments, who have been connected with it for years past."

CHAPTER FIFTEEN

Mr. Bennett Defined His Political Attitude—Discussed the Doings of Certain Clergymen and Opposed Greeley and Socialism—Final Disgraceful Attack on Him in Book Form—Has More Fun With Colonel Webb

EARLY in 1844 began the attempt to organize anew the Democratic Party, and which was greatly aided by Mr. Bennett's wholehearted support and advice. He attacked the old Whig Party as "corrupt and dangerous"; gave a partial support to the "Young America" movement, which promised "great reforms in city affairs," lamented the "degradation of the present age," and finally on December 2, 1844, again clearly enunciated his own political views and policies as follows:

"The elements for the regeneration of politics are in our midst. Foremost among them is an independent press. This is an influence which will 'grow with the growth, and strengthen with the strength' of the Republic, and so far as our control over it extends—thanks to an intelligent public—that influence will ever be exerted for the circulation of the truth and the whole truth, wholly irrespective of party or sect—the inculcation of sound principles of liberal and enlightened legislation—the rebuke of intolerance, partizanship and demagoguism, and the promotion of true, intelligent and active patriotism."

In February, 1844, Col. Webb made desperate efforts to secure a full share of the estate of his wife's uncle, Robert Stewart, though he owed it \$17,000 previously loaned to him. He published disgraceful attacks on Lisperard Stewart, the executor, and others in his paper, and generally made such a scandalous exhibition of greed and malice that Mr. Bennett devoted considerable space to the matter in the Herald, and finally inserted a clever hit at the Colonel's importunity in the following form:

"ADVERTISEMENT FOR A LEGACY:—Wanted, By a highly respectable military man, who formerly belonged to the 'regular army,' and who is a Christian to boot, a legacy of at least \$50,000. If that amount cannot be left him by some generous individual in any part of the country, he would accept even of a legacy of \$40,000; but on no consideration would he think of taking a legacy under \$30,000—that being his lowest mark.

"The Advertiser has been living for 20 years past in daily and certain expectation of getting this legacy; and during that time he has obtained and expended several hundred thousand dollars, besides getting into debt for \$200,000, for which he took the benefit of the Bankruptcy Act.

"He is now very clear of all debt. He is in a perfect condition of safety, and the only thing he wants to make his felicity complete in this world is that same legacy of \$50,000. If John Jacob Astor or any rich man in New York, will take this matter into immediate consideration, he will feel very much obliged, and will publish for him in the columns of the *Courier and Enquirer*, one of the warmest eulogies and most effecting obituaries ever printed. For further information apply at 57 Wall Street. All letters must be postpaid, or be put down in the next schedule of bankruptcy."

The feelings of the Colonel on being lampooned in this atrocious fashion can be better imagined than described.

When the *Madisonian*, a Washington newspaper, collapsed in February, 1844, Mr. Bennett thus jokingly noticed the sad event:

"A WORD TO JOHN JONES:—Is John Jones used up? Had the *Madisonian* been knocked on the head? Do tell! We have not seen a copy of John's paper for several days past. What's the matter? Do let us know?"

Under the startling heading of "The Great Theological Cockfight," the Herald gave full reports, early in 1844, of the bitter controversy between Rev. Dr. Potts and Rev. Dr. Wainwright over some question as to Episcopal church polity—in fact, issuing an extra giving the correspondence in full, and Mr. Bennett, with reckless disregard of the conventionalities, thus depicted one of the first eager purchasers of a copy of the extra:

"A very singular looking, gentlemanly personage, was among the first who called and bought a copy. He had a roguish smile on his unhealthy face—a strange flashing in his burning eyes—and as he left the office, we saw a tail peep from under his Spanish cloak, and something like a cloven foot in his boots. Who was he? When the boy took his two cents they actually turned to brimstone in his hand, and blazing up in a blue light, entirely disappeared, being a new species of defalcation that we never saw before."

In a subsequent skit he discussed the question, "Can a church exist without a steeple?"

In the same year Bishop Onderdonk was tried by an Ecclesiastical Court on charges of indiscreet conduct with females and excessive use of stimulants. The trial was held in secret and rival reporters tried hard to get summaries of the evidence. The Herald, while giving all the authentic information it could secure, yet editorially treated the case in a fair minded manner and its impartial attitude was generally recognized and commended.

Mr. Bennett, however, vigorously combatted Rev. Theodore Parker's views as to the divinity of Jesus Christ, summarizing the clergyman's statements as follows:

"He regards Christ as a mere man, but of superior intellect. There are yet to come other Christs, Mr. Parker holds, and he probably regards himself as one of them. In this his creed resembles that of the great apostle of the Mormons, Joe Smith."

In 1844 Albert Brisbane, the father of William R. Heart's present chief editorial writer and executive, became a strenuous advocate of Fourier's new and fallacious Socialistic and Communistic theories. On his return from Paris he tried to convert Mr. Bennett to his views, but found the Scotch editor far too "hard headed" and practical to believe in the new doctrines. Brisbane then turned to Horace Greeley, who became a very docile disciple of the French apostle's teachings. Mr. Bennett described Brisbane and Greeley as two "very remarkable young men—devoted enthusiasts—somewhat eccentric—careless of their dress, but full of determination to remodel the social fabric."

Communities were established in Pike County, Pa., and other remote places, and later Mr. Bennett became genuinely alarmed at the results of their efforts, which he bitterly denounced as "having met with a tide of success almost astonishing, and which apparently threatens the whole social edifice—politics—morals—religion—property—marriage—everything!"

Later he ridiculed Greeley's fanatical zeal in advocating "such dangerous doctrines," and in trying to inject them into national politics. Greeley was furious and wrote a hot editorial, denouncing Bennett as a "liar" and a "villain." Brisbane was greatly shocked, disapproving of his comrade's violent language, and personally expressed his regrets to Mr. Bennett, who in later articles thoroughly exposed the falsity and danger of Fourier's rotten theories.

(Continued next week)

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Facts first, then fun—MARC A. ROSE

"LOOK to the suburbs" was the suggestion offered this week by Marc A. Rose, managing editor of the *Buffalo News*, a young newspaper maker with un-Babbit-like vision who won't stand still.

It is a suggestion, which, as Rose pointed out, applies equally to cities larger or smaller than Buffalo.

"Too frequently editors forget that their cities are going to grow," he declared. "When once their newspapers become metropolitan, they become content with national, foreign, and news of their immediate metropolitan district. They overlook the seemingly trivial stories from the surrounding towns and suburban communities.

"But we have found it wise to look to the suburbs. We favor them, perhaps, out of proportion to their deserts. We do it deliberately, because we believe that in trying to cultivate suburban readers we are cultivating the best elements of our circulation field—the readers who will pay our advertisers the most."

The *Buffalo News*, Rose explained, "looks to the suburbs" carefully, but not to the extent of trivial personal items. Care is taken to include all news of civic affairs in the suburbs, and the larger social entertainments. Space for this suburban news averages about two columns of agate daily. It is easily obtainable. Good correspondents are found in some of the suburbs; regular members of the staff who live outside of the city cover the news of their neighborhoods; while one reporter, with the use of an office au-

tomobile, has a run out through the larger nearby towns.

"And we believe it is a good editorial policy, because it works," is the assertion of Mr. Rose.

"We recently employed observers to watch the various suburban trains. The passengers wanted to learn the news of their communities. Our observers reported that the great majority turned to our suburban columns first of all."

Rose is a detail man. He is devoted to newspaper work and takes his affection seriously, not just sentimentally. He has never done anything but newspapering all his life; and he is doing just what he wants to do.

Since he left the *New York Sun* for Buffalo 4 years ago, he has consistently concerned himself with the building up of a complete newspaper. While he has been with the *News* he has rounded out and expanded all the departments of that daily. Its financial and business pages particularly have been vastly developed.

"I believe," he said to me at one time, "in the theory that the average newspaper reader buys his paper for the kind of stuff that the ordinary smart aleck reporter thinks is dry rot. What the fresh young newspaper man throws on the floor, I think holds subscribers year after year.

"I mean the marriage and death notices, shipping reports, real estate transfers, lists of deeds and mortgages, wills filed for probate, and every little thing that the city council does, carefully classified.

"In other words, I think people read

their newspapers for information and solid fact information.

"I will never forget a talk I had one time with a very prominent man. I asked him what newspaper he read, and he named one, which, at the time, I thought horribly dull.

"Don't you find it dry, heavy, and unentertaining," I asked him.

"Why," he replied, "do men read newspapers for entertainment? I think that the great big solid mass of people, Mr. Ordinary Every Day Average Citizen, is reading his paper first of all to find out what has happened. This gives him entertainment of a sort. But first of all, he wants facts."

Rose, who is now 36, began newspaper work when he was 12 on the *Waukegan* (Ill.) *Sun*. Of course, at first it was part time, but at 16 he settled down to newspapering in earnest.

He wanted to become a reporter on the *Chicago Tribune*; he decided at about this time, because he had heard that *Tribune* reporters sometimes made as much as \$50 a week.

But he never "made the *Trib*." Instead he worked successively on the *Joliet* (Ill.) *Herald*, the *Memphis* (Tenn.) *News-Scimitar*, the *New Orleans Times*, and the *Atlanta Georgian* before coming to New York, where he began with the old *New York Press*. On the *Press* and later on the *Sun*, he made all stops up to assistant city editor, which chair he was occupying when he left to accept his present position.

FORM PRESS GALLERY FOR MURDER TRIAL

Grand Jury Room Set Aside for Reporters Covering Franks Case in Chicago—Tickers Allowed in Court, If Noiseless

Complete plans for the accommodation of reporters and photographers at the trial of Nathan Leopold and Richard Loeb for the kidnaping and murder of Robert Franks, 14 years old, were announced this week by Chief Justice John R. Caverly, of the Cook county criminal court. The trial has been set for August 4. Attendance is to be limited to approximately 250 persons, and there will be provision for about fifteen reporters. The largest ante-room of the grand jury quarters will be turned over to the newspapers and press associations. There they may install typewriters, telegraph and telephone wires. A guard will be provided to keep the public out of this room, which will accommodate 150 reporters.

As a measure of safety, photographers will be forbidden to take flashlight pictures, except during the first few minutes of the noon recess. News associations will be permitted to use so-called "noiseless" tickers—if they are proved actually to be noiseless—in a demonstration before the Chief Justice.

Feature writers and magazine men and women will be forced to take their chances with the general public, except that the front row of seats will be reserved for them.

A large corps of deputy sheriffs will be employed to enforce the court's regulations, Chief Justice Caverly said. The arrangements, he added, are based on his belief that the trial will be a long one.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation....118,000

Sunday Circulation...175,000

Member A. B. C.

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

NEWSPAPER LIBRARIANS ELECT KWAPIL

Public Ledger Man Named President at Saratoga Springs Meet—Methods Discussed—Permanent Group Organized

A permanent organization of newspaper librarians to be affiliated with the Special Libraries Association was voted at the first session of the Newspaper Group of the Special Libraries Association at a recent meeting held at Saratoga Springs, N. Y.

Joseph F. Kwapil, librarian of the *Philadelphia Public Ledger* was elected president of the group. Other officers named were: William Alcott, *Boston Globe*, vice-president; Miss Agnes J. Petersen, *Milwaukee Journal*, secretary; Maurice Symonds, *New York Daily News*, treasurer; Paul P. Foster, *Boston Herald*, Miss M. B. Goodman of the Congressional Index, Washington, Miss Emma R. Kiel of the *Buffalo Evening News*, and John H. Miller of King Feature Syndicate of New York executive committee.

It was voted that the membership fee would be \$1.00 and that charter membership be offered to all newspaper librarians who had responded favorably to the invitation to the conference.

The subject of standard classification was discussed. Members described salient points of their filing systems. The Dewey classification system, while approved for books, found no friends for its application to newspaper clippings. Another subject taken up was methods of filing photos.

Mr. Miller described the system of the King Feature Syndicate, where photographs are filed not by prosaic subject, but by unusual titles, such as "Vampires," "Handshaking," "Drink," "Hoaxes," "Bridal," "Peace," "Race Suicide," "Large Families," "Titles" (to abolish), "Lovemaking," "Spendthrifts," "Courtesy" and "For Sale," the latter being that of the young woman who offered to sell herself in marriage.

A suggestion calling for a second meeting of the group in the fall is being considered by the executive committee.

Curfew for Newsboys

The police department of Portland, Me., has prohibited newsboys from selling Sunday morning newspapers on the streets after 9 o'clock on Saturday nights upon the complaints of mothers of the boys who claimed many of them were remaining out all night. The action was taken under the old curfew law.

46

out of every

100

men and women who buy any New York evening newspaper buy the

NEW YORK EVENING JOURNAL



A Highly Concentrated Market

Here in Washington are nearly half a million well-to-do people—a greater population concentrated in the less than 70 square miles of the District of Columbia than is distributed throughout any one of eight entire states, covering hundreds of miles in area.

Washingtonians deposited in their local financial institutions during the last fiscal year almost a quarter of a billion dollars. They buy what their tastes and inclinations demand—and have the money to pay for it.

You don't get close to Washingtonians except through their local papers—but it is one of the half dozen notable communities in the country where ONE newspaper reaches practically everybody.

The Star's circulation is nearly equal to the number of homes in Washington—and goes directly into the home—which is where advertising has its supreme value.

Specific information concerning the Washington market will be furnished upon request.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
116 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

BAKER OF ITHACA NAMED PRESIDENT OF N. Y. STATE PRESS ASSOCIATION

New Constitution Adopted—Secretary's Report Shows Membership Gain—N. E. A. Advertising Schedule Endorsed—200 Members Attend

ALEXANDRIA BAY, N. Y., July 12. —With an attendance which exceeded that of any meeting in recent years the New York Press Association today closed its 72nd annual convention with the elevation of John W. Baker, general manager of the Ithaca Journal-News to the presidency. The convention was marked throughout by its businesslike character. The members endorsed the schedule of advertising rates of the National Editorial Association and while it is impossible to bring about unanimous action among the 200 newspapers belonging to the New York Press Association, many of the publishers present expressed a determination to bring their rates into closer harmony with the N. E. A. scale.



JOHN W. BAKER

The Association adopted a constitution which will take effect in January. If the Association ever had a constitution it passed out of existence many years ago and the need for a basic law has been noted by the officers, especially since the extension of the work of the Association with the appointment of a field secretary nearly two years ago.

Under the new constitution newspapers and periodicals of New York State published not less frequently than once a month are eligible to active membership. The associate membership is limited by the new constitution to retired publishers and newspaper workers and persons connected with industries allied with publishing.

Another change the new constitution brings about is in the meetings of the Association. After January 1, 1925, the annual meeting will be held in February instead of in the summer. The constitution reads "the other meeting shall be a summer outing, to be held in June or July. Business may be transacted at the summer meeting, if necessary."

The annual address of President Peter A. Blossom was of an inspirational rather than an informative character.

Touching upon the duties of newspaper publishers as American citizens in his annual address President Peter A. Blossom said:

"Many associations have codes of ethics—the practice of which is absolutely essential and for the most part is practiced as between members of the press. But is there not even a more necessary code of ethics, which I am sorry to say is seldom thought of, let alone practiced, among the metropolitan press—that code of ethics which should guide newspapers in relation to the public. You can send anyone to heaven on a tombstone or drive them to hell in a newspaper headline. I appeal for the Golden Rule in headlines and news items."

Field Secretary Jay W. Shaw reported that during the past year the Association increased its membership from 172 active and 55 associate members, to 210 active and 49 associate members.

At the opening session Thursday morning, James A. Hamilton, Secretary of State, extended the greetings of New York State to the publishers and W. E. Flanders, secretary of the Alexandria Bay Chamber of Commerce delivered the address of welcome.

Other addresses on the program were as follows:

"Memorial to A. O. Bunnell," led by W. H. Clark, Cortland Standard, assisted by W. J. Kline, Amsterdam Recorder; Garry A. Willard, Boonville Herald; A. C. Kessinger,

Rome Sentinel; E. S. Underhill, Sr., Bath Advertiser.

"Supervisors' Reports," Elmer E. Conrath, Cuba Patriot and Free Press; "Cost of Printing Your Paper," R. D. Spraker, Cooperstown, Freeman's Journal; "Selling Expense of Advertising," A. B. Parker, Watertown Daily Standard; "Basic and Standard Advertising Rate," W. B. Sanders, Nunda News; "Developing Local Advertising," F. D. Rich, Cortland Democrat.

"Some Phases of Community Building," L. C. Sutton, Massena Observer; "What Your Readers Read," Ray F. Pollard, Schoharie County Farm Bureau Agent, Cobleskill; "The Newspaper and Job Printing," H. H. Hawkins, Hamilton Republican; "The N. E. A. Convention," T. J. Blain, Port Chester Daily Item. "Importance of the Field Secretary," Carl Clarke, Perry Record; "Making a Paper Pay in a Small Town," I. Harvey Backus, Andover News; "General Features," Wheeler Milmo, Canastota Bee-Journal; "Are Franklin Price List Prices too High?" Fay C. Parsons, Cortland Democrat.

At the conclusion of the business meeting, Saturday morning a special resolution was passed commending the work of the Empire State School of Printing at Ithaca and urging members of the Association to co-operate with the officers of the school in securing enrollment and placing graduates.

PRINTING SCHOOL ENDORSED

N. Y. State Publishers Vote to Continue Support at Ithaca Meet

Endorsement of the most substantial character was given the Empire State School of Printing, at Ithaca, N. Y., Monday, July 7, when members of the New York State Publishers' Association voted to continue assessments for the support of the school during 1924 on the same basis as for the last two years.

The financial report on the school showed that the association has obligations of nearly \$4,500 to meet before it will own its \$30,000 school plant free from incumbrance.

Director Ross W. Kellogg reported that the school now has 66 graduates at work in newspaper composing rooms and commercial printing plants of New York State, Vermont and Pennsylvania. Of this number 20 are working for members of the association.

Director Kellogg called attention to the financial assistance rendered the school during the last year by the American Newspaper Publishers' Association and the Publishers' Association of New York City, giving particular credit to Victor Ridder of the Staats Zeitung and Lincoln B. Palmer, manager of the A. N. P. A.



"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising
Consultors
Otis Building Philadelphia

for enlisting the support of these two organizations.

In an executive session, H. N. Kellogg of Indianapolis, chairman of the special standing committee of the A. N. P. A., led a round table discussion on labor problems.

HOLD SUMMER MEETING

Members of New York Associated Dailies Gather at Auburn

Although social features overshadowed business at the summer meeting of the New York State Associated Dailies, held Tuesday and Wednesday of last week at Auburn, N. Y., a "brass tacks" discussion of newspaper problems was held with the question box as a basis. This year the Associated Dailies confined their business sessions to an exchange of information and dispensed with formal papers or talks on publishing topics.

Tuesday evening at Springside Inn, Samuel Hopkins Adams, Professor Frank W. Moore and William G. Wendell addressed a banquet attended by members of the association and guests.

Business sessions were held in the library of the home of Thomas Mott Osborne, principal stockholder of the Auburn Citizen and noted prison reform worker.

Lanston Vice-President Dies

Theodore C. Camp, 68, vice-president of the Lanston Monotype Company of Philadelphia, and a director of several New York corporations, died July 16, after a sudden heart attack at his office.

NEW DAILY FOR LAKELAND

Farabee and Mullen of Hickory, N. C., Will Operate Evening Ledger

S. H. Farabee and Earl Mullen, of Hickory, N. C., will start publication of the Lakeland (Fla.) Evening Ledger, within a few weeks. Machinery is now enroute to Lakeland, it is said. Mr. Mullen is a brother of C. G. Mullen, general manager of the Tampa Times. Mr. Farabee has been connected with the Raleigh Times, the Winston-Salem Journal and later with his partner in the Lakeland enterprise, owned the Hickory (N. C.) Daily Record.

N. Y. Press Wages Arbitrated

Arbitration of a wage contract between the New York Newspaper Publishers and International Printing Pressmen and Assistants' Union ended Thursday with an award of a \$6 increase, graduated over three years. In addition to the \$3 increase awarded in the agreement settling last September's strike, the arbitrators allowed a \$1 increase from Sept. 21, 1923, to Sept. 4, 1924, another \$1 from Sept. 4, 1924, to Sept. 4, 1925, and a similar increase from Sept. 4, 1925, to Sept. 4, 1926. No retroactive overtime was allowed.

Kelty Buys Eugene (Ore.) Guard

Paul R. Kelty, for nearly 20 years news editor of the Portland Oregonian, has bought the Eugene (Ore.) Daily Guard in partnership with his son, Eugene Kelty. The elder Kelty will take over the editorial department while the younger man will direct the business end of the paper, which is one of the oldest in Oregon.

In Cincinnati One Daily Newspaper Has Mass Circulation Including Complete Class Circulation and No Waste Circulation

The population of the "City Circulation Area" of Cincinnati, according to A. B. C., is 141,000 families.

The same authority credits the Times-Star with a daily city circulation of 112,062. This is practically the entire native white, literate population of the city—the only population whose purchasing habits you could hope to influence by any advertising. Practically 100% mass market including practically 100% class market and no waste!

The only other evening paper of large circulation in Cincinnati reaches 84,534 families in the city circulation area,—75% of the city market.

No morning newspaper of comparable circulation in Cincinnati is a member of A. B. C. But the largest daily morning city circulation claimed by any publisher is 41,879,—a coverage of approximately 37% of the city market.

These circulation figures with their implications undoubtedly explain why the Times-Star for sixteen consecutive years has carried more display advertising, both local and national, than any other Cincinnati newspaper. Its leadership in 1923 broke all previous records and 1924 is showing a significant gain over 1923.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

— can you imagine

the successful retailer content to advertise to a hundred prospective customers when there are thousands in his market, or just a thousand if there are millions?

And further, that the same retailer would appeal to hundreds, thousands, or millions living in territory he could not serve?

Ridiculous? What about the manufacturer who does that very thing—the manufacturer with spotty distribution who misuses advertising in mediums of national circulation obviously reaching just a few, often less than a hundred customers right where his goods are on sale and thousands upon thousands where he hasn't a nickel's worth of distribution?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Serial Advertisement No. 76

We could do business with smaller and less expensive offices, with fewer men and with a smaller organization and get by very nicely, but we do not want to just get by. We do want to serve and deserve.

*E. Katz Special Advertising Agency
58 West 40th Street, New York City*

MITCHELL THE TAILOR APPLIED FORD METHODS AND WON SUCCESS

Boston Man Combines High Values and Low Prices With Wide Newspaper Advertising and Reaps Sales— Uses Individual Copy

By HAMMOND EDWARD FRANKLIN

A CERTAIN advertising man said the other day: "If I were a retailer, I would aim to build my business on a Ford basis. I would buy in large quantities the best goods at the lowest prices, do business on a narrow margin, work all the time for huge volume, and use newspaper advertising in a big way to bring this about."

Mitchell, the Tailor, has achieved success on exactly this policy. Information

a big talking point with us. At times we make special offers, such as offering free pants or fancy vests without extra charge.

"Some retail stores marketing ready-to-wear clothing do not have all sizes. A man may go to them in search of 37 when the store is out of it, although it has 36 or 38. Here we take measurements. We cut suits and overcoats to the exact fit of our customers.

Advertising for these stores is placed from Boston. Located in nearby office buildings, adjoining the Boston store, are 5 coat shops, 4 pants shops, and 2 vest shops.

The other morning a man whose wife had just died came in at quarter of eleven. He received the suit that afternoon to wear at the funeral next day.

The Mitchell store clerks are paid on a straight salary basis, as also are the store managers. Mr. Sullivan believes the commission form tempts the salesman to oversell.

In addition to stores, he has men traveling in territories outside of cities where he has stores. These salesmen hold demonstrations in which they show 100 different styles of fabrics.

Eight months of the year, a huge horse-drawn display wagon, exhibiting suitings and their cost, made up complete, parades through the heart of Boston. Another does the same at Providence. These wagons, which cost about \$2,000 apiece, have been real drawing cards. A wire string along both sides of the wagon has cloth samples pasted on paper, with details and cost made into a suit. Many men have walked into the store with the sample in their hands to order a suit or have placed an order with the driver. About 200,000 samples have been distributed annually.

Newspaper advertising has spread the Mitchell, the Tailor, story throughout New England. Practically every man in that section is familiar with this advertiser, the success of whose copy is shown by the size of his business and the money he has made.

You perhaps can remember when the concave shoulder type of clothing was the rage. It is out of style now, but a picture of Mr. Sullivan's head on concave shoulders has been a trade-mark which has continued to be used in practically all Mitchell, the Tailor, advertising. If the full head and shoulders do not appear, the head alone does.

The copy is written in the first person, sprinkled with plenty of I's. It is positive and straightforward. It is written

by Mr. Sullivan himself and as such carries an atmosphere peculiar to his thinking. It practically always is built around a special value.

A half-page in the newspapers said part:

"Someone bought the eggs. Someone bought the milk. Someone bought butter. I bought the woolens from the farmers of New Hampshire. I bought the Virgin Wool collected by an aggregation of New Hampshire farmers and made up into cloth in the state of New Hampshire. In order to keep a large force of help busy during the dull seasons, to each customer ordering a pair of New Hampshire woolens during the year I offer a pair of pants free with my order, \$19.75."

In an advertisement used a number of weeks ago, Mitchell, the Tailor, showed a drawing of a lamb, with arrows pointing out where the various kinds of wool come from. Instead of a lamb's head the Mitchell head appears. The copy tells how the New Hampshire Farmers' Association again has sold its wool to him. The tailor offers a three-piece suit to order for \$17.75.

The Mitchell, the Tailor, stores are open from 7:30 a. m. to 9 p. m. seven days. They remain open all holidays except July 4 and December 25. The stores serve between 1,500 and 2,000 customers a week, a total of about 80,000 a year all on a strictly cash basis.

W. H. Sullivan, who has developed this business through the policies outlined here, has become wealthy. He owns one of the most handsome homes in Massachusetts, has boats and motor cars. Nevertheless, he is on the job every day for long hours and is said by his friends to be as democratic as when he was the "whole works." He does no selling on the floor, but handles the buying, advertising and general management.

Without his other fundamentals right, Sullivan could never have achieved the success he has with newspaper advertising alone. But given the other essentials (à la Henry Ford), his newspaper copy has pulled big and fully justified his general annual expenditure for space (largely on the sport pages). The total of his advertising has grown greatly with the years.

NEW HAMPSHIRE FARMERS' ASSOCIATION again send for Mitchell The Tailor for the purpose of selling all the woolens made from the combined clip of New Hampshire farmers. The sheep from which this wool has been clipped were raised in New Hampshire and the wool was made into cloth in New Hampshire. This season in the selection of colors we confined ourselves to dark blue unfinished and beautiful shades of two-tone greys.

The fabrics are genuine virgin wool New Hampshire woolens and I make

Three-Piece SUIT TO ORDER \$17.75

LONG COARSE WOOL WHERE THE LONG STAPLE COMES FROM

SO CALLED SHORT WOOL COARSE AND SHORT WOOL

I will be open all day Memorial Day, FRIDAY, MAY 30th, for the benefit of my out-of-town customers.

MITCHELL THE TAILOR 279 Washington St. Open Evenings Opposite Water St.

Typographical beauty is not this copy's reason for life, but it appears to get results for the tailor.

as to what he has done should be passed along to other retailers in other lines as an inspiration as to what they can do.

Some 22 years ago W. H. Sullivan, who had been a Boston newsboy, bought out the name and good-will of Mitchell, the Tailor, who has been in business at Lynn, Mass. Sullivan decided to continue the same name when he opened up his little establishment on Washington street in Boston.

He was the whole business, but he knew textiles, cutting and fitting—and he had a real flair for newspaper advertising.

When his business was founded, it was quite the thing for men to have their clothes fitted to order. Since then ready-to-wear clothes have become common, but this man's business in making suits to order has grown immensely from that humble beginning years ago.

In checking up on how he did it, some time ago I found that Mr. Sullivan's organization had 400 employees and sold through 12 stores. His annual expenditure for newspaper advertising figures between \$75,000 and \$100,000. I was informed.

"First of all, we buy nothing but the best goods," M. F. Sullivan, manager of the Boston store and brother of the proprietor of the business, explained. "My brother does all the buying personally, direct from the woolen houses—not from the mills. He has found he can buy cheaper from the woolen houses than from the mills. He buys for cash and he buys right. He knows fabrics thoroughly.

"Value at a low price has always been

"We have found it pays to be fair on adjustments. If a man justifiably 'kicks' or almost without reason complains about what he bought in any way, we fit him to a new suit."

In one of the smallest stores in Boston, only 14 feet wide and 60 feet long, Mitchell, the Tailor, does what is without doubt the biggest volume of business of its kind in the city.

The store is located on Washington street in "Newspaper row" and the busy retail district. Its sales are handled by but 4 men, including Manager Sullivan. It also is headquarters for stores in other cities, which have included Providence, R. I.; Hartford, Conn.; Springfield, Mass.; New Bedford, Lowell, Worcester, Lawrence, Manchester, N. H.; Brockton, Mass., and 3 stores in New York City.

CLASSIFIED SUPREMACY

Does your Classified Section keep pace with your newspaper in growth, revenue and prestige? Or is it the second- or third-choice for the hundreds of wants that daily find expression in "Want Ads"?

If "Classified" is one of your problems, Mr. Publisher, there is now available a man who is successful in organizing, training and maintaining an efficient classified staff. He is experienced in the application of methods that have proved profitable.

An asset to his present organization, he may become a greater one to yours. For a personal interview he will be glad to call on any publisher east of the Mississippi. Address Box B-606, Editor & Publisher.

Write now for FREE SAMPLES of our DRY MATS.

You will be satisfied with the QUALITY as well as the SERVICE we are prepared to give.

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

[For Duplex Tubular Casting Boxes]

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

[For All Other Standard Boxes]

The FLEXIDEAL CO., Inc.

Sole U. S. and Canadian Distributors

13 William Street

New York

ST. LOUIS POST-DISPATCH

Gains

in Total Paid Advertising
Local Display Advertising
National Advertising &
Real Estate & Want Ads
for **6**

Months
ENDING JUNE 30

The Post-Dispatch was the only St. Louis newspaper to make a clear record of Gains in Total Paid Advertising, Local Display Advertising, National Advertising and Real Estate and Want Advertising during the first six months of 1924, and in addition established a new high six-month record for itself—and of course for St. Louis.

Total Paid Advertising for First Six Months of 1924:

POST-DISPATCH alone,	11,733,400	Lines
Globe-Democrat and The Star COMBINED...	<u>10,477,800</u>	Lines
Post-Dispatch Excess Over Both.....	1,255,600	Lines

As in Many Previous Semi-Annual Periods, the POST-DISPATCH Alone Carried More Advertising than the Globe-Democrat and The Star Combined

The Daily Post-Dispatch alone has more City Circulation than the morning and one other evening newspaper combined.

The Daily Post-Dispatch alone has over 50,000 more City Circulation than both other evening newspapers combined.

The Sunday Post-Dispatch alone has over 80,000 more City Circulation than the only other St. Louis Sunday Newspaper.

Compact Circulation Sustains Continued Concentration of Advertising

FIRST IN
ST. LOUIS

ST. LOUIS POST-DISPATCH

BRAZIL REVOKES RIGHT OF U. P. AND A. P. TO SEND OR RECEIVE NEWS

Drastic Censorship Order Suspends Activities of Brazilian Bureaus—U. P. Correspondent Arrested—Both Services Appeal to State Department

THE rights of the United Press and the Associated Press to send or receive news dispatches in Brazil were revoked



C. M. KINSOLVING

by a drastic censorship order issued by the Brazilian government Tuesday, July 15, effecting a complete shutdown of the services of these organizations to their clients in the South American Republic.

The order came unexpectedly as the most rigid regulation of a military censorship which had already obtained control of radio, telegraph and telephone in an effort to prevent all but official news of the Sao Paulo revolution from reaching the world.

Charles M. Kinsolving, general manager of the United Press in Brazil, was arrested by the Brazilian authorities on July 9, on a charge of being defiant of the Brazil censor. His release was obtained after several hours by the American Chargé d'Affaires and he has enjoyed complete freedom ever since. A message to this effect was received by the United Press on July 16 and was the first information received in America that the Brazilian government was taking exceptional methods of controlling the news of the revolution.

With Kinsolving in Rio de Janeiro as news manager of the United Press in Brazil is U. G. Keener.

The Associated Press correspondent in the Brazil capital is Douglas O. Maylor.

Both the U. P. and the A. P. have called the situation to the attention of the State Department at Washington, with the request that official inquiries be made.

Efforts of both associations to learn the truth in regard to the situation have been hampered by their inability to get in touch with their correspondents. On Thursday, July 17, Karl A. Bickel, president of the United Press, stated that no word whatever had been received from

either Kinsolving or Keener for 24 hours. Jackson S. Elliot, assistant general manager of the Associated Press, reported that no word had been received from Maylor for several days.

Two foreign news services operating in Brazil, the Agencia Americana and the Havas Agency, have not been restrained from transmitting news, according to advices received by the American associations. The Agencia Americana is the official subsidized Brazilian service, while Havas is the official subsidized agency of the French government.

"As far as could be learned, the services of the Agence Havas was not interfered with, indicating discrimination against the American press associations," a United Press dispatch received in New York Thursday declared.

That the Brazilian censorship is one of the most stringent ever placed in effect is seen in the fact that nothing but official government communiques have reached the outside world regarding the revolution for nearly a week. A few dispatches have come through from Buenos Aires, capital of the Argentine, but these have given but meagre and guarded accounts of the revolution.

All the afternoon newspapers published Wednesday in Brazil printed editorials condemning the government for its action in suspending the services of the American associations, a U. P. report from Buenos Aires declared. Rio de Janeiro newspapers of July 12 reaching Montevideo were filled with white spaces where the censors had stricken out matter displeasing to the government.

Charles M. Kinsolving, U. P. correspondent arrested in Rio, was born in



U. G. KEENER

Brazil, his father being Bishop of the Protestant Episcopal Church of Southern Brazil. He served with the Lafayette Escadrille during the earlier part of the World War, later joining the American Army. After the war he returned to Sao Paulo to become secretary of the American Chamber of Commerce. In 1922 he was brought to New York by the United Press Associations, and after working in the New York and Washington offices returned to Rio de Janeiro last year as Brazilian general manager.

U. G. Keener, Brazil news manager for the United Press, went to Buenos Aires in 1920 from Washington, where he worked for several years. He is 24 years old, and was born in Oklahoma. By way of adventure, Keener and a friend worked their way to Montevideo from Baltimore on a Norwegian sailing vessel, a voyage which took 65 days. After joining the United Press staff in Buenos Aires, he was sent to Rio de Janeiro as assistant manager of the Bureau in that city.

May Broadcast Murder Trial

The Chicago Tribune is conducting a referendum among its readers to determine whether they wish the Tribune's radio station, WGN, to broadcast the trial of Richard Loeb and Nathan Leopold, Jr., for the murder of Robert Franks. The trial is scheduled to begin Aug. 4.

Boyle Back in New York

J. Mora Boyle, for two and one-half years advertising director of the Kansas City Journal-Post, has been appointed advertising manager of the Daily Mirror, New York.

ITALIAN DAILIES FIGHT FASCIST CENSORSHIP

Refuse to Accept Government Plan for News Control Following Mateotti Murder—Plan Appeal to King

Attempts of the Fascist government in Italy to muzzle the press are being fought by newspaper publishers, Ottavio Malagodi, correspondent of La Nazione of Buenos Aires and former editor of La Tribuna of Rome has cabled the South American daily.

The present censorship attempts have grown out of the Mateotti case which recently attracted the attention of the world and nearly wrecked the Mussolini regime. The Cabinet decided to invoke an edict which had been previously approved but never enforced, which would place the proprietor and editor, or one of them, at the mercy of the Prefect of his Command. The Prefect would be advised by an advisory council composed of at least one judge and one newspaperman. In the first offense the paper would be warned and in the second more severely warned and in the third virtual suspension of the paper would result.

When news of the proposed enforcement of the press control measure spread in Italy last week, a large majority of the newspapers including many pro-Fascist papers opposed it. Many expressed willingness to accept the sacrifice but only on a condition that it must be a temporary measure.

MORNING PAPERS
THE

GET ACTION
SAME DAY

The Huckster
or the Grocer?
The Market-place
or the Telephone?

Food Must Be Bought—
Food Must Be Eaten!

BUT the way it finds itself into the home is the problem; for that is what determines selling policies, advertising, merchandising. The next question is the market. Who consumes your product? The masses—the good, solid middle class or the upper class?

In Cincinnati, The Enquirer offers Food advertisers a well-defined market consisting of the big, strong middle class and the upper class, the kind of people that purchase staples and delicacies through the grocer.

The Woman's Pages of The Enquirer are recognized as an institution for the betterment of culinary art and attractive homes.

—Every month the MERCHANDISER talks with grocers and druggists about better merchandising. Is it any wonder that advertising in The Enquirer pays?

Route lists, surveys, etc., on application

L. A. KLEIN
Chicago
New York

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

The
CINCINNATI
ENQUIRER

One of the World's Greatest Newspapers



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

204
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

2 Simplicity
OF LUDLOW

THE LUDLOW requires no machine, mold or magazine changes for different sizes or faces of type. Therefore several compositors can work at the machine at the same time, each producing new slug-line type for different jobs or all working on the same job without interfering with each other.

Ludlow Typograph Co.

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

LUDLOW QUALITY COMPOSITION



An Outstanding Newspaper

The Memphis Commercial Appeal

National Advertisers' own sales records, various commercial agencies' reports, statistical bureaus, such as Babson's et al—all point to Memphis and its contributing territory as one of the bright and promising areas on the business map.

And reaching into every nook and corner of this wonderfully responsive section—eagerly and heartily welcomed each day into every worthwhile home, is the great **COMMERCIAL APPEAL**.

No other large American newspaper has attained such complete circulation coverage of its field. No other American newspaper enjoys, in greater measure, the confidence, trust, and esteem of its readers.

This complete coverage of a rich and prosperous field, combined with the respectful attention, the faith, and the confidence which its readers give to and feel in the **COMMERCIAL APPEAL** and its contents—news, editorial, and advertising—has made it tremendously resultful and valuable to advertisers of worthy products who use its columns.

The **COMMERCIAL APPEAL** stands first in local circulation, first in total circulation, first in local advertising, first in national advertising, first in total advertising.

The **COMMERCIAL APPEAL** during June carried nearly seven thousand more inches of advertising than the other two papers combined. The **COMMERCIAL APPEAL** carried double the amount of National advertising and double the amount of classified advertising carried by the others combined.

The **COMMERCIAL APPEAL'S** average net circulation during June was daily, over 100,000 copies; Sunday over 123,000 copies. 96% of the City circulation is carrier delivered right into the homes.

The **COMMERCIAL APPEAL** takes genuine and helpful interest in the advertisers' problems to secure maximum results. The **COMMERCIAL APPEAL** shares with its advertisers their desires to make every advertising dollar count big and strong, and proves it with action.

THE COMMERCIAL PUBLISHING COMPANY

MEMPHIS, TENN.

THE JOHN BUDD COMPANY, National Advertising Representatives
New York Chicago St. Louis Atlanta San Francisco Los Angeles Seattle

EDITORIAL

A BRILLIANT SUCCESS

CABLE reports of the international advertising convention at Wembley indubitably testify to an occasion far more brilliant and useful to the cause represented than its most sanguine votaries had anticipated.

The twentieth annual convention of the Associated Advertising Clubs of the World is plainly recorded as the classic event in the history of organized selling through the printed word.

We have relished the breezy atmosphere, the good humor, the down-to-earth cordiality, the intrinsic simplicity, the brothing and the plain, brass-tack talk of the convention quite as much as we have enjoyed the news of our delegation's graceful acceptance of whole-hearted British hospitality amid scenes of splendor and ancient glory.

The American advertising man, business from the heels up, ate plum pudding and drank tea with his English host, hard-headed conservative who knows not only how to create but how to conserve wealth, and for dessert the American cut a Texas watermelon and demonstrated how it might be eaten without dampening the ears, and a new fellowship was figuratively thus established, long to endure and certain to intensify with time.

Some of the greatest men in British trade and politics, under the personal patronage of the Prince of Wales, not only handed to the delegates the keys to the ancient and beautiful gray metropolis, but took them into the inner circles and with a spirit which has brought forth world-wide comment gave a thousand evidences of understanding, appreciation and sound friendship. Purely as a social event the convention is in many respects unprecedented.

EDITOR & PUBLISHER congratulates the A. A. C. W. and predicts for it a peak year of useful service. The re-election of Lou Holland, as president, and Jesse H. Neal, as secretary-treasurer, is a happy and well deserved tribute to them individually and represents the good sense of the delegates. Mr. Holland is particularly honored, for his selection for a third term is without precedent in the history of the organization.

"Houston, Texas, Next." That was inevitable and justifies the confidence of the public in the Texan to know what he wants and to get it. The appeal that Houston made for the 1925 convention was irresistible and EDITOR & PUBLISHER predicts for that city during July of next year "doings" which will rival even the brilliant spectacle of the current week on the "Tight Little Isle."

Of course, behind it all lies the promise of a better day for the great industry of selling through advertising, which means an improved science, a higher experience, greater prosperity, broadened freedom of the press through economic independence, with consequent and obvious public benefits. Many times, in a thousand practical ways, the A. A. C. W. has justified the purpose and the aspirations of its founders.

Light and gay—the summer mood in reading matter as in food and dress.

FRENCH STUNTS

WE have much to learn from the French press on the side of newspaper entertainment. The news reporting in many of the Paris newspapers amounts to literature, although much of it expresses opinion, even passion. The French press is notable also for humor, spiced and sparkling.

It is in the field of what we know as "stunting" that the French journalist excels. Guy Hickok, resident correspondent of *Brooklyn Daily Eagle*, calls our attention to an example of this peculiar publicity art of French editors.

On the eve of a transportation strike Robert de Jouvenel, late editor of *L'Oeuvre*, instructed his reporting staff to reach the office the next day in the most picturesque manner possible, and asked each of them to write a story.

De Jouvenel came himself on an old-fashioned three-wheeled velocipede. Another reporter rode in on a donkey, and a third arrived in a sedan chair borne by four carriers. A fourth came two miles on a pair of enormous stilts. *L'Oeuvre's* strike story that day was the most readable in Paris.



ISAIAH

CHAPTER XIV. 25.

That frustrateth the tokens of the liars, and maketh diviners mad; that turneth wise men backward, and maketh their knowledge foolish.

EVIDENCE OF FAILURE

MUSSOLINI continues to demonstrate to the sophisticated in journalism that his government must have grave faults, if it cannot bear the light of publicity, and requires a muzzle for a Roman newspaper for mild criticism of the Fascist regime. *New York World*, commenting on this latest act of suppression, said: "If by so doing he thinks he has stopped criticism, then he is like the proverbial person who stopped his watch to prevent time from passing by."

Local bankers, who know how much money is leaving your city for investment in worthless stock schemes, should support newspaper campaigns in paid space intended to conserve those funds for local and safe investment.

AN IMPOSSIBLE SITUATION

"THE tragedy of *Minnesota Star*," farmer and labor daily of the northwest which recently collapsed, is discussed by a correspondent of *The Nation* who contends that the failure traces to the "false premise that a newspaper cannot be expected to draw support from the financial forces which it is founded to oppose." We think he is mistaken. Many newspapers operate successfully on policies which are opposed to or offensive to advertisers. Our understanding of the failure of the *Minnesota Star* was that it was bossed and policed to death. No editor or business manager can make much progress in producing a daily if they are constantly threatened and confused by rival camps of stockholders, each a zealous crusader or malcontent and each with a different idea of what the newspaper's policy and business administration should be.

Test of newspaper honor: To as freely admit the failure of the issue you have campaigned for, as to claim the honor of victory when you have won. Not often done, but nothing gains prestige so quickly.

July 19, 1924 Volume 57, No. 8

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 Lympstone Avenue, Lawrence Park.

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

NATIVE SELLING WIT

"HHEY, boss—shine 'em up like diamonds!"

It was a toothless kid with an old-fashioned boot-black box under his arm on City Hall Plaza, New York, possessed of native advertising wit. "Shine 'em up like diamonds"—an irresistible appeal if you felt the need of such ministrations to basic respectability. He got our dime and a tip.

We have known newsboys who were able to coin selling lines, brilliant because of their simple and direct appeal. When flash extras were issued concerning Queen Victoria's death, after a lingering illness, we saw a boy on 14th Street, New York, passing them out as fast as he could make change and constantly yelling, "She's dead," "She's dead," "She's dead."

A boy who knew news values better than the editor of the paper he was selling was seen last week in Brooklyn passing them out like hot cakes with this winning cry: "Six runs in seventh give Dodgers' game."

In rough letters on a huge cardboard a Long Island farmer's boy, selling fruits and vegetables to passing automobilists, presented his wares with this line: "Yellow apples, soft and sweet, black seeds inside." Can't you fairly taste them? It took genius to suggest the ripe mellowness and sweetness that "black seeds" indicate in an apple.

An eight-year-old school girl, in an essay on her pets, described her "dear kitty" as: "Soft and curling in my arms and gurgling with love and with big wet eyes."

Barrie, in "Peter Pan," made millions of mouths water by his child's description: "Soft, damp cake."

Genius in advertising lies in brief analysis which creates instant and irresistible demand. The labored effort of the untalented professional cannot compare with the spontaneous coinage of sensitive, appreciative, honest and witty minds. The finest qualities in the advertising art are often native in bright children, whose wisdom is too often ignored by their elders.

Today I have added to my wealth a priceless treasure. To find it I did not have to dive to the bottom of the sea, nor blast the granite mountainside, nor drudge in field, quarry or mine, nor play a sharper's trick. I looked straight into man's clear eye, spoke a true word, received a signal of understanding and now, for life, I have a friend.

FREE AND EASY

WE are attracted by an address by A. W. Neally, of the Geyer-Dayton Company, at the world advertising convention at London, regarding methods by which the International Air Races to be held at Dayton in October are to be advertised. This gentleman said, according to the official report, that outdoor and novelty advertising would be used and also estimated that more than \$1,000,000 worth of newspaper space would be obtained by the simple expedient of playing a fast press agent game. Oh, to be sure, every "story" sent to the newspapers would possess "news value," for a "regular newspaper man" would be employed to write the stuff. "No propaganda is to be sent out," said Mr. Neally, whatever he may have meant by the loose word "propaganda." The copy would have the "real news ring" and would be accepted, said he, confidently.

When Mr. Neally began to talk about his plans for outdoor and novelty advertising he spoke in straight commercial terms. There was no suggestion that the poster people could be depended on to furnish 24-sheet signs without compensation, nor novelty people supply children's skull caps, arm bands and pennants gratuitously. Only the newspaper could be counted on to freely yield space to promote this race.

Why not, when the very profitable game of baseball has been made a national sport by free newspaper publicity, when box fighting is made to yield millions to non-advertising promoters, indeed when any schemer may set a "regular newspaper man" to work to get for nothing \$1,000,000 worth of advertising space

Give the boy a chance—he may show you how.

PERSONALS

E. C. HOPWOOD, editor of the *Cleveland Plain Dealer*, is taking a vacation in Alaska, accompanied by Mrs. Hopwood.

Hibbard A. Davis, principal owner and managing editor of the *Bloomington (Ill.) Daily Pantagraph*, who has been at his summer home in Glendale, Cal., is critically ill.

D. G. Millson, veteran Wichita, Kan., publisher and founder of the *Daily Wichita Vidette*, the first daily paper published in that city and later founder with F. A. Swoyers of the *Wichita Beacon*, recently celebrated his 63rd wedding anniversary.

John C. Shaffer, publisher, *Chicago Evening Post* and other Shaffer papers, and Mrs. Shaffer are at Ken-Caryl, their home near Middleton, Col., where they plan to remain until late autumn.

Frank E. Wood, editor and publisher of the *Sayre (Pa.) Times*, has been appointed director of publications of the State of Pennsylvania.

John L. Shields, editor and owner of the *Mt. Pleasant (Pa.) Journal* has been appointed burgess of Mt. Pleasant.

IN THE BUSINESS OFFICE

J. McFAUL has resigned as business manager and director of advertising of the *St. Paul Dispatch-Pioneer* Press and gone to Chicago. His successor has not been named.

J. B. Higdon has been promoted to advertising manager of the *San Antonio Express and Evening News*, succeeding Ed Everett.

Clyde Newman has been transferred from the business survey bureau, *Chicago Tribune*, to the merchandising service bureau.

Hommer F. Robinson, business manager of the *Salt Lake City Tribune*, recently celebrated the 42nd anniversary of his connection with that paper.

Clifford L. Teeter, formerly advertising manager of the *Hutchinson O. Supply and Printing Company* has joined the advertising staff of the *Hutchinson News and Herald*.

Ray Kimball, advertising manager of the *Parsons (Kan.) Daily Republican*, and Mrs. Kimball are the parents of a son, Charles Edward.

W. Fred Ellsworth, advertising manager, *Pratt (Kan.) Tribune* has been named alumni secretary of Kansas University.

IN THE EDITORIAL ROOMS

FRANKLIN C. BROOKS has resigned as city editor, *Oklahoma City Times*, and will go to New England. He is succeeded by Meredith Williams, assistant city editor.

Asby Lovelace, former editorial writer, *Oklahoma City Oklahoman*, and **Charles B. Ames, Jr.**, staff, *Oklahoma City Times*, are touring in Europe.

Arthur H. Johnson has resigned as manager of the financial department, *New York American*, to accept the presidency of the *Rova Radio Corporation*.

Griffith Bonner, church and golf editor of the *Topeka Capital*, has resigned to become publicity man for the *Farm Mortgage Company* of Topeka.

Elmer Smith has succeeded **Jonathan F. Comstock** as editor of the *Cranston (R. I.) News*. Mr. Comstock will continue his work to the advertising and business offices.

Joe Pierson, cable editor, *Chicago Tribune*, is spending a month at the radio station at Halifax.

Taylor Lytton has returned to the *Chicago Daily Journal* as a rewrite man.

Alfred O. Elden, who recently resigned as managing editor of the *Portland (Me.) Express and Advertiser*, was presented with a hammered silver set by his associates. With Mrs. Elden he will leave soon for England.

Miron Morrill of Superior, Wis., who

has just completed 3 years of graduate work at Boston University, will direct the courses in journalism in Hamline University, St. Paul.

Randolph Edgar is now dramatic critic for the *St. Paul Dispatch-Pioneer Press*. Miss Frances Boardman will continue as music critic and will also start a humorous column in the *Dispatch*.

Miss **Catherine Rockwell**, society editor, *Manchester (N. H.) Union*, has resigned.

Ex-Mayor William C. Clarke, one of the oldest men in the newspaper game in Manchester, N. H., has recovered from an attack of double pneumonia and has returned to his duties as a free lance writer with the *Manchester Leader*.

Eugene Sharp has resigned from the *McAlester (Okla.) News-Capital* to join the faculty of the Missouri School of Journalism.

Charles Saylor, graduate of the school of journalism, University of Kansas, has been named city editor of the *Pratt (Kan.) Daily Tribune*.

Fred Turner has returned to the day city editor's desk, *Buffalo Courier*, after an illness.

Florence Whittier Tisdell, city editor, and her husband, **W. L. Tisdell**, assistant editor, have resigned from the *Cleburne (Tex.) Morning Review* to take a hiking trip.

PRESS ASSOCIATION NOTES

DAVID LAWRENCE of the Consolidated Press left Washington, Monday for Cape May, N. J., on his first vacation in 12 years. He will be gone 2 weeks.

Barry Faris, associate editor, International News Service, has left New York on a bureau inspection trip which will take him to the Pacific coast. He will be gone 6 weeks.

Davis Walsh, sports editor, International News, is in London after covering the Olympic games in Paris. He will leave soon for Greenland to report the passage of the American around-the-world flyers.

H. K. Reynolds of the Washington I. N. S. bureau is "sitting in" at the New York office for 2 weeks.

CHANGES OF OWNERSHIP

WILLIAM H. CHAIN, San Jose, Ill., has purchased the *Elmwood (Ill.) Gazette*, succeeding **J. A. Peel**, former editor, who has gone to Mexico.

James C. Nance has sold his interest in the *Lubbock (Tex.) South Plains Journal* and purchased the *Walters (Okla.) Herald* from **Lon Boynton**.

R. J. Mulford, for 25 years editor and owner of the *Spickard (Mo.) Grundy County Gazette*, has sold the paper to **L. L. Steen**, of St. Joseph.

F. W. Bailey of the *Plains (Kan.) Herald* and **Leon Lester** of the *Wakita (Okla.) Herald* have exchanged their respective properties. Bailey formerly edited the *Nash (Okla.) News*.

Albert C. Sweat, former publisher of the *Nashville (Ga.) Herald*, has bought the *Calhoun (Ga.) Times*.

Sloane Givens and **C. C. Givens, Jr.**, of Madisonville, Ky., have taken active control of the *Griffin (Ga.) News and Sun*. The Givens bought the property recently from **Mrs. Joseph D. Boyd** of Griffin. **Robert L. Duke** retires as editor.

SCHOOLS

LAWRENCE W. MURPHY, graduate of the University of South Dakota, has been made assistant professor of journalism at the University of Illinois.

Nine students of the University of Missouri school of journalism are on a 2,500 mile journey through Missouri, Nebraska, Iowa and South Dakota, visiting newspaper plants.

A chapter of **Alpha Chi Alpha**, journalistic sorority, was established this week in **Medill School of Journalism**, Northwestern University.

FOLKS WORTH KNOWING

MAURICE L. CROWTHER who last Saturday joined the *Oklahoma City Daily News* as business manager returns



M. L. CROWTHER

to the newspaper field after 12 years spent with the *Oklahoma Farmer*, a Capper farm publication of Oklahoma City.

When it was sold recently he was slated for a berth elsewhere, but had grown so fond of the southwestern city he did not wish to leave.

Mr. Crowther brings to his new connection long experience in the advertising field. Before joining the Capper Publications, 17 years ago, he was advertising manager of the *Leavenworth (Kan.) Daily Post*. Previous to that time he was owner of the *Osage (Kan.) Public Opinion*.

During his long sojourn in the Oklahoma capital city, Crowther was an active in forwarding the best interests of advertising.

He was vice-president and acting president of the Ad Club during the early stages of the war, at the time when the *Oklahoma News* was waging a fight against fake oil stock advertising in Oklahoma City newspapers. The Ad Club voted to condemn such advertising, and Crowther co-operated with the News in its campaign.

He was president of the Rotary Club in 1921 and 1922. **Rothary Park** was financed and built during his administration.

MARRIED

JOHN ALCOTT, Sunday room, *Chicago Tribune*, to Miss **Winifred Lagorio**.

Jack M. Meister of the circulation department, *Mount Vernon (N. Y.) Daily Argus*, to Miss **Goldie J. Krasne**, of Lexington, Ky.

Addison B. Palmer, reportorial staff, *Bangor (Me.) Commercial* to Miss **Elva A. Stevens** of Guilford, Me., July 5.

Edward W. Work, of the mechanical department, *Lowell (Mass.) Courier-Citizen*, to Miss **Lena Mae Hubley**, also of Lowell.

Miss Grace Winnifred Burns, formerly newspaper advertising manager of the *Califoux Company* and also the *Bon*

Marche Company, department stores of Lowell, Mass., to **John Joseph Shaughnessy**, also of Lowell.

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

NEW PLANTS AND EQUIPMENT

HOBART (OKLA.) DEMOCRAT-CHIEF has installed a new Goss Comet web perfecting press.

Marshfield (Wis.) Daily and Weekly News have just completed a new addition to the old plant which will be used as a press room and editorial offices.

Homestead (Pa.) Messenger recently completed improvements upon its plant. The editorial offices have been moved and the printing department segregated from the composing rooms. **H. P. Wiggins** is president of the company and **Bert F. Kline** manager and editor.

Peoria (Ill.) Star printed its edition of July 3, with its new Goss 64-page press.

St. Johnsbury (Vt.) Caledonian-Record recently installed a **Ludlow Typograph**. **Herbert A. Smith** is publisher.

WITH THE ADVERTISERS

GEORGE BARNES won the *Des Moines (Ia.) Capital* cup presented by the Des Moines Ad Club at its sixth annual golf tournament; **Harry Johnson** won the *Register and Tribune* cup; **Chester Cogswell**, the *News* cup, and **R. D. McFadden**, the Ad Club trophy.

Harold A. Newton, of Boston, has assumed the duties of advertising manager of the *B. Peck Co.* at **Lewiston, Me.** He is a graduate of the Boston University College of Business Administration, and went to **Lewiston** from the *Shepard* store at Boston.

Harry W. Alexander, formerly director of publicity, *Society for Electrical Development*, has been elected vice-president of **Beatty & Co.**, insurance adjusters and brokers, of **New York**.

HOLDING NEW POSTS

HARRY V. ROSS, from copy desk, *Chicago Herald and Examiner*, to copy desk, *Chicago Daily News*.

J. Earle Miller, from staff, *Chicago Daily News*, to *Popular Mechanics*.

H. F. Brown and **L. C. Milstead** to copy desk, *Chicago Daily Journal*.

Hal Foust, from staff, *Prescott (Ariz.) Journal-Miner*, to staff English edition, *Mexico City El Universal*.

IN THE AGENCY FIELD

C. F. WOOLLEY, vice-president of the *Hower Advertising Agency*, **Denver**, for several years, and **M. F.**

This is the smallest announcement in the Editor & Publisher but it calls attention to one of the biggest features now being used by American newspapers—The **Haskin Service**.

Riblett, formerly manager of national advertising for the *Denver Post*, have formed the Woolley & Riblett, Inc., advertising agency with offices at 434-437 Steel Building, Denver.

H. M. Standbridge, formerly with Morse International Agency, New York, and the *New York Journal*, has joined the selling staff of the American Press Association, as manager of the Philadelphia office.

Forrest U. Webster, who joined the agency of Irvin F. Paschall, Inc., Chicago, early in the spring, has just been elected vice-president of that organization.

Carl Balcomb, commercial display designer, with the Paul Johnston Optical Company, Davenport, Ia., has opened his own advertising specialty studio in Davenport.

H. D. Cullen, president of the Cullen Bethea Advertising Agency, has purchased the entire interest of R. H. Bethea, and with Mrs. Cullen is now sole owner of the business. The name of the firm has been changed to the Cullen Advertising Agency, Inc.

Obituary

GEORGE L. KNAPP, 72, a director of the firm of "Publishers; George Knapp & Co.," which published the *St. Louis Republic*, oldest of St. Louis daily newspapers until it was absorbed by the *St. Louis Globe-Democrat* in 1919, died on July 5, at his summer home in Rye Beach, N. H.

DAVID COLSTON LIGHTBOURN, editor and publisher of the *Ada* (Minn.) *Norman County Index* ever since he founded that paper in 1881, died July 5.

HON. THOMAS L. REILLY, 66, one of the founders of the *Meriden*, (Conn.) *Journal*, died July 6, at his home in New Haven, Conn.

DAVID POLLOCK DOBYSN, 79, for 48 years editor of the *Oregon* (Mo.) *Sentinel*, died recently in St. Joseph. He was president of the Northeast Missouri Press Association.

WILLIAM H. SNEAD, 64 for more than 40 years employed in Boston newspaper composing rooms, including those of the *Post*, *Journal* and *Herald-Traveler*, died in Boston, July 8.

JACK STONE, for many years connected with the circulation departments of San Francisco papers and recently with the *Santa Barbara* (Cal.) *Morning Press*, died recently following an operation.

W. T. DAMERON, 70, former publisher of the *Huntsville* (Mo.) *Herald*, and one of the founders of the *Huntsville* (Mo.) *Times*, died in Tulsa, Okla., recently.

GEORGE FULTHORPE, 50, for 18 years electrician of the *San Francisco Examiner*, died July 10, after an illness of three months.

ROBERT DE JOUVELL, 41, editor-in-chief of the *Paris L'Oeuvre*, died recently. He left diplomacy for journalism 20 years ago, specializing in parliamentary work of the two houses of the French parliament. He was a lover of his profession, and two works of his, "La Republique des Camarades" and "Le Journalisme en 20 Lecons" dealing with journalism, were widely read and often quoted.

WILLIAM WINN DAVIS, 70, veteran Kansas City, Kan., editor died recently.

ASSOCIATIONS

AMERICAN Association of Agricultural College Editors, in twelfth annual convention at Brookings, S. D., urged in its resolutions increased unity of action between the news service division of the United States Department of Agriculture and those of the state colleges of agriculture as one of the most important aids for the development of farm news.

Oregon State Editorial Association will meet at Tillamook, Ore., July 25 and 26. The principal speaker at the meeting will be Charles W. Duncan,

ASSOCIATION CHIEFS

A. H. LUKER, editor of the *Grapeland* (Tex.) *Messenger*, the 1924 president of the Texas Press Association,



A. H. LUKER

took charge of his newspaper when he was 19 years old. Then he was called the youngest editor of a weekly newspaper in Texas.

And what a newspaper! The *Messenger* had been established March 1, 1899, with Dr. H. S. Robertson as first editor. The press and other equipment were crude hand affairs, and it was hard work indeed to turn out the four-sheet paper to the small subscription list.

But in 1905 Luker bought the handful of type and the other scant equipment, and by 1912 the subscription list was so built up, the advertising so increased, that he moved to a new office where he now occupies 2700 square feet floor space. Luker joined the Texas Press Association in 1912 and has only missed one annual meeting since that year. He has served the association at various times as executive and on committees and was elected first vice-president last year at Galveston. Last April when *Grapeland* was incorporated, he was elected Mayor. His newspaper is a weekly 8-page all-home print, with a monthly 10-page magazine supplement, with extra page editions at special times.

advertising expert of San Francisco.

Portland Advertising Men's Association has elected William B. Ryan president, succeeding Ralph Morrison.

Tulsa (Okla.) Advertising Club has elected L. P. Arnold, publicity man for the Public Service Company, of Tulsa, president; Gary Vandever of the Vandever Dry Goods Company, vice-president, and Henry Robaras of the Sommers Sign Company, treasurer.

Kiwanis International elected Victor M. Johnson of Rockford, Ill., president at its recent convention in Denver. St. Paul was chosen as the next convention city.

Northeast Missouri Press Association has selected July 25 as the date for the summer meeting, which will be held in Paris, Mo. Twenty-one counties will be represented. F. E. Schofield, *Edina Sentinel*, is president and William M. Nolab, *Monroe City News*, secretary.

Sales & Advertising Counsellors Association, Chicago, re-elected Frank B. White president. Noble T. Praig is vice-president and Louien M. Brouillette, secretary-treasurer. Directors are Charles Henry Mackintosh and George Landis Wilson.

WHAT'S WHAT IN THE FEATURE FIELD

WILL ROGERS, cowboy humorist, who wrote Democratic convention articles for the McNaught Syndicate, is credited with getting the first rise out of William G. McAdoo after the New York long distance party was over. There was much speculation by political writers as to just what Mr. McAdoo was going to do about the nomination of Mr. Davis. He refused to tell. Some thought he would play ball with the party and some thought he wouldn't.

On the Friday evening after adjournment he went to the Follies at the New Amsterdam Theater where Rogers is appearing and Will spotted him in the audience. Breaking into his comment on political events Rogers told the audience that Mr. McAdoo would address them and McAdoo made good. He arose and said he was leaving for Europe the next day but that "now that the convention was over we must all get together and make sure we elect a Democrat."

Will got more information out of him than any of the news men had been able to do.

A new radio feature for Sunday papers is "Listening In on the United States," by Robert D. Heintz, Washington, D. C. It covers in a popular way radio legislation, control, patents and other things of interest to the fan in Washington and elsewhere. Mr. Heintz was for many years on the *New York Sun*.

A daily page of news photographs will be released by the Bell Syndicate beginning August 18. The page will be prepared and edited by the *New York Morning Telegraph*.

Rudolph Valentino will tell "How to Keep Fit" in a series of 30 daily physical culture articles to be released sometime after July 28, by the Bell Syndicate.

McClure Newspaper Syndicate will release in the near future a new daily service "Know Your Own Child" written by Dr. Albert Loyal Crane, New York psychologist. The feature will cover the psychological aspects of the relations of parents and children.

Readers Syndicate, Inc., will release a series of articles by Premier Mussolini of Italy and former German Ambassador Von Bernstorff about Sept. 15. H. R. Sharp, a representative of the syndicate

returned to New York this week from a trip to the Pacific coast.

Lady Diana Manners, famous British beauty and one of the stars of "The Miracle" which recently closed a long run in New York has written her impressions of America for the McClure Newspaper Syndicate. The series is ready for immediate release. Another McClure feature now ready is the latest romance of E. Phillips Oppenheim, "The Wrath To Come."

FLASHES

One New York newspaper man has accumulated \$50,007.35. Fifty thousand of this was left him by an uncle.—*New York American*.

London reports that "the Prince of Wales may be married in the fall." A better word is autumn. Fall is getting altogether too common in stories about the prince.—*Detroit News*.

A reporter who had been on the job ten days at Madison Square Garden remarked that he'd rather have the hot dog concession at the convention than the nomination. But, as is the way with newspaper men, he didn't get either one.—*DON MARQUIS in New York Herald Tribune*.

This talk about repeal of "nuisance taxes" is, as Henry Ford would say, "bunk." The real nuisance taxes are the ones that we still have to pay.—*Columbia (S. C.) State*.

"Where can I find a bootlegger?" asked the stranger.
"You'll find one most anywhere round here except in jail," grinned the native.—*Cincinnati Enquirer*.

The Prince of Wales, traveling incognito, is coming here again as Lord Ruffalo. But what if some one recognizes him?—*New York World*.

What the United States needs is a new name for flappers.—*Columbia (S. C.) Record*.

It might do to call the tape in the Olympic distance races the Finnish line.—*New York Herald Tribune*.

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

AN OPPORTUNITY

We will have open shortly an opportunity for a young man willing to travel who has had general newspaper experience as a managing editor of a newspaper or with a press association. All replies will be treated as confidential. In first letter please outline previous experience, state age, and mention one or more references, which will not be used until the advertiser communicates with the applicant. Address Box B-636, Care of Editor & Publisher, World Bldg., New York City.

The
**STEREOTYPE
PRINTING PLATES**

of

The New York Times

are made by

AUTOPLATE MACHINES

This newspaper uses eight
JUNIOR AUTOPLATES
and five
AUTOSHAVERS

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

WASHINGTON PRESS CORPS DEPLOYED FOR CAMPAIGN EVENTS.

Most Newspaper Bureaus Have Not Yet Assigned Men to Candidates, and Vacations Are the Rule After Ordeal With Democrats at Madison Square Garden

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

FOR the most part members of the shattered corps of Washington correspondents who fell back on the capital last week with the ending of the Democratic National Convention, are seeking recuperation from what, by all odds, was the most fatiguing political assignment in the journalistic record books.

In twos and threes they have been appearing this week in Washington news haunts, so that the foyers, ante-rooms and corridors of officialdom again have taken on the semblance of normalcy. Newspaper plans for the campaign are beginning to take shape in some quarters, but at the best, the present is a kind of "in-between" period in which many of the reporters are A. W. O. L., or vacationing against the strenuous weeks that will begin in late August to run through to the November election day.

There has been no controversy about the New York convention which has just passed into history. Washington newspaper men, who bore the brunt of the grinding news days and nights, unanimously voted the affair a "killer," and not a few of them still wear visible signs of the strain.

Even the tireless James D. Preston, of the Senate press gallery, whose wiry frame and irrepressible disposition have given the laugh to many a trying situation, is not so good, and thus far has lacked the energy to resume his duties as major domo of the Rock Creek Park Golf Club.

On the whole, the long weeks it took the Democrats to nominate a ticket and the postponement of the formal notification of President Coolidge because of the death of his youngest son, means a late start all around. For that reason the newspapers and even the press associations have been slow to formulate campaign programs. The disposition has been to leave the Washington situation to the "home guard" who struggled to keep the Washington date line on the front page in the days of the New York dog-fall and the La Follette love feast in Cleveland.

The Associated Press, with the nine men of its Washington Bureau who were in New York back on the job, has decided in the main upon the campaign plan. James L. West, head of the Capitol staff, left Wednesday for New York, where he will pick up John W. Davis and trail him throughout the campaign. E. Ross Bartley, regular White House man, and Francis M. Stephenson, now on a vacation, will watch President Coolidge, while Paul F. Hauptert, who covered the Progressive convention in Cleveland, will be assigned to Senator La Follette. L. J. Sullivan, of the Chicago office, who worked on the

New York convention, will catch the Dawes assignment, and the activities of Governor Bryan probably will be covered by representatives in the Omaha bureau.

George R. Holmes, chief of the International News Service Bureau, will follow the Democratic nominee, and George Durno will look after the White House and the President. Kenneth W. Clark, who had a look-in all five conventions, Republican, Farmer-Labor, Democratic, Progressive and Socialist, will be with Senator La Follette. The vice-presidential nominees will be covered by the I. N. S. from bureaus in the middle west.

For the United Press, Fraser Edwards will do the honors with John W. Davis; Dale Van Every and A. L. Bradford, the White House and the President; and Paul R. Mallon, Senator La Follette. James Colbert, of the Chicago bureau, will look after the vice-presidential nominees. Raymond Clapper, of the United News, probably will turn up at Madison if La Follette settles down there for campaign, and Robert Bender of the New York office may be expected to do "situation" stories for the United Press.

According to present arrangements, Winder R. Harris will be with La Follette or John W. Davis for the Universal Service and Philip A. Orme with President Coolidge.

For the bigger special bureaus in Washington plans are more vague at the present time. Grafton S. Wilcox is expected to go with Davis for the *New York Herald-Tribune*, and Carter Field, for the same newspaper, will make the swing around to size up the situation in the various states. On the situation story, also, will be found David Lawrence, of the Consolidated Press; Richard V. Oulahan, *New York Times*; Arthur Sears Henning, *Chicago Tribune*; Robert Barry, *Philadelphia Public Ledger*; Louis Seibold, *New York Evening Post*; Walker Buell, *Cleveland Plain Dealer*; Clinton W. Gilbert, *Philadelphia Evening Public Ledger*; Roy Roberts, *Kansas City Star*; Charles G. Ross, *St. Louis Post Dispatch*; Charles Michelson, *New York World*; Robert M. Ginter, *Pittsburgh Gazette-Times*; Harry M. Price, *Washington Post*; J. Fred Essary, *Baltimore Sun*, and many others who will deal with the situation as it affects their papers more or less locally.

Direct contact with the candidates and possibly the vice-presidential candidates will be maintained by at least a dozen of the larger papers, once the main offices determine upon their campaign plans. For those assignments the Washington bureaus probably will be drawn upon for the majority of the men.

"FOR WHAT PURPOSE DOES THE GENTLEMAN ARISE?"



Of the thousands of newspaper cartoons made during the national political conventions this one by John Cassel, of the *New York Evening World*, contains elements of humor and news which make it unique and widely discussed in newspaper circles. Doubtless the radio assisted in making this cartoon a huge hit, because of the public familiarity with the peripatetic phrase of the Democratic National convention, often repeated during the long siege at Madison Square Garden.

OLD ARGONAUT SOLD

Holman Sells San Francisco Weekly to Samuel T. Clover

The *San Francisco Argonaut*, a weekly owned by Alfred Holman, has been sold to Samuel T. Clover, of Los Angeles. Holman now is editor of the *San Francisco Bulletin*. Clover publishes *Saturday Night* in Los Angeles. The papers will merge and be published simultaneously in both cities. The *Argonaut* was founded 48 years ago; *Saturday Night* 5 years ago. The suspension of the *San Francisco Journal* two weeks ago has caused a halt in the construction of California state highways. The *Journal* had a contract for advertising the bonds the legal number of times. The bonds (\$3,000,000) were sold to a syndicate. The State Treasurer refuses to deliver the bonds because the *Journal* did not publish the advertisement the required number of times. The syndicate will bring suit.

Mrs. Shaffer Granted Alimony

Alimony of \$30,000 a year was awarded to Mrs. Pauline Bullard Shaffer, July 9, when Judge Joseph Sabath at Chicago indicated he would grant her a divorce from Carroll Shaffer, general manager of the *Chicago Evening Post* and son of John C. Shaffer. The alimony was fixed by agreement. Trust funds aggregating about \$300,000 have been established in Mrs. Shaffer's favor, with a provision that if the income falls below \$30,000 a year Mr. Shaffer will make up the deficit. Mrs. Shaffer also obtained custody of the couple's three children.

Jilted Reporter Suicide

Refusal of a girl to accompany him to a dance is alleged to have been the motive which led Thomas S. Bulmer, 20, of Brooklyn, formerly a reporter for the *Newark News* and recently on the staff of the *Montclair (N. J.) Times*, to commit suicide by hanging at Lake Hopatcong, N. J., July 13.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

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

Exploit and Adventure

EXPLOIT AND ADVENTURE
A Weekly Page of Dash and Daring
Setting Copy and Illus. Mats or Full Page Mats
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

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.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Features

PRE-EMINENT ARTICLES
A Lustrous Name—An Arresting Idea—Every Week
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Weekly Pages

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

FOUR-PAGE READY-PRINT WEEKLY COMIC SUPPLEMENT

Carrying The Popular Four-Color Pages

SOMEBODY'S STENOGRAPHER—By Hayward
HAIRBREADTH HARRY—By Kahles
CARRIE AND HER CAR—By Cowan
RUFUS McGOOFUS—By Cunningham

Wire For Samples and Terms Stating Your Circulation

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

RETAIL STORES LAUNCH EDUCATIONAL DRIVE

Seven St. Louis Firms Choose Dailies to Teach Public Constructive Retail Methods—Blumenstock in Charge

St. Louis, July 14.—Approximately \$25,000 will be spent by 7 large retail stores of St. Louis on a newspaper advertising campaign which will have for its object the education of the public in honest and constructive methods of retail selling and advertising. The idea behind this co-operative effort is that consumers who understand the principles and methods of stores of the highest type will not become the prey of unscrupulous merchandising and advertising schemes. The campaign will be made up of 52 advertisements in each of two St. Louis newspapers, one an evening, the other a morning publication. Copy will be run on Monday in the morning paper and on Wednesday in the evening paper.

Louis Blumenstock, advertising counselor, (until recently advertising and sales manager of Stix, Baer & Fuller) is in charge of the campaign. Mr. Blumenstock was one of the organizers and first president of the Association of Retail Advertisers.

In his capacity as advertising counselor, Mr. Blumenstock will issue a monthly publication to be known as *Blumenstock's Bulletin* which will carry articles written by himself and staff advocating the stabilization of retail business through constructive advertising and selling.

In addition, Mr. Blumenstock will render a service for stores doing a business of from one to two million dollars annually, "which are lacking the talent necessary for the outlining of an advertising program on broad gauge principles."

TIPS FOR AD MANAGERS

George Batten Company, 383 Madison avenue, New York. After August 1 will handle account of the Fiberloid Corporation, Indian Orchard, Mass.

Bellamy-Neff Company, 127 North Dearborn

St. Louis Post-Dispatch Likes

JOHN HELD, JR.

Now's the Time to Get Aboard

OH! MARGY!



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.

street, Chicago. Now placing the accounts of the Halldorson Company, Chicago, manufacturers of radio sets and supplies and the Fireite Extinguisher Company, Masontown, Pa.

Brandt Advertising Company, Tribune Building, Chicago. Handling account of the A. E. Wright Company, Chicago, manufacturers of mayonnaise dressings and other food products.

Caples Company, 225 East Erie street, Chicago. Now handling account of the Garford Motor Truck Company, Lima, O.

Carlton & Hovey Company, 93 Market street, Lowell, Mass., manufacturers "Father John's" medicine, will conduct advertising campaign for their product which will be placed direct.

Colonial Advertising Agency, Webster, Mass., placing orders for advertising with New England newspapers for the Dello Sales Company, Boston; James A. Carrig, Cambridge, Mass.; Broadway Restaurant Company, Springfield,

Mass.; A. G. Hubbard, Wethersfield, Conn., and R. H. Hinkley, Boston, Mass.

Dahlstrom Metallic Door Company, Jamestown, N. Y., manufacturers of metal doors and trim for office buildings, etc., will conduct campaign for their product which will be placed direct.

Richard A. Foley Advertising Agency, Inc., 219 North Broad street, Philadelphia. Placing account of William H. Luden, Reading, Pa., manufacturer of "Luden's Menthol" cough drops.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago. Placing account of the O-Cedar Corporation, Chicago, manufacturers of "O-Cedar" polish and mops.

Izzard Company, Times Building, Seattle. Handling account of the Northwestern Fruit Exchange, Wenatchee, Wash.

Koch Company, 432 Broadway, Milwaukee. Placing account of the Fernald Manufacturing

Company, North East, Pa., manufacturers of motor accessories and household specialties.

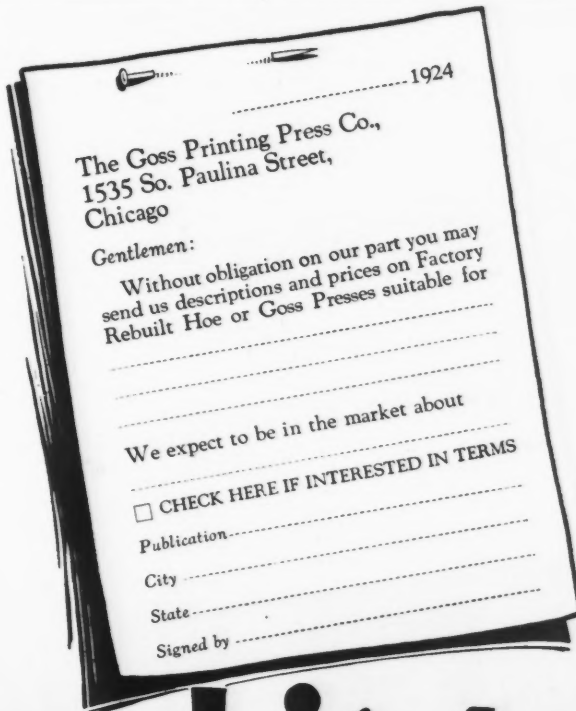
Lennen & Mitchell, Inc., 366 Madison avenue, New York. Will handle the 1925 surgical dressing and institutional advertising of Bauer & Black, Chicago.

Charles F. W. Nichols Company, 14 East Jackson boulevard, Chicago. Placing account of Kimberly-Clark Company, Neenah, Wisconsin for "Hyloplate" papers.

George Harrison Phelps, Inc., 110 Rowena street, Detroit. Placing account of the Racine Rubber Company, New York.

Fred M. Randall Company, Book Building, Detroit. Placing account of the imperial Steel Range Company, Cleveland, manufacturers of steel ranges.

Joseph Richards Company, 247 Park avenue, New York. Handling account of the Ground Gripper Company, Boston, manufacturers of shoes.



Send it today!

If you will shortly need another press and desire to save money, let us know your requirements at once. We offer for IMMEDIATE or very early delivery—or delivery up to next spring—a complete range of

FACTORY REBUILT HOE AND GOSS NEWSPAPER PRESSES

All sizes from sixteen pages to and including octuple capacity.

Attractive prices! Liberal terms, if desired! Every press priced to sell quickly. An opportunity that it will pay every publisher to heed. Get our offer on a press to meet your needs. Send above coupon or wire us — collect.

No time to lose! Act today!

GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET, CHICAGO
The Goss Printing Press Co. of England, Ltd. London

WORLD AD CONVENTION SWEEPS LONDON

(Continued from page 5)

forms the basis of international co-operation."

At the Monday afternoon session, Mr. Holland presided, and on the platform with him were the usual officers and Rt. Hon. Winston Churchill, Sir Philip Lloyd-Greame, M. P., former president of the Board of Trade; and Francis H. Sisson of New York.

Winston Churchill, booked to speak on "The Responsibility of Trade" enlivened the afternoon with an address that sparkled. He had been told all of his life, he said, that advertising was a gross breach of decorum; now he is reassured that it has become the first of the virtues.



HAROLD VERNON

Francis Sisson, a veteran of American advertising rostrums, was in his best form, his address on "Advertising the Creator of Standards in Business" being illustrated by many apt allusions.

Emerson's mousetrap maker he said must be brought together with his market by advertising, else he would starve albeit his mousetrap was the best in the world.

As to standards, he cited the case of an advertising campaign designed by a railroad president. "Much too florid, much too rosy" was the verdict of his staff, who compared the picture painted with the conditions as they knew them from inside.

"That copy stands," was the rejoinder of the boss. "Make the road live up to it."

Mr. Sisson was followed by Sir Lawrence Weaver, who told the delegates of the art expositions at the Empire Exhibition. Then came Sir Charles Higham, whose rotund smile and command of oratory are almost essential to the success of an advertising convention in America these past few years.

"No other method of advertising is as valuable as the modern newspaper or periodical," said Sir Charles. "It is bought! It is read from cover to cover. It is alive. It is vital. It is dynamic and dramatic. It costs less to reach people effectively through its columns than by any other method—or, in fact by any method which is still to come. It is steadily improving in typography and illustration. Its advertisement columns are gaining greater respect. They are the market place of the world. They are the guide to the people as to what is new and worth buying. The influence of the modern newspaper and periodical has possibilities far greater than we have ever dreamed of."

The evening was spent in various ways. The A. A. C. W. officers held their annual general meeting and the joint assembly for the election of officers of the National Advertising Commission and the nomination of President of Secretary-Treasurer of the A. A. C. W. No officers were named by the National Commission, in

the absence of a quorum to do business. Choice of dates for the 1925 meeting in Houston was left to the executive committee.

Tuesday's general session found another crowded house under the chairmanship of Lord Leverhulme, head of the great house of Lever Brothers, Ltd., supported by the Rt. Hon. Lord Kylsant, G. C. M. G., president of the London Chamber of Commerce; Sir Charles Higham, James D. Mooney, president of the General Motors Export Company, New York, and O. C. Harn, president of the Audit Bureau of Circulations.

Three members of the old Conservative Government held the floor at this session—Stanley Baldwin, Sir Robert Horne and Sir Philip Lloyd Greame.

Former Premier Baldwin added another to the long list of prescriptions of what the world needs today. His medicine is "good, honest, advertising between nations," so that the public, business men, and politicians and Governments might realize the true worth of each other. He suggested as a parallel organization to the League of Nations a league of honest advertising to maintain peace in the commercial world.

Mr. Baldwin said his term as Chancellor of the Exchequer had convinced him that advertising was necessary to business. Now that he had graduated to be a business director, he was working on this principle. He knew what advertising had done in the United States, and he was out to follow that example and to see what it would do in England.

Sir Philip Lloyd-Greame then described his ideas on the chances for the development of advertising in Europe.

Mr. Mooney, spoke on the need for new leaders in the industrial world, who could undertake political power and work for the honest betterment of peoples. He saw advertising as a means of developing such leaders, and believed that the economic life of the nations would be benefited by advertising as time went by.



SIR CHARLES HIGHAM

Mr. Harn, the last speaker at the session, discussed "Essentials of Advertising Progress."

"The simple advertisement of yesterday had naught for its object but to announce," he said. "We used to call them announcements and our French members still so denominate their advertisements. Yesterday the advertising man assumed a desire, a demand, and in a simple and direct way sought to let people know where that demand might be satisfied."

"Today we go further. We seek through our advertisements to arouse desire, to create demand. Literature had long before experienced this distinction. Writers differed in their objectives. There was a wide divergence between the purpose of Gibbon in writing his 'History of the Roman Empire' and that of Victor Hugo in writing 'Les Miserables;' between the missions of Kant's 'Critique of Pure Reason' and Charles Dickens' 'Oliver Twist.'

"The writer of modern advertisements is a Charles Dickens, a Victor Hugo. He seeks to use every artifice of the pen to move men. He has created no new art. But he has seized upon every art which has been proved to be effective in moving men to action. Sometimes the modern advertiser loses sight of the thing which properly characterizes his art. His power is gone when he loses his militancy.

"But advertising is not just the writing of advertisements. This is the second big thing we have learned. Advertising is not even the printing of advertisements in pleasing typography, aided by good pictures intelligently selected. Advertising is influencing minds.

"It is in these purely modern aspects that our greatest development has come to pass. It is in these that our progress will lie. Advertising is an art which has its commercial considerations. We must excite desire at a minimum cost.

"The most important medium carrying advertising messages to the minds of men is the printed periodical. It is inevitably so, for the press many generations ago took its place as the chief means of influencing the minds of men.

The importance of the press to adver-

WOMEN HAVE DIVINE SKILL FOR ADVERTISING

"WOMEN, everywhere are natural born advertisers," said Julia Coburn, publicity director of the LaSalle & Koch Company, Toledo, addressing the Advertising Women's Conference. "From time immemorial, when women have met, they have discussed their possessions, their creations, their devices, their husbands, their children. Men, mingling more with the world, have always talked in abstractions—in ideas. Women, with their circumscribed lives, have talked things—concrete immediate things that go to make up the every day routine.

"Advertising can improve standards of living—it can change taste, and styles, and even habits. It can teach thrift, economy, careful purchasing. It can suggest wholesome recreation, encourage ambition and self-improvement—it can win a war or change a world. Have women no place in such a program?"

ting and of advertising to the press has naturally led us to the most careful study of its use in advertising practice. Progress and development demanded it. The fundamental difficulty in using publications accurately arises out of the intangible nature of the thing for which the

(Continued on page 26)

Good Copy Is the Secret

Investigation among Presbyterian churches indicates that very seldom does a specific advertising campaign of local church fail to bring into the church treasury more money than the advertisements cost, to say nothing of the increased attendance.

But in no case has this result come about when the advertisement carried merely the topic of the sermon and the name of the church.

Better advertising on behalf of all the churches in town is possible—and profitable, if the paper wishes it to be. Copy for such joint advertising may be had without charge from E. H. Harris, The Palladium, Richmond, Indiana.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

Distinguished and Influential

THE SUN, New York, is a distinguished, influential newspaper, temperate in expression, read by the more intelligent and prosperous of all classes in New York City—the world's greatest market.

The Sun

Circulation More Than 250,000 Daily

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

There are certain fundamental beliefs on which the Linotype Company has built its business

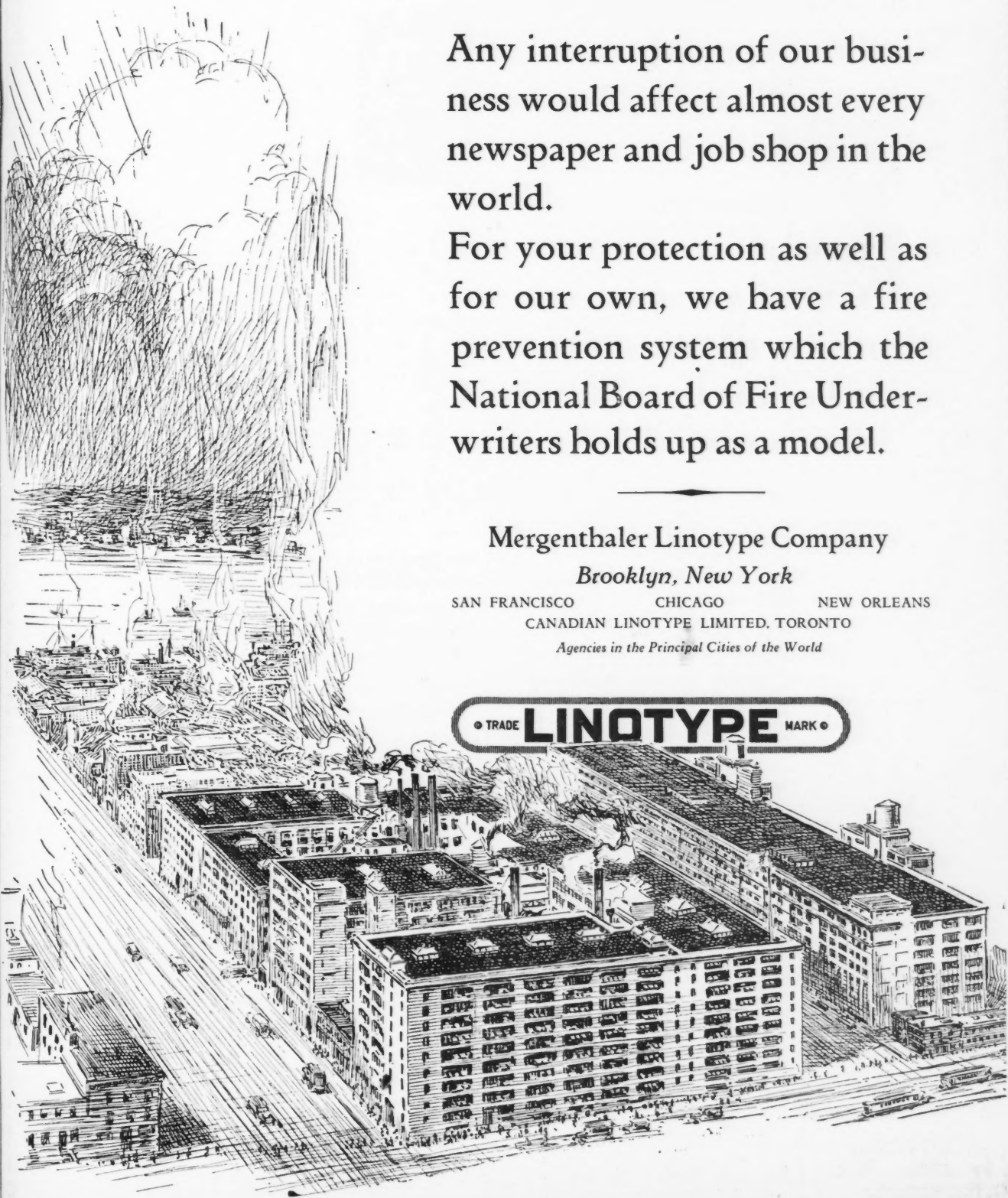
YOUR INTERESTS AS WELL AS OURS

Any interruption of our business would affect almost every newspaper and job shop in the world.

For your protection as well as for our own, we have a fire prevention system which the National Board of Fire Underwriters holds up as a model.

Mergenthaler Linotype Company
Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World



929.24.9.7

CONVENTION SWEEPS LONDON

(Continued from page 24)

advertiser pays his money. One buys merchandise and he can count it, weigh it, feel of its quality, test its strength. In buying periodical advertising what does one buy? White space? God forbid! We used to call it that. We buy the privilege of speaking to the minds of men and women. How many? What kind? Where? When? The buyer, singly, individually cannot examine has purchase. This has been the greatest obstacle to using periodicals wisely for advertising purposes.

"Ask the publisher, he knows." This was once the only solution offered. That it was inadequate is clear upon the most superficial examination.

"In the first place, for a long time the publisher did not himself know. To the credit of the publisher be it said that he was among the leaders in correcting this state of affairs. The most far-seeing of his class saw that if advertising was to increase in effectiveness for the advertiser, the advertiser must be enabled to buy with discrimination. Also they saw that only under such conditions could the worthwhile publication draw to itself the advertising patronage it deserved. If the facts were not known there could not be any real comparison of values as between publications.

"Moreover, it was not altogether a question of honesty. One of the defects of the system of individual statements of circulation and other facts about periodicals was that there was no uniformity of language. Words and terms meant one thing to one publisher and quite another to others. There was no moral turpitude involved but the effect was the same. "I am not fully informed as to how this matter of cooperative verification and circulation and other facts about periodicals stands in the other countries represented here but in the United States and Canada we have solved the problem. Ten years ago the situation was intolerable in these two North American countries. It was intolerable both for the advertiser and the worthy publisher. We solved it very simply. The publishers, the advertisers and the advertising agents joined together, worked out a set of uniform terms which formed an advertising Esperanto and jointly built an auditing machine which gets the facts about every cooperating publication for the benefit of all cooperators and advertisers generally. Auditors trained in the subtleties of circulation-getting methods go impartially into all details, not only in the publication offices but at distributing points. Not only the quantity of circulation but its character as revealed by many facts are set forth. Only the co-operation of the publishers themselves with the advertisers and agents makes the system possible. This co-operation is



SIR HERBERT MORGAN

NATIONAL ADVERTISING— \$300,000,000

"THE modern advertising agency has a responsibility in business that has grown to huge proportions in recent years. It is responsible for the vital promotion of the business of the manufacturer whose advertising it handles," said James O'Shaughnessy, executive secretary of the A. A. A. A.

"That was not true until very recently. Seven years ago the American Association of Advertising Agencies was formed for the purpose of bringing the better agencies together to counsel among themselves as to the best methods and practices in their work.

"In the seven years that have followed they have succeeded to almost revolutionary extent.

"In their hands the total of good national advertising has increased from about \$80,000,000 to the unprecedented total of \$300,000,000 for the current year.

"When the volume was at the smaller figure it was even then not so profitable to the advertiser, dollar for dollar, as it is today."

readily given because the publisher of the good advertising medium, the one whose methods are above reproach, is as great a beneficiary of non-partisan audits as the advertiser. This is not the time to go into details. Suffice it to say the system works and as an American advertiser I unhesitatingly place this accomplishment at the head in the march of advertising progress of the last ten years."

The delegates Tuesday night enjoyed the unique honor of attending a banquet given by the Associated British Advertising Agents in the ancient Guild Hall, in which the Guild merchants of olden times used to sit, and which is seldom used except for municipal functions of the highest importance.

The Lord Mayor, Sir Louis Arthur Newton, the principal speaker, recalled the history of Dick Whittington, thrice Lord Mayor of London, and his unique advertising agent, his famous cat. He said that this was the first time in history that this celebrated banquet hall had been used to shelter a gathering of advertising men, self-confessed as such.

Stanley Resor, President of the Association of American Advertising Agencies, responded. The Americans particularly appreciated the occasion, and one New Jersey delegate recalled that an ancestor of his had, 200 years ago, presided over banquets as Lord Mayor.

The delegates who did not attend the Lord Mayor's banquet and who were not entitled to sit at the meeting of the club Presidents were entertained at a banquet given by the Society of British Advertisers. They numbered nearly 1,000 and were received by

Viscount and Lady Burnham, Viscount and Lady Leverhulme, Lord and Lady Ashfield and Viscount and Lady Astor.

A free press and international peace as a result of advertising were urged by Edward A. Filene of Boston, in an address.

The cost of publishing the modern newspaper, Mr. Filene explained, far exceeds the returns from circulation or the price paid by readers and subscribers. Six million dollars a year—more than a million pounds—has become a very ordinary figure, he said, for "producing a great daily in our large cities."



H. H. CHARLES

he explained, principally by means of advertising. Those newspapers that are not "free," he declared, may obtain their additional revenues from "special interests." "In the long run," he warned, "there is no single factor more threatening to world peace than a press controlled by 'special interests.'"

Big advertising, the speaker said, might not always overcome the influence of "special interests" on the press; and on occasions and over short periods of time big advertising itself might attempt to control newspaper policy.

"But in the long run big advertisements can be paid for only by big sales," it was pointed out. "And big sales will not come unless readers have confidence that the paper can be relied on for its news and editorials.

"Big advertising is not an economic

waste," the speaker continued. "It is social service. It is more than that. It is the basis of a press that is financially free. It is the fundamental factor upon which depends the ability of the press to furnish facts disinterestedly and thus promote the outlook of world peace."

"Mass production is well under way in most countries of the world," declared Mr. Filene. "Trusts, both vertical and horizontal, which exist and are coming to the front in ever-increasing numbers, are in line with the best interests of social progress—even that at this pioneer stage they have all the faults of pioneering."

The speaker explained that mass production and mass distribution were inevitably dependent on mass selling and that the entire program was dependent on big advertising.

The speaker pointed out that advertising in the United States in 1923 reached the "amazing figure of \$300,000,000. Advertising in the daily press" (Continued on page 28)

Los Angeles Times

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

World Leader in Advertising for Three Consecutive Years

REMEMBER

Texas is the Largest State in the Union.

It requires

The Beaumont ENTERPRISE

and

The Beaumont JOURNAL

to help cover it thoroughly. Ask Beckwith—he can tell you!

First in National Advertising

The New York Times in six months this year published 3,134,526 agate lines of national advertising, a gain over the corresponding period of 1923 of 139,272 lines, and 818,304 lines more than the second New York newspaper. Over 800 national advertisers use The New York Times, 200 of whom make their announcements in The Times exclusively among New York morning newspapers.

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News

Supreme in Texas

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

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

From Long Island to the Lakes

RIGHT now, New York State is in the midst of providing entertainment for hundreds of thousands of vacationists and tourists. Almost every mile of this great State has something to offer in the way of vacation lands.

It has miles of wonderful seashore, miles of beaches on the numerous lakes, it has mountains, forests, country and vacation cities with its resorts. New York State and its people are busy accumulating wealth.

"Even the woods and waves help to produce New York's wealth," somebody has said.

If you would "catch the eye" of hundreds of thousands of tourists and vacationists, who will in turn spread the fame of your product to the far corners of the entire United States, plan to place your advertising immediately in these daily newspapers.

There is no vacation period for the creators of wealth in this state. There is a constant demand for labor because New York-made products are recognized as the products of merit in all markets throughout the world.

Where there is so much industry there must be many dollars. And where there are so many dollars, there must be many sales.

To the wealth produced, must be added the great accumulations of money left here by the millions of vacationists who come to the mountains, lakes, forests, farms and seashore of the most wonderful state in the Union.

New York must head the list of every advertising campaign, if such a campaign is to be successful.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News(E)	18,746	.08	.08	***Mount Vernon Daily Argus(E)	9,490	.05	.05
***Albany Knickerbocker Press(M)	30,537	.10	.10	†††Newburgh Daily News(E)	11,564	.05	.05
***Albany Knickerbocker Press(S)	52,354	.13	.13	New Rochelle Standard-Star(E)	7,000	.04	.04
†††Auburn Citizen(E)	6,429	.04	.035	†††The Sun, New York(E)	260,026	.60	.54
***Batavia Daily News(E)	8,728	.04	.04	†††New York Times(M)	345,149	.70	.686
***Brooklyn Daily Eagle(E)	66,079	.22	.22	†††New York Times(S)	576,321	.85	.833
***Brooklyn Daily Eagle(S)	76,284	.22	.22	New York Herald-Tribune.....(M)	276,340	.594	.576
***Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18	New York Herald-Tribune.....(S)	332,921	.6435	.624
***Buffalo Courier(S)	118,603	.25	.22	†††New York World(M)	360,908	.595	.58
***Buffalo Evening News(E)	123,952	.25	.25	†††New York World(S)	575,672	.595	.58
***Buffalo Evening Times(E)	94,043	.18	.18	†††New York Evening World(E)	271,114	.595	.58
***Buffalo Sunday Times(S)	96,618	.18	.18	†††Niagara Falls Gazette(E)	17,582	.055	.055
†††Corning Evening Leader(E)	8,307	.04	.04	***Port Chester Item(E)	4,426	.03	.03
***Elmira Star-Gazette Advertiser(E&M)	32,915	.11	.11	***Poughkeepsie Star and Enterprise.....(E)	12,098	.05	.05
***Geneva Daily Times(E)	5,537	.04	.04	***Rochester Times-Union(E)	66,574	.20	.18
***Glens Falls Post-Star(M)	9,065	.035	.035	†††Syracuse Journal(E)	42,103	.14	.14
***Gloversville Leader Republican.....(E)	6,877	.035	.035	***Troy Record(M&E)	23,568	.05	.05
***Gloversville Morning Herald(M)	5,927	.03	.03				
***Ithaca Journal-News(E)	7,308	.04	.04				
***Jamestown Morning Post(M)	10,515	.04	.035				
***Middletown Times-Press(E)	6,434	.03	.03				

** A. B. C. Statement, Sept. 30, 1923.
 *** A. B. C. Statement, April 1, 1924.
 ††† Government Statement, April 1, 1924.

CONVENTION SWEEPS LONDON

(Continued from page 26)

has grown by leaps and bounds—is growing—will grow at an increasing pace as we go on to meet the future.”

“Geographically and climatically, there are very pronounced barriers which might easily have prevented any welding of the United States market,” said E. T. Meredith, publisher of the Meredith farm publications, Des Moines, speaking on “How Advertising Has Welded the U. S. Market” at the Thursday session, presided over by Harold Vernon.

“Industrial production is largely concentrated in the northeastern quarter of the United States. For instance: Steel, largely produced in western Pennsylvania, with only one or two other areas contributing to the total production of approximately \$4,000,000,000.

“In New England is a great textile section from which the total production of the country is approximately \$5,000,000,000.

“In Michigan is the center of the motor vehicles (automobiles and trucks), having an annual value of \$2,500,000,000. These three items show something of the concentration of industrial production.

“The great north central section raises considerably more than half of the meat and cereals produced in the country. The total meat production of the United States is \$2,200,000,000, and cereals \$3,800,000,000.

“The western states, supplemented by the production of Florida, produce most of the fruit, valued at nearly \$70,000,000. “The northwestern states produce most of the wool, valued at \$27,000,000.

“How is national use possible in view of all these barriers? The answer, to my mind, is ADVERTISING.

“How has advertising done this? “It has established brands or trade names nationally in the minds of the population.

“National advertising has established the standards which accompany the trademarked products.

“Consumers in every nook and corner of the United States have been given a definite knowledge of these widely advertised products.

“Advertising has established in the minds of the consumer the honesty of the product and its producer.

“Advertising has done this, because in carrying these messages and establishing in the minds of the consumers the brands and standards and knowledge and truth, it has given him confidence in the product, and confidence gained is a sale made. With confidence established nationally, national sales naturally follow.”

“Widespread and persistent advertising for the last forty years has made Canada an El Dorado to the European emigrant,” said E. W. Beatty, president of the Canadian Pacific Railway, addressing the convention Thursday morning.

“The question may arise—Has it been a wise policy to solicit new settlers by means of advertising? Would it not have been more prudent to allow the country to develop on lines of natural growth without this artificial or forced increase of population? The answer to that question is that unless we had advertised for and found virile and energetic people willing to come and help us develop our country, Canada would have become an incubus instead of an asset to the British Empire.

TRENTON N E W J E R S E Y

It serves an industrial city of 129,000, also prosperous suburban territory.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.
National Representatives

Marbridge Bldg. Lytton Bldg.
New York Chicago

WE'VE ONLY BEGUN

“SOME people seem to think we've reached the summit of endeavor. The fact is we've only just begun. We may fly in the air and move under the sea, so inventive is the modern brain; but we've not yet produced an entirely healthy, prosperous, clear and clean-thinking world, and until we have done that we've failed.

“Advertising is the quickest, most efficient way of accomplishing these ends, because its method is to startle, impress, educate, in the shortest space of time. Advertising has fostered more good habits than any other force. This statement is made without qualification of any kind.”—Sir Charles Higham, at A. A. C. W., Wembley Convention.

Instead of being a prosperous, vigorous, self-reliant country, Canada would be known as a weak and anaemic neighbor of the United States, her chief usefulness to the Mother Country being as an occasional dumping ground for remittance men and undesirables. Instead of maintaining a well-equipped highway from Great Britain to her outposts in the Orient and Australia, the Canadian Pacific would be bankrupt and in disrepair, whereas owing to the settlement it has secured along its lines and its resulting financial strength, the Canadian Pacific was able from its own reserves to provide financial assistance in the form of loans and guarantees to the Allied Cause during the Great War to the extent of \$100,000,000. The strength of Canada's position is peculiarly evident today, when, owing to economic circumstances, there is a considerable surplus population in the Eastern hemisphere ready to emigrate to the West.”

Tuesday afternoon saw the opening of the Departments, and while these tied up a large number to Convention business, a goodly proportion found themselves at liberty to seek further amusement in the Exhibition or elsewhere. It was noticeable that many were simply collared by individual British hosts and hauled off to their homes for social intercourse and little jaunts to give the visitors the full flavor of British hospitality.

And as a New York Ad. Club man, resigning himself to such treatment, said to me “Say, is this sort of thing a habit with you folk? Because if it is, I'm coming again. It suits me.”

To which the answer is “We'll larn you!”

“Spark” for Vanderbilt Carriers

The Los Angeles Illustrated Daily News has issued for its circulation force *The Spark*, a “tabloid tabloid.” It follows the make-up of the News, with two pictures breaking the text on page 1 and a center double-spread of photographs. The editorial page, signed by B. B. Marceum, director of circulation, carries the Rotarian slogan “He profits most who serves best.”

NOTHING REGISTERED

Going out to lunch, the department store advertising manager handed a copy of “Poor Bob's Almanak” to his office boy, and told him to fertilize his mind a bit.

When he returned he asked the kid what he thought of it, and got this:

“Aw, you think you're reading a darned good story, and the first thing you know you bust your nose up against the BROOKLYN STANDARD UNION.

“Naw, nothin' to it.”
Poor Bob's Almanak

ART EXHIBITS DRAW CONVENTION CROWDS

Combined British and American Shows Will Tour Business Centers of United Kingdom After August 4

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

The advertising exhibits on view at the British Empire Exhibition have formed an important feature of the A. A. C. W. Convention Week, the comprehensive character of both British and American exhibits being such that they attracted considerable attention and afforded an interesting opportunity of comparing the respective methods employed, as well as the differences in copy and style, between the publicity of the two nations.

American exhibits are on view in the large gallery of the Stadium, which has been fitted with special lighting for the purpose. The exhibits consist of:

Original drawings and sketches by American artists.

Reproductions in colors by American lithographers.

Engravers' proofs and reproductions by American engravers.

Posters, showcards, labels, cartons, catalogs, booklets, and other examples of the work of American printers.

Newspaper and magazine advertisements, produced by American advertising agents and counselors and by American advertisers.

In addition to the American exhibits at the Stadium, there are shown in life-size two units of poster advertising and one of painted display in construction and service in every detail upon the terrace, just above the main entrance to the Stadium.

The British exhibits of advertising art have been embodied in a special Exhibition of British Advertising Art and Painting, which the British Empire Exhibition has arranged to be held in the Palace of

Arts, July 11 to August 4.

The exhibits include: Original drawings and painting by British artists.

Engravers' proofs and reproductions of British blockmakers and engravers.

Posters, showcards, catalogs, booklets, labels, cartons, and other examples of the work of British printers.

Press advertisements, produced by British advertising agents and consultants and by British advertisers.

In addition to the exhibits in the Palace of Arts, two special hoardings have been erected in the space between the Palace of Arts and the Palace of Industry, which selected posters, produced by British artists and printers will be shown. This will be called “Poster Street” and will become a permanent part of the Empire Exhibition.

After August 4, the American and British exhibits will be combined into one exhibition and sent to the principal business centers throughout Great Britain and Ireland.

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.

before consolidation

The New York Tribune
131,810 Daily—136,039 Sunday

and now!

276,340 Daily
332,921 Sunday

THE NEW YORK HERALD
New York Tribune

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

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 get this rich field.
WESTCHESTER NEWSPAPERS
T. Harold Forbes New Rochelle

THE
PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.

National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE editor of "Crain's Market Data Book and Directory of Class, Trade and Technical Publications" has completed his work on the fourth edition. He has produced a book that is even more valuable to the advertiser and the manufacturer by a number of changes which, in every instance, have been an improvement over former volumes. Some doubtless the editor, has seen to it that this remarkable collection of facts relating to markets has been so indexed that matter wanted is easily accessible.

This volume of over 500 pages testifies to the importance of the business and industrial press in this country. But the book is something more than a mere collection of statistics. It has valuable information about advertising and sales methods, and about buying habits and sales seasons of the various industries.

The amount of space devoted to statistics about class trade and technical publications is larger than ever. Advertising rates are given somewhat in detail and the sources of the circulation figures are plainly indicated. In addition to publications printed in the United States there are sections devoted to Canadian and other foreign business publications.

Of the value of this book to every marketing manager there can be no question. It is published by G. D. Crain, Jr., 337 South Dearborn street, Chicago, Ill.

* * *

OUR magazines now and then publish articles which attempt to portray present-day tendencies in the press. A typical one is "Our Newspapers Now and Then," recently contributed to the *Saturday Evening Post* by Roy L. McCardell. Like similar articles to which I have called attention, this one views with alarm recent consolidations in the newspaper field and boldly asserts that it is the press agent who grabs most of the space once given to star and cub reporters' beats and scoops.

Of the part played by the press agent in newspaper production Mr. McCardell speaks as follows:

So the press-agent cuckoo in the newspaper nest has thrown out the star reporter and the cub, and the demon city editor followed after. But to many magazine editors the newspaper story of the supercilious star reporter whom the despised cub outshines in securing the scoop, while the demon city editor harks at them both, is still dear as it was in the days of Richard Harding Davis. The magazines are still supplied with the rocco romances of the city room, mainly by press agents, who, as they say, write fiction in their spare time.

Alas, the cub reporter is now the harried and hounded leg man. The star reporter has gone on the copy desk or has been relegated to rewriting. He puts in his eight hours a day chopping adjectives out of publicity matter.

Criticism of propaganda and press agents—enough and to spare—has been printed—so far as personal opinion is concerned. What is wanted is some one to take an issue of a metropolitan daily and prove his case by marking, column by column, what is the work of the press agent and what is the work of the reporter. Let the facts speak for themselves.

I have just been glancing through the New York papers and have been studying somewhat carefully the reports of the political convention. I have tried conscientiously to separate the wheat of the newspaper reporter from the chaff of the candidate's press agent. I may not be a good judge, but of the latter's work I can only find "traces" of impurity in the news—to borrow the chemist's phrase in his analysis of water. An honest difference of opinion may obtain whether certain stories are news or propaganda. But this so-called propaganda, I find on investigation, comes from men who are in the employ of the newspaper and not in the employ of the candidates for the nomination.

I hold no briefs for press agents. But

I do wish the press agents of the anti-propaganda campaign would adopt that excellent motto of the news room, "Accuracy First."

Some editorial writer on a newspaper ought to use a half-column or so on the topic "Our Magazines—Now and Then." Personally, I regret that periodicals of enormous circulation have driven out those smaller magazines which had so much charm and personality behind them.

If the modern daily newspaper has no use for the reporter he ought to find a comfortable chair on the editorial staff of a magazine. Has the magazine editor any mortgage upon features which bring circulation? Has any political convention produced any finer examples of political reporting than can be found in the newspapers of the present month? Was there ever a time when the reporter was given such freedom to sign good stuff as today? Would any of the New York papers, whatever might be the opinion of the editorial page, refuse to print the statements of all candidates?

I am open to conviction, but I still would like facts rather than personal opinion to show me that newspaper publishers have turned their papers over to press agents. It would be an interesting experiment to have the next magazine editor wishing an article about the press instruct his contributor to keep to facts and omit editorial comment—such instructions as a city editor gives to a reporter. A good news story about newspapers would make interesting reading.

Some of the tendencies mentioned by Mr. McCardell are to be regretted. Publicity has taken from the press many able men. But the high moral regard with which they were held by newspaper associates cannot be displaced by a clever, satirical paragraph. It yet remains to be proved that these former newspaper men have sold their birthright for a mess of pottage.

The rapidity with which great financial and industrial corporations have added publicity men to the payroll is startling. But this fact may simply be a reflection of the radical change in business from "the public be damned" to "the public be informed." Newspaper editors are cynical and sophisticated. They may be using, but I question whether they are being used by press agents.

* * *

WILLIAM J. McNULTY, who has been connected with various newspapers in Bridgeport and New London, Conn., as well as in New York and Boston, has an article in the *Current History Magazine* for July on "The Demand for Secession in Canada's Maritime Provinces." This magazine, as most readers know, is published by the *New York Times Company*.

* * *

CHARLES AUSTIN BATES, who was a pioneer in writing about advertising, has just published "Does Advertising Pay the Consumer?" Briefly, the pamphlet is made up of twenty-six short talks on advertising which Mr. Bates syndicated in a number of daily newspapers. Many will be glad to have these talks in a permanent form.

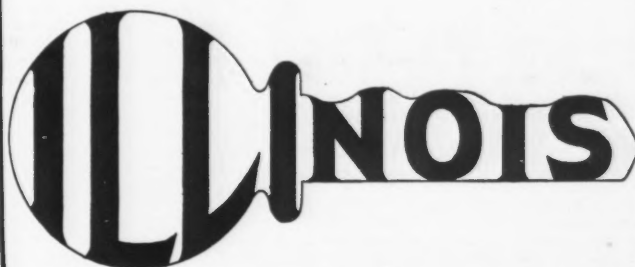
On the subject of newspaper advertising Mr. Bates remarks in his introduction:

When the conditions of a business are such that newspaper advertising can be applied, it offers the broadest, quickest, most flexible, most economical method of getting a message into the minds of the people.

Newspaper advertising is not always applicable, but it must always be considered.

Mr. Bates is very modest when he says that his excuse for this small book is his belief that many people, not only advertisers, but also consumers, will not be harmed by a reminder of the A B C's of advertising.

THE KEY TO



AND HER MARKETS

is the merchandising and advertising departments of these daily newspapers.

It is an ideal tryout territory for nationally advertised goods and you can't make believe you're covering Illinois in a national campaign by the use of national mediums alone.

To get the full benefit of the almost limitless market that Illinois offers, you have to use the Illinois Daily Newspapers. They, and they alone, put you in direct touch with the market.

These Illinois dailies reach the homes of people in Illinois. They tell these people what the home merchants have to sell. They form the point of contact between the buyer and the seller. They function every day—regularly.

The merchandising and advertising departments of these listed daily newspapers will gladly furnish detail reports regarding market possibilities specifically and in general.

Question These Papers About Where They Go and the Field They Cover

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News (E)	16,982	.06	.06
+++Chicago Herald & Examiner. (M)	335,747	.55	.55
+++Chicago Herald & Examiner. (S)	1,050,949	1.10	1.10
+++Chicago Daily Journal. (E)	120,449	.26	.24
***La Salle Tribune (E)	3,162	.025	.025
***Moline Dispatch (E)	10,569	.045	.045
***Peoria Star—(E) 29,102. (S)	21,733	.075	.06
***Rock Island Argus (E)	10,513	.045	.045
***Sterling Gazette (E)	5,921	.04	.04

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

+++Government Statement, April 1, 1924.

CHURCH AS A BUSINESS A. A. C. W. TOPIC

Appraisal and Reorganization Needed,
Says Cherington—Brown and
Oswald Discuss Use of
Advertising

"In America we use all forms of advertising in church promotion work. They include newspaper advertisements, posters, street car cards, printed circulars sent through the mail and distributed by hand to residents and to passersby in the street; bulletins, announcements, etc.," said John Clyde Oswald, publisher, the *American Printer*, addressing the Church Advertising Department.

"A great church outside the churches of the United States" was pictured by James W. Brown, publisher of *EDITOR & PUBLISHER*, in his address on "Space for Church Advertising in Newspapers."

His statistics showed that only 40 per cent of the population of the United States profess church affiliations, but that practically 100 per cent of the population expressed their confidence in the daily newspapers by their regular and continued patronage. The newspaper was obviously the gateway to the hearts of the 60 per cent who are not regular church attendants. Space for a church advertising campaign should be ample for presentation of the Christian message, Mr. Brown advised, and should be used on a regular schedule, not spasmodically nor only on special occasions.

"The task of the church as it is today, and as it has always been, is not selling but giving," said Paul Cherington, director of research of the J. Walter Thompson Co. "This makes a sharp contrast at the very outset between the work of modern business and the work of the church. The relations between the Church and the people not only are intensely personal, but they do not involve the idea of an adequate, measurable *quid pro quo*.

"There are four main groups into which the work of reorganization of the church would naturally fall. The first probably is the application of modern standards of business to its work. A system of scientific accounting which would enable the church to know where it stood financially, certainly ought to come in any attempt to reorganize.

"In the second place under business standards there would come the application of modern principles of organization, not only for mobilizing the talent of the general body, but mobilizing the forces of the community in relation to the Church. Certain estimable evangelists have been teaching during the last few years something of what could be done by careful organization.

"The third step would be an adjustment of the product of the market. I am one of those who believes that with the rise in average intelligence the world is nearly ready for an appeal to men's minds in connection with matters of religion, and that the time for talking down to the people in religious affairs is past.

"After all these things are done we come to the fourth, and what may be called the last stage—that is advertising—setting before the people in the right way the right message concerning a product and a producer and an equipment which beforehand had been made as right as possible."

"During the last three years the Church Advertising Department of the

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

USE PAPERS AND POSTERS, SAYS LATTER'S SPOKESMAN

"TODAY, if a national advertiser is seeking massed sales in the cities and towns of America, there are two methods of intensive advertising open to him," said Clarence B. Lovell, Advertising Manager, Poster Advertising Company, Inc., addressing the Poster Advertising Association and the London Bill Posters Association at the international convention of the Associated Advertising Clubs of the World. "I refer, of course, to Newspapers and Posters. The two mediums have much in common. Both are flexible. They can be used just ahead of salesmen, or right on their heels. Both represent millions of invested capital. Both are large customers of other industries—the Newspaper of presses, paper and ink—the Poster of metal, lumber, paper, ink, lithography, etc.

"I have touched on the similarities of these two mediums of advertising. The difference, as I see it, is this—Newspaper Advertising gives the logic and argument ('reason why' if you like), and Poster Advertising contributes the powerful suggestive value of color—a picture—and three or four words pregnant with meaning. No wonder that these two work so well when they are harnessed together."

Associated Advertising Clubs of the World has been a constructive force in urging on churches and on newspapers the use of copy which attempts to persuade non-churchgoers to go to some church, it matters little which one, and thus to raise the whole level of thinking of the community," said Herbert H. Smith, of the Publicity Department of the Presbyterian Church. "Newspapers have responded in numbers to this effort.

"The Work of the Church Advertising Department of the Associated Advertising Clubs of the World in taking the message of better advertising in newspapers has been tremendously helped by the co-operation of *EDITOR & PUBLISHER*, the leading American paper for newspaper makers. By the donation of space in this weekly publication the Department has been able to suggest for the last two years definite plans whereby newspaper publishers can enlarge their community influence by co-operating with their local churches."

Ulster Host to Ad Vanguard

A complimentary luncheon was given June 30 in Belfast by the Advertising Club of Ulster to A. E. McKinnon and Earle Pearson, New York, and Fred Hatch, Los Angeles, the vanguard of the American delegation. S. G. Haughton, president, occupied the chair, and the guests included the American Consul, H. P. Sterritt.

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

TEXAS ALREADY BUSY ON 1925 WELCOME

Houston Will Remodel Auditorium for
General Sessions of A. A. C. W.—
\$100,000 in Hand for Enter-
tainment of Delegates

By M. E. FOSTER

Publisher of the *Houston Chronicle*
(Exclusive Telegram to *EDITOR & PUBLISHER*)

HOUSTON, TEX., June 16—Houston has already received advertising of the greatest value in connection with the annual meeting of the Associated Advertising Clubs of the World. The name of Houston and its port have been impressed upon the minds of millions of newspaper readers. They know more today of Texas history and of Texas development they know more about our great crops and our vast oil interest.

Now that the next convention has been unanimously awarded to Houston, our next job is to get ready. It's a big thing we have agreed to undertake. We will entertain several thousand delegates, representing big business and many forms of advertising. In London the delegates were entertained in a most hospitable and lavish manner. Last year it was Atlantic City that had the great gathering. The year before it was Milwaukee. Each city has been a remarkable contrast.

Houston will be entirely different from the other three, but its entertainment of the delegates will be on the same big scale. Fortunately we already have ample hotel accommodations. The big city auditorium is to be remodeled for the general meetings and several smaller halls will be ready for the departmental gatherings. There was no need to ask such a big gathering of brainy, enterprising men to come here from all parts of the world unless we could give them ample accommodations. We can do it. We will.

For the proper entertainment of our guests our city will raise a fund of \$100,000. We have already told them of Houston's hospitality and of the desire of our citizens to properly greet the delegates to the next convention. We must fulfill every promise to do more. We must prove that Houston is the South's greatest city, and that her citizenship appreciate the great gathering that will assemble here.

"Publishing in the United States has

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
250 Broadway
Telephone: Worth 7770

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., 461 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

MAGNIFICENT — WANAMAKER

"If the founder of this business were here today he would acclaim your great convention as a distinct forward step in that merchandising and advertising progress to which his life was devoted. Can anything bring the peoples of the world more closely together than a common recognition of the ethics and standards of their mutual business relations which must be a part of everybody's life. In the accomplishment of all of this your great organization is doing magnificent work.—RODMAN WANAMAKER.

attained to unexampled heights; and this is also true of the advertising agencies," said Newcomb Cleveland, vice-president of the Erickson Company, New York, addressing a meeting of the American Association of Advertising Agencies and the Association of British Advertising Agents.

"While these advertising agencies who have built up such effective organizations, generally for promotion and development of advertising, the name 'advertising agency' is beginning to be regarded as somewhat of a misnomer. They are being regarded now as marketing engineers, and actually, advertising which is the basis of their operations is in effect only a part of their work. While they are the agents of the publishers, they are also employees of the advertiser, very much as a lawyer might be who is employed to direct certain phases of affairs.

"The work they do for the publisher is selling his space as it always was and making the use of the space profitable to the advertiser."

Connecticut Daily Suspends

The *South Manchester* (Conn.) *Manchester Daily News* suspended publication with the issue of July 12.

LINKS WITH BRITAIN

CAMBRIDGE EMMANUEL COLLEGE

Cambridge is a sleepy little market town dating back to the time of the Romans. Its colleges are, of course, world famous, but that of most interest to Americans is probably Emmanuel, the Puritan College, known as the Mother of American Universities. Here, those who afterwards became leaders of the pilgrims were trained for the ministry. John Robinson, Zachariah Symmes, John Cotton, Samuel Whiting, Thomas Hooker, John Harvard—these are among the seventy divines who had their training at Emmanuel, and subsequently took so large a part in the founding of the Puritan Colony at Plymouth, Mass., from whence the great American nation sprang. To visit the beautiful old city of Cambridge, therefore, becomes a duty as well as a pleasure to every keen American.

London & North Eastern Railway from Liverpool Street Station, London

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

H. J. KETCHAM
General Agent

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

F. E. GANNETT ISSUES NEW A. P. BRIEF

New York State Publisher Replies to Hearst Book With Additional Argument in Membership Proxy Contest

Frank E. Gannett of Rochester Times-Union this week sent to all Associated Press members a 14-page booklet, written by him in response to the booklet recently broadcast to the same membership by William Randolph Hearst, as an additional argument in the contest of the Rochester Times-Union, together with Baltimore Evening Sun, to obtain Associated Press memberships, which applications are protested by Mr. Hearst's Baltimore News and Rochester Journal and Post Express, the Associated Press to decide the issue in a "proxy convention" on July 31.

Mr. Gannett says that the Hearst Organization brief made two points, as follows:

"1. Mr. Hearst says he has large property interests in Baltimore and Rochester that would be impaired in value if these memberships were granted.
"2. Mr. Hearst says that to grant them would establish a bad precedent."
Mr. Gannett denies the contention that ownership by Mr. Hearst of International News Service is not involved in the issue and declares: "This is the outstanding, vital fact in the whole situation."

The Gannett booklet then reads: "Why? Because the force and validity of both of Mr. Hearst's points depend upon his loyalty and unreserved interest in the welfare of the Associated Press. And it seems too clear to be doubted that Mr. Hearst, the newspaper publisher, cannot be loyal and unreservedly interested in the Associated Press, as a member, while Mr. Hearst, the owner of a competing news service, exploits that service as greatly superior to the Associated Press, and sells it to his clients in the basis of such claims."
"The answers to Mr. Hearst's two points are very simple:

"1. Mr. Hearst has a right to hold unimpaired his property interest in the Associated Press afternoon fields in Baltimore and Rochester only on the assumption that his newspapers in those fields are giving the Associated Press that kind of member loyalty and member service that warrant their continuance in exclusive control of their fields.
"Membership in the Associated Press is not an unconditional gift in perpetuity from the corporation. It is a reciprocal obligation. On the member's part, it is based—and in justice to all can only fairly continue—on a loyal and undivided service from the member to the corporation. That we do not believe the Associated Press is receiving from Mr. Hearst as a member in either Baltimore or Rochester.

"2. If the foregoing is true—as we honestly and sincerely believe it to be—then it follows, as a matter of course, that to give memberships in the afternoon field in Baltimore and Rochester to newspapers that would ably and truly and loyally serve the Associated Press and its members would be to establish a good precedent, instead of a bad precedent."
Mr. Gannett then argues the two points in detail. He recites his view of the International News Service—Associated Press ownership of news case, charges that the suit cost the latter \$100,000 and asks: "Had Mr. Hearst been successful, how much value would your membership in the Associated Press have been?"
Follows a review of the Oakland Examiner Associated Press case, as seen by Mr. Gannett, and asks: "Did the Oakland Tribune have property rights in its Association Press membership?"
"Did the action of Mr. Hearst and his San Francisco Examiner constitute an unjustified impairment of those property rights? Mr. Hearst's book says it is a question of whose ox is gored sometimes it is. Whose ox was gored when the Associated Press spent several

hundred thousands of dollars in fighting the 'Common Carrier' case against William Randolph Hearst, in the 'Property in News' case against his International News Service, and the 'Oakland Edition' case against his San Francisco Examiner?"

Mr. Gannett declares that he entered his application for Rochester Times-Union membership "at the urgent request of members of the Associated Press, friends of mine, who insisted that it was my duty to do so in order to protect the general membership of the association from Hearst control of the afternoon field in Rochester." He says he greets with skepticism "Mr. Hearst's newly discovered interest in the welfare of the other members of the Associated Press." Here is a sentence from the book: "If Mr. Hearst's power in the Associated Press grows to the point where he controls many more important centers of news gathering and news distributing, so that the Associated Press service from those cities becomes a Hearst Service, your property rights in the Associated Press won't be worth a tinker's dam!"

Discussing the claim made for Mr. Hearst that his newspapers in Rochester and Baltimore now have the best organizations in the history of those papers, at the disposal of the Associated Press, exclusively, Mr. Gannett asks: "Where does the I. N. S. get its service out of Baltimore and Rochester?"

He says that a fight against the Hearst papers for expulsion would mean prolonged and expensive and difficult litigation for Associated Press members, with facts hard to prove in court.

In conclusion he asks A. P. members who "feel as I do about the Hearst methods, and their danger to the Associated Press," to "vote with us."

For the Hearst General Management Victor H. Polachek this week said to EDITOR & PUBLISHER: "We have no additional statement to make; the matter was clearly stated in our book."

NEWSPRINT PRODUCTION UP

Total Output in Past 6 Months 3 Per Cent Above 1923

Newsprint production for the first 6 months of 1924 for U. S. and Canadian mills totalled 1,425,487 tons, of which 750,338 tons were produced by United States mills and 675,149 tons were made in Canada. The increase in total North American production is about 3 per cent over the corresponding period for last year, while Canadian production shows an increase of about 8 per cent. American production is off about 1 per cent. The figures are taken from the report of the Newsprint Service Bureau, New York.

Observers of newsprint conditions believe these figures indicate that the Canadian production will surpass the U. S. mills' total by the end of the year, unless there is considerable curtailment across the border. A number of American mills have gone off production in the last few weeks. American production in January was 129,685 tons; in June, it was 120,723 tons; Canadian January production was 109,875 tons and in June it was 107,667 tons. Shipments of newsprint ran about 11,000 tons behind production.

EMPLOYEES BUY CONTROL

New Ad Methods Built Paint Company's Sales Preceding Deal

Controlling interest in the Devoe and Reynolds Company, Inc., New York, manufacturers of paints and varnishes, was taken over this week by 16 employees. All of them are young men, none being more than 40 years of age. E. S. Phillips, new president of the company is but 31.

The transfer of the stock was made on July 1.

Due to the new policy of advertising and the modern methods of merchandising adopted by the younger generation, a statement by the company said, its sales have doubled in the past 5 years, at an annual increase of about 25 per cent.

ONE OF THE SMALLEST IN SIZE

West Virginia

Not such a big area on the map of the United States—BUT a mighty big area on the map of the space buyer.

The population of approximately 1,500,000 averages about 50 persons to the square mile.

There is no great dominating population center in West Virginia such as is found in other states of the east, that are rich in natural resources. There is no one dominating center.

The chief distributing and newspaper centers are strategically situated and cover the state with merchandise and news.

One of the Greatest in Wealth

West Virginia is the home of essential industries. It possesses vast supplies of cheap fuel—coal, oil and gas and tremendous potentialities for hydro-electric power.

The wealth, that has come from West Virginia hills, has been poured back into her cities with the result that every one of her cities can boast of homes and temples of business that are the equal of those of any other state in the Union.

YOU COVER THE STATE COMPLETELY WITH THESE DAILIES

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield	***Telegraph (M) 11,073	.05	Martinsburg	***Journal (E) 4,542	.03
	(S) 14,259	.06	Parkersburg	***News (M) 7,185	.025
Charleston	***Gazette (M) 20,067	.06	***News (S) 8,750	.025	
	***Gazette (S) 24,932	.07	***Sentinel (E) 7,441	.03	
Clarksburg	***Telegram (E) 9,479	.04	Wheeling	***Intelligencer (M) 11,912	.0325
	***Telegram (S) 11,797	.045	***News (E) 15,012	.05	
Fairmont	***Times (M) 7,675	.03	***News (S) 19,906	.07	
Huntington	***Advertiser (E) 11,176	.035	***A. B. C. Statement, April 1, 1924.		
	***Herald-Dispatch (M) 13,750	.035	***A. B. C. Statement, March 31, 1923.		
	***Herald-Dispatch (S) 13,637	.04			

COLOR ADS FOR DAILIES NEAR PERFECTION

(Continued from page 6)

his plates to obtain the desired effect of printing done wet as against his former methods of printing one color at a time and letting each color dry between printings. The screens used for this work differ somewhat for wet and dry printing; for instance, a 120-line screen will resemble closely a 133-line screen printed in multi-color, for the reason that the dot is hitting wet pigment and there is a little closer blend to the dot than when printed dry and separately. The effect, however, is very pleasing and distinct.

"Multi-color printing also has a classification practically all its own. It is not quite as soft and dull as that which is known as offset printing, nor has it the shine or sheen of dry printing.

"When the photo-engraver is etching plates for multi-color purposes he must be provided with a proof press which will prove these various colors simultaneously the same as they are printed on the multi-color presses. This involves some very intricate automatic machinery which permits the proofer to register flat plates, ink them in their respective colors and take a cylinder impression almost instantly while the ink is freshly applied. This machine permits the proofer also to print the various colors in different sequence; for instance, he can print in the order of black, yellow, red, blue, or yellow, red, blue and black; or any other selection of color sequence he wishes to try. If his tone value is not in the plate, he re-etches or corrects his plate and proves again until he has a perfect multi-color plate. The plates must be entirely satisfactory before they are sent to the electrolyser.

"The use of the proof press also permits the operator to mark on his progressive proofs the exact formula of inks, or any corrections that were made in these inks, so that all colors may be ground properly in the ink department. We are now able to send plates into the pressroom that have actually been tested.

"The newspaper field has the greatest distribution of advertising in the world. Color has attracted the newspapers and our greatest field of endeavor points in that direction, and I predict that within a short period of time the newspapers will not only distribute a weekly colored magazine with beautiful color prints, but you will also see color used in the newspapers which are distributed on our streets daily."

"Obviously it is advertising that covers a people, and, therefore, one of the most efficient types of national advertising is newspaper advertising, for only newspapers reach the full depth as well as the breadth of nations," said W. E. Donahue, local display advertising manager of the *Chicago Tribune*.

"The big reason why the newspaper is a great national advertising medium is because newspaper advertising can be tied up close with sales work through the co-operation of the merchandising service rendered by the great American dailies.

"The test of the medium is not the volume of circulation alone—but how much circulation—what kind of circulation—how much buying power and how much responsiveness."

"The tabloid newspaper idea did not originate in the United States, it originated right here in London and today

TRUTH CAMPAIGN WORLD-WIDE—HOOVER

The London Convention of the Associated Advertising Clubs of the World marks a farther step in the elevation of the fundamental principles of business and a distinct advance in the world fight for "Truth in Advertising."

Moreover, such an international conference will undoubtedly extend its influence beyond the field of advertising. Broader knowledge, fuller understanding, and common appreciation among business men of each other's problems and viewpoints in all phases of human activity are sure to dull the sharp edges of traditional prejudices, and stimulate friendly trade relations through which peace and prosperity are firmly established. I wish the conference the best of success.—Herbert Hoover.

tabloid newspaper owners are still looking to the British Empire for many of the new ideas which they incorporate in their newspapers," said Cornelius Vanderbilt, Jr., tabloid newspaper owner, before the newspaper men.

"There was a time a very few years ago when those who were interested in the development of a large town would always mention, among other things, the fact that such and such a paper published in that city contained a superlative or near-superlative number of pages. It is not expecting too much of the near future to believe that the sons of these men will point to a paper with a comparatively insignificant number of pages and say that it gives all the worth-while news, in the world every morning condensed to such a point where the busy man on his way to the office or to lunch will be able to keep in touch with the world. Instead of columns of verbiage he will find a few paragraphs of colorful facts, into which has been condensed all that was meant to be said in the long article. Instead of massive headline, destined to awe him into giving attention, he will find a short dynamic line, which in itself will tell much of the story."

Attendance at the departmental sessions ranged from 50 to 200, and the newspaper, agency, and national advertiser meetings averaged about 150 at every session. Col. E. F. Lawson, *London Daily Telegraph*, and George M. Burbach, *St. Louis Post-Dispatch*, presided at the newspaper sessions.

Other prominent speakers on the newspaper department program were Sir Andrew Caird, *London Daily Mail*; Louis Wiley, *New York Times*; Sir James Owen, *Exeter Express*; William H. Rankin, *New York*; E. LeRoy Pelletier, *Detroit*; J. C. Kirkwood, *London*; James Gourlay, B. S. C., J. P., *Glasgow Herald*; James Heddle, *London Daily Sketch*; Lord Riddell, *News of the World*; Sir Stanley Reed, *Times of India*; John R. Scott, *Manchester Guardian*, and President Holland.

LIGHTS O' LONDON

(Continued from page 6)

the Incorporated Society of British Advertisers.

"EDITOR & PUBLISHER providing free ice water for delegates. Much appreciated." The home office staff got a thrill when this cable rolled in.

THE Poor Richard Club presented the Lord Mayor of London with a letter and gavel at Wednesday's luncheon and a flag to the Thirty Club on Thursday. Arrangements are being made to present a gavel from Independence Hall to the President of the Paris City Council July 28.

LIEUT. LOWELL H. SMITH, commander of the American globe-circling air squadron, was given the following resolution by the committee from the convention:

"Nearly three hundred in the delegation of the Advertising Club of New York now in London at the 20th Annual Convention of the Associated Advertising Clubs of World greet you and most heartily compliment you on the epoch-making achievement of your world flight arrival at Croydon Field, London. You bring the spirit of pioneer America. Your 1,700 fellow citizens in advertising here at Convention and the many thousands of fellow Americans sojourning in British Isles applaud in your winning of these victories of peace. May your demonstration bring to the thought of mankind a realization of ease by which all nations can work in harmony, and may your arrival coincident with convening of a conference of European leaders on the reparations problems give to those gentlemen added enthusiasm for a successful attainment of their objectives."

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost

The Plain Dealer
ONE Medium—ONE Cost **ALONE** Will sell it

J. B. Woodward
110 E. 42d St.
NEW YORK

Woodward & Kelly
350 N. Mich. Blvd.
CHICAGO

Efficiency—Accuracy—Speed—Economy

In addressing and mailing systems this quartette is found only in the Pollard-Alling Addressing and Mailing System

The Pollard-Alling Company has the enviable record of never having lost a daily newspaper customer.

Without exception they recommend its use to fellow publishers.

Write us for complete list of users and tell us the size of your mailing list and we'll be glad to tell you the cost of a complete outfit suitable for your needs.

POLLARD-ALLING MFG. CO.
Addressing, Mailing & Listing Machines
220-230 West 19th Street
New York, N. Y.

CIRCULATORS MEET

New England Group Holds Annual Convention at Portland

The New England Association of Circulation Managers held their annual meeting in Portland, Me., on Wednesday and Thursday of this week.

The program included an automobile trip and luncheon at Poland Springs, and a dinner tendered members of the association by the *Portland Press Herald* and *Advertiser*. Another feature arranged was a shore dinner at New Meadows Inn, and still another was an automobile trip to Old Orchard, Maine's "Atlantic City."

The committee of arrangements for the meeting consisted of Leigh D. Flynt of the *Augusta Kennebec Journal*, D. Minster of the *Evening Express* and Ralph E. Gray of the *Press Herald*.

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.

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST—by Merit

A Security Market

with complete newspaper financial service.

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

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,734 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,700
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., Lytton Bldg.
New York, N. Y. Chicago, Ill.

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. S. So. Wabash Ave.
New York Chicago

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

The Indianapolis NEWS

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



well that they take it for several decades.—Donald O. Ross, *Washington (Ia.) Democrat.*

During the Elk's National Convention in Boston recently daily newspapers in that city pulled many a dollar of advertising revenue with a classified section entitled, "Where to Park Your Car" or a similar heading. With traffic congestion steadily growing more of a problem, this is worth trying anywhere where an unusually large number of visitors through the city, and the results are likely to surpass expectations.—F. F. L.

As a courteous welcome to convention delegates, or visitors to celebrations which will attract a number of persons to your town, why not get up a heading such as THE LATCH STRINGS ARE OUT AT—and have the lunch rooms, hotels and retail stores contribute special ads catering to the visitors?—C. M. Littlejohn, *Washington, D. C.*

"What you don't know about my business," was good for little stories and some advertising contests. The interviews were personal and impersonal. The writup and ads made up a page.—L. J. Jellison, *Dubuque (Ia.) Times Journal.*

Utilize pre-election campaigns in your circulation promotion plans. Solicit candidates for wholesale numbers of editions in which their speeches are published; many of them will want to mail out copies to their constituency. A good circulation stunt, also, would be to run a series of personality sketches of the men—and women—who are running for office. Most of them, doubtless, will order many extra copies on the days when they are featured. Newspapers with job printing plants may also use this idea for handbills.—David Resnick, *St. Louis Times.*

The French bob, the shingle, "La Garcome," permanent waves and other styles of hair dressings for women, under a ribbon "Coiffures Artistiques," furnished a very attractive display in a *Washington (D. C.)* paper last week. Under this banner were grouped many ads from shops specializing in modern hair dressing and hair cutting.—C. M. Littlejohn, *Washington, D. C.*

Black's, a *Waterloo, Ia.*, department store, in the *Tribune* on the occasion of their 32nd anniversary ran a full page featuring 140 pieces of silks at various prices and a special anniversary discount on remainder of stock. The idea was carried out in the entire ad featuring all

departments. It was unique and a puller in novelty advertising.—L. J. Jellison, *Dubuque (Ia.) Times Journal.*

Shake-Up On Baltimore News

A shake-up on the *Baltimore News* this week left 15 vacancies on the editorial staff. Some of the men were released, others resigned. Among the latter were some of the oldest men on the paper in point of service, men who had been with the *Munsey* organization before Hearst bought the *News* and the *American*, including Warren Wilmer Brown, critic of art and music for more than 10 years, Edward Green, telegraph editor for almost as long a time, Hammond Brown of the sporting department, Richard D. Steuart, city editor, was transferred to the rewrite desk. "Will" Wayne becomes city editor in addition to news editor.

Rubber Industry Advertising

TO EDITOR & PUBLISHER: I want to assure you of our appreciation of the splendid article by Hammond Edward Franklin in the June 21 issue of *EDITOR & PUBLISHER* on the Crepe Rubber Sole.

Under the cut of the ad which you illustrated you say "British copy for the rubber industry, which is now being duplicated in American newspapers." This statement is not the fact. This advertising campaign is planned entirely and executed entirely by the Dorland Agency, Inc., of New York. It is also true that the Rubber Growers Association Inc., is a client of our London Office, Dorland Advertising Agency, Ltd., of Regent street, London. However, one of the principles on which we do business is where an advertising campaign is to be on in a country it must be planned and executed in that country.

It would be preposterous to layout, plan and execute a campaign for the British Rubber Growers Association in England. It must be done in this country if it is to be carried on.—R. A. PORTER, *Dorland Agency, Inc.*

Houston Press 13 Years Old

Through a typographical error in *EDITOR & PUBLISHER* for June 21st it was recorded that *Houston Press*, Houston, Texas, was established September, 1916. This should have been September, 1911. Since this date this enterprising Scripps-Howard newspaper has kept pace with the rapid growth of Houston and, today, boasts of a circulation of over 27,000, of which 24,000 is distributed in the city of Houston.

Milwaukee Daily Plans Radio Show

Air mail service and radio were both recently used by the *Milwaukee Journal* to advertise its forthcoming radio show. Three hundred and twenty letters were sent to as many radio manufacturers last week telling of the plan for the exposition to be held September 1 to 7. The exposition will be held under the direction of the *Milwaukee Journal* and in cooperation with the radio dealers of Milwaukee.

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 *Fort Wayne (Ind.) News-Tribune*, runs two ads of the same size every day on the page where its real estate ads appears. These two ads are for the traction company and the city gas and power plant and both of them direct business. Are YOU getting all the advertising you should get from the public utilities? And couldn't you work up such ads more successfully with the building operations in the city?—Frank H. Williams, *Fort Wayne.*

One of the neglected fields of advertising in cities where the Sunday morning edition has a large country circulation is that of mercantile houses catering to prepared post customers. Regular advertisements can be induced to take extra space special "Parcel Post" pages as it makes special appeal to a class of readers who do not react to the usual ads where the suggestion of shopping by mail is absent. Weekly merchandise features for parcel post customers offered through such ads should also be suggested to houses, such as local mail order establishments and smaller stores, not regularly using space.—A. N.

An Iowa newspaper has started a contest to see who is the oldest subscriber to its publication. When the contest is over, the newspaper advertising department will have a nice list of show advertisers in order that they may know that people like the paper so

WIRE NEWS

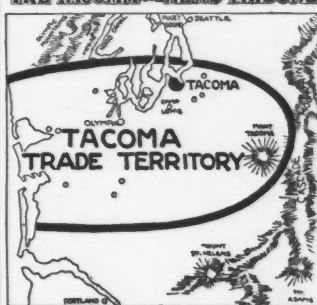
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

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

THE TACOMA NEWS-TRIBUNE



Frank S. Baker President
Charles B. Welch Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall Ford, Parsons Co.
341 Fifth Ave. 360 No. Michigan Ave.
New York City Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

"FIRST IN PUBLIC SERVICE"



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

The Evening World

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

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

LA CROSSE TRIBUNE'S FINE NEW OFFICES

F. W. Burgess Receives 6,000 Fellow Citizens in Remodeled Building—New Equipment for Thriving Daily

WHAT F. W. Burgess, publisher of the *La Crosse (Wis.) Tribune*, calls the feat of "changing a sow's ear into a silk purse" was successfully completed on Friday, June 27, when the *Tribune* opened to the public—6,000 of them—its newly remodeled building. The plant was originally erected for a wholesale plumber, was bought by the *Tribune* seven years ago, remodeled to some extent five years later, and has now been completely converted into a thoroughly modern newspaper plant.



F. W. BURGESS

Until this year the *Tribune* occupied only the ground floor and a one-story annex, which was built to house the composing room in the first remodeling a dozen years ago. This year the *Tribune* expanded to occupy all three floors of the building, and turned the composing-room annex into a pressroom.

A 48-page Scott multi-unit sextuple press with a capacity of 36,000 papers an hour, was installed, and the *Tribune* signaled the opening of the building by printing a 48-page edition. A feature of this paper was a three-page section devoted to personal sketches of every man and woman on the staff, accompanied by a half-column cut of each. The sketches were written in a complimentary, rather personal vein, and each described the individual's particular job on the paper.

The building was rebuilt literally from cellar to garret during the six months taken by the remodeling, and during that time the *Tribune* was published every day and Sunday under, over and through a mighty mess made by carpenters, masons, electricians, press mechanics, movers, plasterers and other varieties of building workmen. The staff heaved a mighty sigh of relief when the last painter was out of the building the day before the opening, and Frank Burgess left two days later for a trip to the Associated Ad Clubs' convention in London, as soon as the opening was over.

The business office on the ground floor of the new *Tribune* plant is about doubled in size, taking over the space formerly used for the press. The publisher's office was turned into a handsome rest-room for the women members of the force. A carrier's room and a file-room are also on the ground floor, as well as the pressroom, stereotyp, foundry and mailing room. The second floor is devoted to the composing room and editorial rooms, which latter are twice the

size of the older editorial offices and include a suite of four rooms, the big city room and smaller offices for the editor, Mark R. Byers, the Associated Press and the society and woman's page editors. It is divided from the composing room by a glass partition which may be opened, getting a sweep of ventilation from end to end of the building. The building has light from all four sides, and is one of the lightest and most airy plants that could be imagined. Modern steel furniture was installed throughout the composing room, and the business office was also completely refurnished to match the dark oak paneling of the lobby and wood-work.

Publishers from five states attended the opening, and were guests of the *Tribune* at a supper at the leading hotel of the city in the evening. The building was crowded all day by local visitors.

West Virginia Daily Sold

The *Elkins (W. Va.) Inter-Mountain*, evening daily, with a weekly edition, has been sold to the Teter Publishing Company.

MACFADDEN'S DAILY TO APPEAR SOON

Magazine Publisher Confirms Report He Will Issue New Tabloid Evening Paper—To Be "Radically Different"

Bernarr Macfadden, publisher of *Physical Culture* and other magazines, in a statement this week confirmed reports that he had purchased the plant of the old New York Evening Mail and intended to start publication of a daily illustrated tabloid in New York within the next few weeks. It is understood the paper will appear evenings.

The mechanical equipment of the Mail plant is being overhauled and a staff is being engaged.

According to Macfadden the daily will differ radically from other papers.

"For more than 40 years I have read, studied and criticized daily newspapers," he declared. "The majority of them are

not unlike a factory brand of shoes, alike made in the same mould controlled by the same oldtime wornout preparation. You must know what the reader wants; you must dramatize the news and features in such a manner that they not only interest them but will have uplifting influence mentally, morally and physically. I believe that such a paper can be made that will appeal to masses in their own language, and so human and real as to team with breath of life.

"Sensationalism will be used where it serves a good purpose but we will confine our idea of news to murders, suicides, and divorce scandal."

It is understood that Emile Gaboriau, managing editor of the *Hartford Courant*, has been appointed managing editor of the new daily and John C. Cook, former business manager of the old *New York Globe*, business manager.

Monday was wash day once. Now is the day we get the list of killed and injured in Sunday accidents.

—Columbia (S.C.) Record

SUPPLIES & EQUIPMENT

For Newspaper Making

Wanted—A Router for routing electrotypes. Price must be cheap. Nu Method Matrix Co., 233 W. 35th St., New York City.

Printers' Outfitters Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Corner, Fendler & Co., 96 Beekman St., New York City.

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.

For Sale. 4 Lee Linotype Metal Feeders and 2 W. C. C. Cooling Casters, good condition. See ad. Sell all for \$50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

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

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

USED NEWSPAPER PRESSES

Goss Comet Flat Bed Press prints 4, 6 or 8 pages.

Two R. Hoe & Co., Quadruple Presses; prints up to 32 pages.

Two Scott 24 Page Presses prints 8 col. paper.

Scott Multi-Unit Quadruple Press with 2 folders. Prints up to 32 pages.

Write for Prices if Interested.

Walter Scott & Co.

PLAINFIELD, NEW JERSEY
441 Monadnock Block 1457 Broadway CHICAGO NEW YORK

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

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.

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.

MONOMET
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.
Minneapolis Minn.

ADDITIONAL CLASSIFIED

Artist Cartoonist. Newspaper and magazine; cartoon sport, sketch, caricature and commercial art experience; have developed new original features; samples. Will go anywhere. B-640, Editor & Publisher.

BUSINESS SERVICES

Press Clippings. National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Ills. State Journal,
Springfield, Ills.

We refer you to them for their opinion

CLINE ELECTRIC MANFG. CO.
CHICAGO

MAIN OFFICE Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE Marbridge Building
Broadway at 34th St.
NEW YORK

USED PRESSES at ATTRACTIVE PRICES

GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	DUPLEX Eight-page, Angle Bar Bed Press, Double Drive, Page Length 23 1/2"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	SCOTT 32-page Two-Plate-Wide Press with Color Cylinder, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"	WOOD Octuple Press, Page Length 23 3/4"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"	WOOD Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22 3/4"	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

Situations Wanted

Classified Advertising Manager
having 12 years' newspaper experience and 6 of these as classified advertising manager of nationally known publication seeks new position. The cause of this desire can be adequately explained. At present employed in city of more than 100,000 population. Prefer place where workable ideas will be given consideration and the possibilities of expansion, both departmental and personal, depend upon the prudence of the applicant. References of the best. Age 26 years. Unmarried but stable. Box B-611, Editor & Publisher.

Editor-Manager.
Capable taking complete charge of newspaper in moderate sized city; experienced on both editorial and business side. Prefer run down paper that offers real opportunity to live man. B-633, Editor & Publisher.

Editorial Connection Wanted
with technical trade journal or periodical featuring science and industry. Advertiser has Ph. D. degree and is well qualified in engineering and chemistry; is experienced editor, abstractor; reads five foreign languages. Address Box B-629, care Editor & Publisher.

Editorial Writer.
Experienced and capable, desires to make change. If you need a man write to him for specimens of work. Address B-623, care Editor & Publisher.

Editorial Writer.
Paragrapher, 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-Reporter.
All around newspaper man seeks connection as managing editor, city editor or reporter. Fifteen years' experience. Available in ten days. B-632, 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 by past associates. A wire will bring me for an interview. Box B-604, Editor & Publisher.

Journalist.
Young man, 25, wishes any position with daily newspaper or weekly trade journal. New York and Mexico City experience as desk-man, layout, make-up, etc. Speaks and writes Spanish fluently. Intimate knowledge of Mexican affairs. Permanency essential. Any salary whatever. Box B-630, Editor & Publisher.

Layout Man.
Practical printer of long experience desires to connect with a firm where the knowledge of type and printing in general is essential. B-628, Editor & Publisher.

Managing Editor.
Honesty, decency, fairness and accuracy give a paper character and standing; enterprise and brightness give it demand. This combination, in the long run, always wins in business office profits if consistently and continuously pursued. I am 39, product of middle west, experienced in northwest, New York, and twelve years in South, four of the latter in business for myself. Handled metropolitan and country executive positions. Long with big organization, but dissatisfied with its policies and demands and would consider other connection with good evening paper in promising field. No gamble propositions. Would welcome chance to turn part of salary into moderate block of stock. Want permanency where conscientious work of a man who knows all angles and technique of the game thoroughly is appreciated. I believe the business office statement is the ultimate test of success, and I know how to cooperate with the business management for financial success. Am now open for consideration of a proposal, any size city. Address B-613, care Editor & Publisher.

Managing or News Editor.
I have been accused of only one crime, by some, the fact that I am but 29 years of age; yet I have a successful record as managing and news editor on semi-metropolitan dailies. On the contrary, should not a man's youth be in his favor. I desire a change for "happier surroundings" and am available on reasonable notice. Address B-618, Editor & Publisher.

Situations Wanted

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.

Newspaper Publisher.
who has just sold his paper, is now available as publisher, business manager, or advertising manager of progressive daily. Age 31, married. Considered unusually successful. Excellent education, strong personality, long experience. References as to ability, energy, and personal qualifications will be furnished interested publishers, or owners. Location not paramount but city of 10,000 to 30,000 in Pacific Northwest or Mississippi Valley preferred. Salary and bonus. Write B-607, care Editor & Publisher.

Newspaper Woman.
well experienced in all phases of newspaper writing, particularly in covering lectures and political meetings. Have covered important court trials for foremost New York Dailies; also have had London experience. Prefer position in New York but will consider any good proposition that offers a chance to display real writing ability. B-610, Editor & Publisher.

Reporter.
Can fill place as reporter or adv. solicitor work for \$25 a week. Walter Hudnall, Box 162, Spray, N. C.

HELP WANTED

Circulation Manager
wanted for rapidly growing evening daily in southern Florida. Excellent field. Must be capable and able to build up circulation and hold it. We want a man who knows the "game" and will pay accordingly. Permanent connection if satisfactory. Write fully what you can do and salary expected. Address P. O. Gorder, Palm Beach Times, West Palm Beach, Florida.

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.

Classified Advertising Manager.
An independent morning and Sunday newspaper located in the central south in a city of 100,000 inhabitants, wants a high grade, experienced, hard working classified advertising manager. To the right man the opportunity for success is beyond doubt. Address Box B-637, Editor & Publisher, with references, experience, and salary wanted.

District Sales Representative.
Established, fast growing manufacturer of printing machinery has field opening for effective, high-grade business builder under 40. Increased responsibility and unusually interesting connection for right man, who should net over \$5,000 salary and commission with expenses paid. A real worth-while opportunity for man whose record proves his fitness. Describe fully your age, experience, qualifications and give telephone number. Box B-626, Editor & Publisher.

Reporter.
National Fraternal Weekly has a real opportunity for an experienced reporter, who is thoroughly capable of covering Congress and is a good rewrite and special assignment man. Prefer man who has gained his experience in town of 150,000 population that desires to make good in Washington. Successful applicant must be a native-born, Protestant Mason. Give full details regarding experience, qualifications and fraternal connections in first letter. The Fellowship Forum, Washington, D. C.

Wanted.
Experienced advertising man, capable of developing and holding local business and handling foreign accounts; must be reliable, energetic, good mixer, and efficient. Only paper in city of 30,000 in good section. Southern man preferred. Write B-630, care Editor & Publisher.

CIRCULATION BUILDER

It's a Whale.
Beats 'em all. Magnetic Baseball Player Board. Geo. H. Reynolds, Treas. New Bedford.

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

WEEKLY NEWSPAPER AND JOB PLANT, one of the best in New England, offers controlling interest (80%) for \$12,000, part deferred. Annual business around \$30,000, which, by new capital and enterprise, can be doubled. Inventory alone exceeds the sale price. Equipment is needlessly good. Mention our No. 3971-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

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 for Sale
at reasonable price and terms. Only newspaper published in city of 18,000 population. Only eight months old and needs a real newspaper man to handle. Owner can not give it his personal attention. An exceptional opportunity to make a moderate investment grow into something worth while. Address B-614, Editor & Publisher.

Do You Want a Good Newspaper?
Due to failing health one of the best tri-weekly newspapers in the country is for sale. Has 400 circulation. Strictly modern equipment including four linotypes, Goss press and completely equipped job plant. Equipment recently appraised \$49,000. Serves good portion of richest industrial valley in East. Only paper in growing town with fifty industries. Business, both newspaper and job, can be greatly increased. Low rent and labor costs. Lowest price \$75,000. If you cannot finance please save my time. Apply Floyd B. Kulp, 36 S. Front street, Philadelphia, Pa.

Wanted.
Experienced newspapermen with from \$1,000 up to invest in going weekly newspaper, only one of its kind in community of over 750,000, and take charge of departments. A rare opportunity. Jewish Chronicle, 44 Court Street, Brooklyn.

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.

Newspaper Wanted.
Evening daily in city of 10,000 to 25,000, Washington or Oregon preferred or Middle Western States. Have \$10,000 to \$40,000 for cash payment depending on size of property. Run down, second-rate properties not considered. Write B-608, care Editor & Publisher.

Wanted to Lease
Small Democratic Newspaper (weekly). W. M. Sherrill, Morganton, N. C.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

HOW many stars are there in the American flag? Ask a banker, a lawyer, a school teacher, a public school pupil and other people. Incorporate the answers in a story—without mentioning any names—and then urge folks to know more about their flag. An interesting story could be easily framed along this line.—Frank H. Williams, Santa Ana, Cal.

A feature story with a new angle for your automobile page: Find out what makes of cars the various officials of your city buy for their personal use and why. Short chatty bits, with some summary figures, are sure to go well.—James M. Mosely, Boston.

Keep the police department friendly with your paper. Give credit where it is due by telling some of the brave things the officers do as a matter of duty. There are perhaps several, often many, patrolmen who actually "flirt with death" in performing their tasks. Stories about such officers will make interesting reading as well as create considerable good will at the police stations.—A. C. Regli, Eau Claire, Wis.

Daily features on birthdays of prominent men, under stock head, with a tabloid history under cut is proving popular on St. Louis daily. Is goodwill feature and helps build up morgue.—I. K. Fagan, St. Louis Times.

There is a wealth of good feature material in the information girls of your telephone companies. In one Iowa town a man asks for Smith's telephone number living at Sixth street and there are eight of 'em on the same street. Really good stuff.—G. Smedal, Sioux City, Iowa.

A real drag for country weekly newspapers in towns of any size large enough to support a few industrial plants or large business houses can be had by getting out a very personal annual vacation number such as contained in the *Two Rivers* (Wis.) *Chronicle* of July 9. This enterprising newspaper went to every business house and factory in the city and obtained the names of all who were going or had gone on summer vacation trips and published them together. It took about two pages which were illustrated with cuts of the business streets and factories concerned. No doubt, this feature will prove more valuable to the *Chronicle* than so much advertising.—S. J. Harris, Sturgeon Bay, Wis.

Here's a feature that will prove to be popular! Under the heading "What Folks Say" give 5 quotations from different people in town every day. Let them talk about anything they wish and keep them down to 50 or 60 words. A cut of one of the people now and then will add interest to this feature. A few minutes a day will give you a much talked about feature.—R. John Gibler, St. Louis.

Every one follows to some extent the

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

proceedings of the national Republican and Democratic conventions. How many persons in your district, however, actually understand the procedure followed in the election of a president? A reporter sent out to interview the average man or woman on the street would be almost sure to bring back some amazing answers. This assignment should make a stimulating educational feature.—William G. Colgate, Montreal.

WHAT OUR READERS SAY

Mr. Vandenberg's Amendment

TO EDITOR & PUBLISHER: I am gratified that EDITOR & PUBLISHER should have emphasized my suggested amendment to the Canons of Journalism to the extent of condemning it in a lead editorial of generous length, which is to say that I do not in the slightest resent your strictures inasmuch as they will be the means of directing more scrutiny to the proposal itself. But I am sure you will allow me to say that your critic has wholly failed to sense either the necessity or the purpose of my suggestion. Possibly a better understanding of it might induce a better warranted conclusion. I hesitate to intrude upon your good nature by way of rebuttal. But perhaps you will concede that you yourself raise a serious question when you deny the importance of constitutional acknowledgments, along with the other acknowledgments which journalism is supposed to accept under its Canons. On that point, if you desire, I should be glad to be heard further.

This is the amendment I have informally suggested for the Code of Ethics—an amendment inserted in the preamble describing general journalistic obligations:

"To its privileges under the freedom of American Institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States."

(1) You say you do not believe that I intend this to chain journalism to an "unalterable" Constitution; yet you proceed to demolish my suggestion on the theory that I intend otherwise. Is that candid? The major point you voice is that "nothing could be more dangerous than a pledge to remain fixed to a fallible existing order." Yet you admit, in advance, that no such intent lies in my purpose, and I submit that no such rigid reactionism can be logically ascribed to my proposal.

The Constitution contains within itself the machinery for its own "alteration." A pledge of fidelity to the Constitution embraces everything, including this machinery for amendment. Therefore my suggestion has no relation to an "unalterable" Constitution. But one of the big menaces of our time—foreseen in the original Federalist papers—is an inclination to change the Constitution without amending it. Do you wish to deny that the Constitution should be "unalterable" except as the "alterations" proceed pursuant to constitutional requirement? You certainly do not. Yet this specification is the sole possible pertinency of your criticism upon this particular score. So far as constitutional "alterations" are concerned, this proposed code amendment can mean but one thing: namely, fidelity to the method of "alteration" contained in the Constitution itself. You would not defend the negative of that proposition. Yet you attack the affirmative.

(2) You object to the phrase "intelligent fidelity"—with particular challenge to the adjective. May I say that you are very hard to

please? Your initial complaint fears that fidelity may be "blind"; your immediately subsequent complaint fears lest it be "intelligent." I submit that "fidelity" alone is not enough. Journalism, presumably the great teacher, must know why it is faithful; it must know the historical roots of its faith; it must understand constitutional theories in order to instruct its constituency in them; it must be able to support its instruction with accurate argument; in a word, it must be "intelligent" in its "constitutional fidelities" or it cannot be convincing, and it cannot meet its fundamental duty to the Great Charter, which is the source of its own greatest freedoms. The sanctity of constitutional institutions rests primarily in the hands of the American press. It cannot repel, let us say, communistic invaders by mere bombast or by mere flag waving. In the language of the street, it must "know its stuff." It must be constitutionally "intelligent."

Queer "ethics" indeed would be those that rejected "intelligence" as not useful. You mention the Eighteenth Amendment. May I say, parenthetically, that there is no "intelligent fidelity" in defying (your word) the Eighteenth Amendment; neither is there any "intelligent fidelity" in denying the right of the majority to amend or repeal it if they have the votes under the Constitution.

(3) You ask, "Why must newspaper editors be singled out to pledge fidelity to the Constitution?" That's too easy. For the same reason that judges and legislators, and all other public servants are "singled out." None of these latter carry one whit more responsibility for our constitutional destinies than do "newspaper editors." Are we, or are we not, "The Fourth Estate"? To deny it would be to deny palpable fact plus the prides we frequently boast. To affirm it is to embrace more than an opportunity and a privilege; it is also to embrace a desperately vital responsibility and obligation. Is it "absurd" (your word) to acknowledge the latter as well as the former? It is never "absurd" to be intelligently patriotic.

This whole contemplation, let me say in conclusion, is academic. By the same token, the entire Canons of Journalism are academic. Yet they are vitally useful in establishing the high goals of professional dedication. My only proposition is that since we have undertaken, at last, to describe and locate these goals, we should not ignore the most vital of all journalistic responsibilities—namely, to the roots of all American stability and progress and prosperity. The canons dedicate us to "truth." In the spirit of our editorial, one might say that it is "absurd" to announce "truth" as an aspiration—because no one would dare acknowledge any other aim. Yet "truth" has its place—its proper place—in the new code. By the same token the Constitution of the United States, totally ignored in this code, deserves specific acknowledgment. I respectfully dissent from your observations to the contrary.

Cordially and faithfully yours,
A. H. VANDENBERG,
Grand Rapids Herald.

"DOWN THE ROAD"
Irresistible Weekly Automobile
Cartoon by
BECK
Creator of "Gas Buggies"
Now served in 3-Column as well as 4-Column Size
Place it anywhere in the Paper; Wherever you place it becomes a Funny Spot.
METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

Thomas W. Briggs' Company
General Offices Memphis, Tenn.
We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

Values Big Number

TO EDITOR & PUBLISHER: EDITOR & PUBLISHER will be so smothered with appreciations of its "On to Britain" number of June 21 that I should take pity on it and forebear; but for the life of me I cannot help adding a stone to the cairn of richly merited recognition. I believe the number in question to be the best special edition of a trade paper ever published. It gives in compact shape a wealth of information about London, the British Isles and our own Texas and the Southwest that should make it a book of reference for the end of time. It makes for the most endless universal peace that most of us pray for. The Briton is no longer the Yankee "cousin," but his brother. Let us solemnly swear that nothing shall estrange them again.

The "On to Britain" book is doubly welcome to the library of our society in that it contains bits of authentic history in form so convenient to save readers the trouble of ransacking warehouses of world record. It will be indexed completely, well bound and preserved as long as the new building on Capitol Hill, St. Paul, endures.

JOHN TALMAS,
Newspaper Librarian, Minnesota Historical Society.

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