



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers Journal in America*

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879  
Issued Every Saturday

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NEW YORK, APRIL 26, 1924

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

10c Per Copy

**FEATURES** that mean Leadership wherever they go! New York, for instance, where The Daily News, using Chicago Tribune features, amassed in four years the largest daily circulation in America—with "Momma" Tribune second to none but her New York prodigy. Chicago Tribune features have meant Leadership in many another interesting circulation argument!

**Blue Ribbon FICTION**

First Run Work of First Class Authors

- Blue Ribbon Serials for Sunday (one release a week)
- Blue Ribbon Serials Week day (six days a week)
- Blue Ribbon Short Stories—from 5,000 words down
- Well Written Tabloid Short Stories of 300-600 words

**BLACK & WHITE Strips**

- The Gumps by Sidney Smith
- Gasoline Alley by Frank King
- Harold Teen by Carl Ed
- Winnie Winkle by M. M. Brunner
- Moon Mullins by Frank Willard
- Smitty by Walter Berndt

**COMICS IN COLORS**

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

- THE GUMPS** By Sidney Smith
- GASOLINE ALLEY** By Frank King
- HAROLD TEEN** By Carl Ed
- WINNIE WINKLE** By Brunner
- SMITTY** By Berndt
- TEENIE WENNIES** By W. M. Donahay
- MOON MULLINS** By Willard
- ONE-ROUND TEDDY** By Sals Bestwick
- GOOP ETIQUETTE** By Collet Burgess
- W. E. HILL PAGE OF COMICS** in Grayscale or Black and White

**CARTOONS**

- John T. McCatchem—Carey Orr  
Conor Williams
- BURNS MANTLE**  
Weekly New York Theatre Letter
- GRAVEL PIT PUPS**  
Raymond Kelly
- DR. EVANS**  
The first and best of newspaper medical writers

**Daily and Sunday**

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line of Type, Sports, Science and Embratory

**LEASED WIRE Service**  
Foreign—National—Local

**PACIFIC & ATLANTIC Photos**

Organized by the Chicago Tribune and The New York Daily News  
25 Park Place, New York

—introducing  
**THEODORE ROOSEVELT  
MCKEE—** WHOSE WELL EARNED  
NICKNAME IS  
**ONE-ROUND  
TEDDY.**

One-Round Teddy is the latest Tribune comic—a weekly page in two colors. It is a vivid picture of youth and action and fun—of fistic conquests and parental follow-ups. In One-Round Teddy's language, it is a "knock-out."

Teddy McKee is the neighborhood terror. His impulse is always to hit first and investigate afterward. Between his hair-trigger punch and his kid sister who licks an uncomplimentary account to pa, Teddy is consistently in trouble. He leads an adventurous and humorous existence. Here is a comic that every child and every adult who remembers his childhood will adore.

The Chicago Tribune features have built the largest daily circulation in America, morning or evening (The News of New York) and the two largest morning daily circulations in America (The News of New York and The Chicago Tribune).

Information about this new comic is available at The Chicago Tribune Newspapers Syndicate exhibit at the Waldorf-Astoria during the A.N.P.A. convention. Or—wire or write for rates and proofs.



One-Round Himself!



Sals Bestwick, the creator of One-Round Teddy, is a protégé of Frank King of Gasoline Alley and has been Mr. King's assistant. He is perhaps the youngest recognized comic feature cartoonist in the country, and his work on The Tribune has indicated that he is a cartoonist of the greatest promise. His peculiar first name is due to an aversion to the one given him at birth, which was Salsbury.

**THE CHICAGO TRIBUNE  
Newspapers SYNDICATE**

Tribune Square, Chicago

25 Park Place, N. Y.

**Buy - - - Leadership!**

# Fewer Ink Troubles Today

—Because Publishers Choose

**Gritless News Ink**  
**Web Press Colors**  
**Intaglio Inks**

Made by

## The Ault & Wiborg Company

### Standardization

is the tendency of all business. We have standardized our products insuring quality and uniformity. This is appreciated by publishers everywhere.

### Service

is the keynote of successful co-operation. Our many distributing stations insure prompt service to all customers, no matter where they are located.

THE STANDARD NEWSPAPER INK IS

## Gritless News Ink

ASK THE PUBLISHERS WHO USE IT

CONSULT US IN RESPECT TO WHAT THIS INK HAS ACCOMPLISHED FOR MANY OF THE LARGEST NEWSPAPERS IN THE UNITED STATES

### AMERICAN BRANCHES OF THE AULT & WIBORG COMPANY

CINCINNATI  
NEW YORK  
BOSTON

BALTIMORE  
PHILADELPHIA  
RICHMOND

CHICAGO  
CLEVELAND  
DETROIT

BUFFALO  
ATLANTA  
ST. LOUIS

MILWAUKEE  
MINNEAPOLIS

SAN FRANCISCO  
LOS ANGELES  
HOUSTON



# It's the Steady Gain that Counts

**N**OWADAYS the advertiser goes into the question of circulation pretty thoroughly. He is not to be put off with generalities.

To be sure, he is out for circulation—lots of it. But he is not swept off his feet by any claim of mere volume. He wishes to know how present circulation was obtained and is maintained and how it “stacks up” with the records of previous years.

The advertiser wants the net paid figures for years back as well as today's, for he holds that it's the steady gain that counts.

Also, he is inquisitive as to the percentage of the circulation which is handled by carrier service, and how much is to be credited to street sales. He wishes to buy circulation only after due analysis.

Furthermore, he realizes that a steady growth in circulation, year after year, passes at its face value—that nothing is so declarative of that healthy reader interest which assures advertising receptivity.

That The Sunpapers meet these exacting requirements of the advertiser is evidenced by the periodic circulation audits and further supported by the circulation record for the month of March for four years back:

*Average Net Paid Total Circulation, March 1921-1924*

	Daily (M.&E.)	Sunday
1921 . . . .	215,649	152,077
1922 . . . .	231,424	161,337
1923 . . . .	235,076	165,636
1924 . . . .	247,387	179,873

*Everything in Baltimore Revolves Around*

JOHN B. WOODWARD  
Bowery Bank Bldg., New York

GUY S. OSBORN  
Union Trust Bldg., Chicago

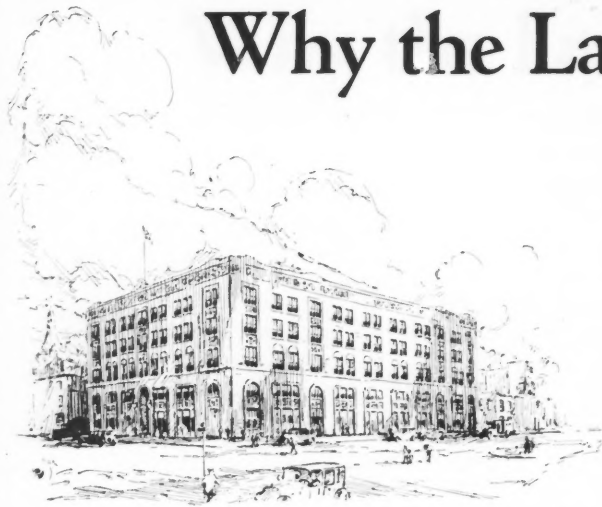
**THE**  
MORNING



**SUN**  
SUNDAY

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

# Why the Largest Newspaper Plant In the Northwest Is Being Built By THE MILWAUKEE JOURNAL



ON August 1, The Milwaukee Journal will move into its new \$2,000,000 plant. This new Journal building will be equipped with the best and most modern newspaper-making machinery. There will be no more efficient newspaper plant in America—very tangible evidence of the unusual progress

made by this newspaper in the past ten years.

The new plant will enable The Journal to render greater service than ever before to the half million Milwaukee and Wisconsin people whose consistent reading of this newspaper has made possible its success!

## In the Past Ten Years The Milwaukee Journal Has Almost Doubled Its Circulation

A COMPARISON of the 1914 and 1924 circulation figures of the three Milwaukee newspapers throws an interesting light on The Journal's remarkable progress during these ten years. In a decade that has tested the mettle of all business institutions this great newspaper has nearly redoubled its strength. It is now ten years ahead of its time if measured by the success of its competitors, each of which have attained only small normal growth. They have not yet reached the volume of circulation the Journal had in 1914.

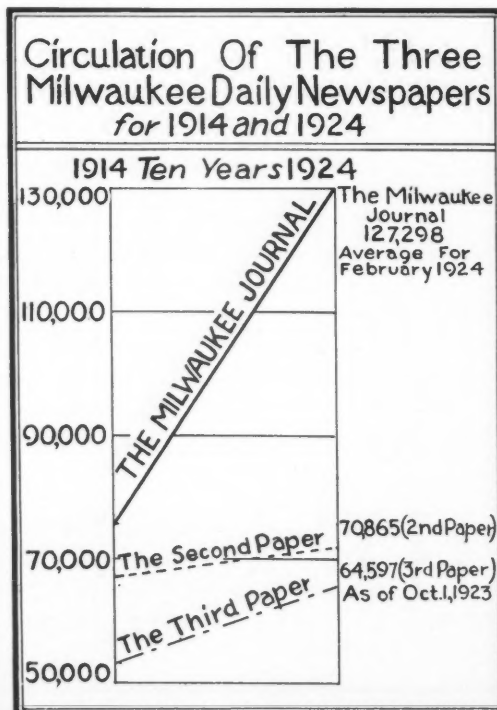
Because of the extreme difficulty of making a newspaper that will fill all of the requirements of the various classes and kinds of people in its territory, day in and day

*The Milwaukee Journal is read by more Milwaukee and Wisconsin people than any other publication in the world.*

out, it is rarely indeed that any newspaper is chosen as a favorite by a majority of the people in its community.

Still harder is it to find in any city in the world a newspaper that approaches so close to unanimous public approval as to be the choice of four out of every five newspaper readers in the community it serves. The Journal is read daily in four out of every five homes in Milwaukee where any newspaper enters. The other metropolitan American newspapers of which this can be said with regard to their respective cities, may be counted upon the fingers of one hand. The graph at the left tells the story of The Journal's remarkable growth in the last ten years.

*The Milwaukee Journal is read daily by 80% of all the people in Greater Milwaukee who read any newspaper.*





**1<sup>st</sup>**  
in  
**AUTOMOBILES**  
**FINANCIAL**  
**CLASSIFIED**  
**TRAVEL**  
**FURNITURE**  
**BUILDING**  
**MATERIALS**

**Income Taxpayers**  
in. Greater Cincinnati

Figures from best available sources.

Cincinnati .....	42,159
Norwood .....	3,210
St. Bernard .....	530
Newport .....	2,220
Covington .....	5,020
Ft. Thomas .....	500
Bellevue .....	620
Dayton .....	639
Other Suburbs .....	5,902
<b>Total .....</b>	<b>60,800</b>

*They EARN it—They SPEND it*

A varied assortment, 'tis true —but it just goes to show the immensity and coverage of The Enquirer.

Out of 106,000 families, only 60,800 pay income taxes.

The circulation of The Enquirer is with the class of earners that can purchase those things that they desire.

If your product is for popular consumption—in the solid middle class—The Enquirer offers you the best coverage at the least cost.

The average circulation of The Enquirer during the month of March, 1924 was as follows:

Daily 60,116  
Sunday 176,832

# The Cincinnati Enquirer

ONE OF THE WORLD'S GREATEST NEWSPAPERS

I. A. KLEIN,  
50 East 42nd Street,  
New York City

I. A. KLEIN,  
76 West Monroe Street,  
Chicago, Ill.

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

# In the Newspaper Pressroom Net Production Is What Tells

## The Minneapolis Tribune

April 12th  
1924

Mr. H. V. Ball,  
c/o R. Hoe and Company,  
504 Grand St.,  
New York City.

Dear Mr. Ball:

I have been watching with interest for some time the reports of the output or production of your Superspeed Presses, but do not recall seeing any reports from a complete battery of superspeed presses showing a net production of 26,000, and it occurred to me that you might be interested in the enclosed press production report from The Tribune's Superspeed battery for the month of March.

You will notice that we operated our machines as three-roll, four-roll and five-roll machines as the size of the paper required from day to day. We believe that our showing is quite creditable.

Our boys are daily growing more accustomed to the machines and I am satisfied we will have an average increased production of fifteen hundred to two thousand papers per press per battery in the month of April over the month of March.

From our general experience with your Superspeed machines, and particularly their last week's production, it gives me pleasure to tell you that I am highly satisfied with our purchase. I am thoroughly convinced, considering their net production, that they will prove the most economical equipment we could have installed, and I believe anyone will arrive at the same conclusion. *who visits our plant.*

Our pressroom is always open to inspection so do not hesitate to send as many as you please to see our new equipment in operation.

Yours very truly,

J. E. Murphy-R



Hoe Superspeed and Heavy-Design Presses equipped with the Hoe Patented Automatic Ink-Pump System of Distribution and other Exclusive Hoe Features give a Greater Net Output with Less Paper Wastage than Machines of any other kind.

*Hoe Presses are Designed and Built to do the Best Work in the most Rapid, Effo*

7 South Dearborn Street, CHICAGO

**R. HOE**  
504-520 GRAND STREET,  
109-112 Borough Road, LON



# Figures Which SPEAK For Themselves

Battery average of Minneapolis Tribune Hoe Superspeed Presses—twelve 16-page Units and four Folders in line arrangement—for Month of March, 1924.

<i>Average Net Production</i>		<i>Average Net Production</i>	
<i>Date</i>	<i>Per Hour Per Machine</i>	<i>Date</i>	<i>Per Hour Per Machine</i>
March 1	28,000	March 17	26,813
March 3	20,640	March 18	29,360
March 4	25,349	March 19	23,900
March 5	23,755	March 20	27,365
March 6	19,680	March 21	23,700
March 7	22,350	March 22	28,680
March 8	22,950	March 24	28,620
March 10	27,835	March 25	28,200
March 11	26,960	March 26	28,700
March 12	28,020	March 27	30,913
March 13	23,200	March 28	29,295
March 14	25,530	March 31	29,360
March 15	20,310		

AVERAGE NET PRODUCTION PER HOUR FOR MARCH...26,003

The above figures give the net average number of papers turned out from each machine per clock hour, including all time consumed in roll changes, etc. These figures are still more significant because the pages of the Tribune are of large size, the cut-off, or page length, being 23 9/16".

Mr. Murphy has just telegraphed as follows:—

*"Will forward you tomorrow special delivery average for April to date which is just over twenty-eight thousand."*

---

*Efficient and Economical Manner—NOT MERELY to SELL at a PRICE*

---

**& CO.**

NEW YORK CITY

LONDON, S. E. 1, ENG.

7 Water Street, BOSTON

# The Eagle's Wichita Circulation Map

Every Dot a Wichita Eagle Subscriber!

## FIRST

*in circulation  
in advertising  
in reader interest*

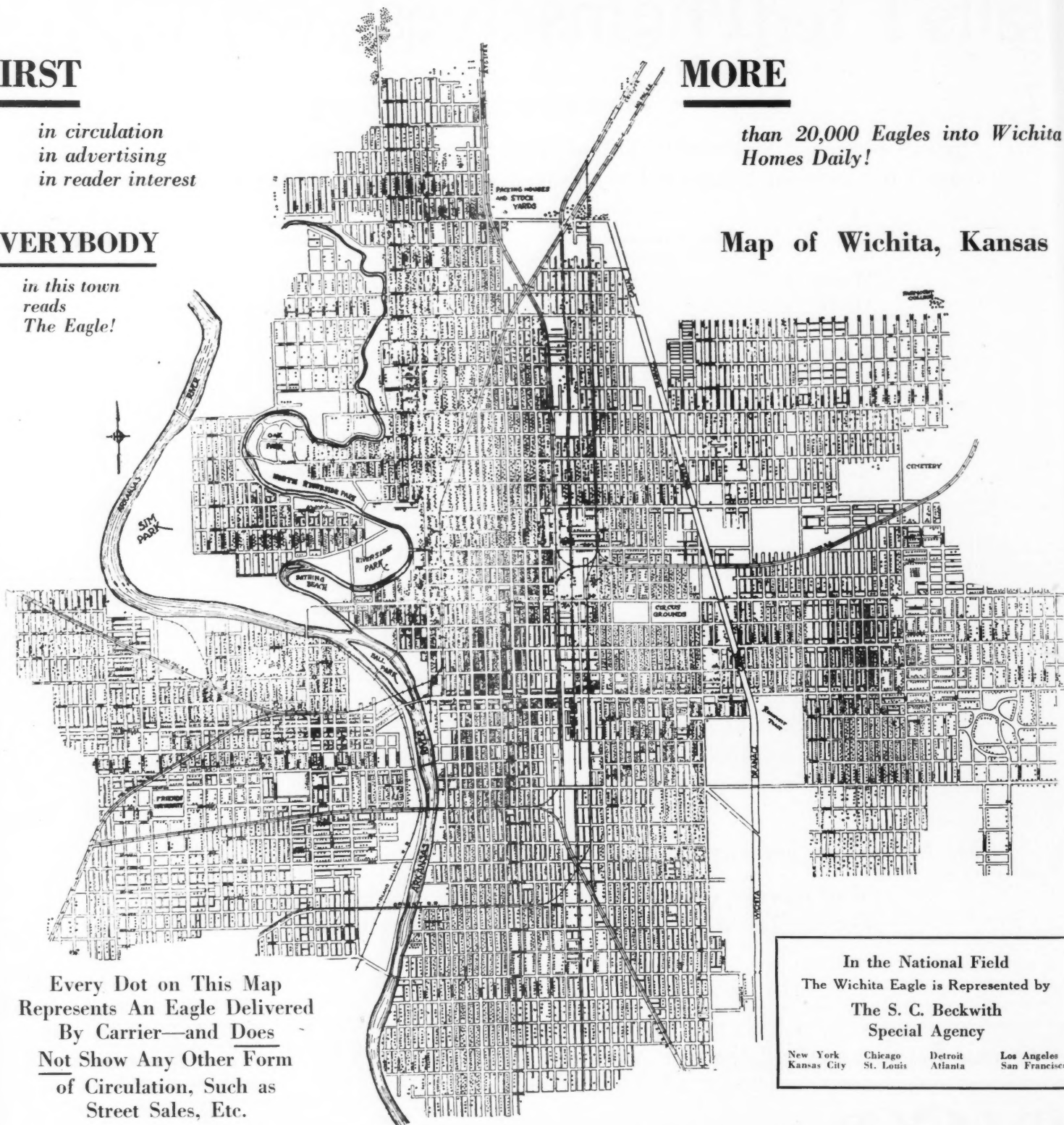
## EVERYBODY

*in this town  
reads  
The Eagle!*

## MORE

*than 20,000 Eagles into Wichita  
Homes Daily!*

Map of Wichita, Kansas



Every Dot on This Map  
Represents An Eagle Delivered  
By Carrier—and Does  
Not Show Any Other Form  
of Circulation, Such as  
Street Sales, Etc.

In the National Field  
The Wichita Eagle is Represented by  
The S. C. Beckwith  
Special Agency

New York	Chicago	Detroit	Los Angeles
Kansas City	St. Louis	Atlanta	San Francisco

Marcellus M. Murdock, Publisher — Victor Murdock, Editor

*More than  
60,000 Daily*

# The Wichita Eagle

*More than  
70,000 Sunday*

WICHITA, KANSAS





DOROTHY DIX

ROBERT BARRY

CLINTON GILBERT

RAYMOND CARROLL

S. B. CONGER

SIDNEY THATCHER

GLENN GRISWOLD

PERCY NOEL

C. K. STREIT



BILL TILDEN



HAZEL DEYO BACHELOR



CHARLES H. SYKES



EVA TINGEY



A. E. HAYWARD



WOOD COWAN

This Week, at Room 100, Waldorf-Astoria Hotel, inspect the Exhibit of  
**LEDGER SYNDICATE SERVICES**  
**NEWS**

Public Ledger Combination News Service (including all of the following News Services):

Public Ledger Foreign News Service: Including cables from all Public Ledger correspondents in London, Dublin, Paris, Moscow, Berlin, Vienna, Rome, Madrid, Munich, Constantinople, Cape Town, Mexico City, Tokyo, Peking, Hong-Kong, Shanghai, Manila.

Public Ledger Domestic News Service: Including political dispatches of Robert Barry, and of the morning Public Ledger's other Washington correspondents; its daily letter, "All Over New York"; Gilbert Seldes' weekly New York dramatic letter.

Public Ledger Business News Service: Daily Wall Street review; Glenn Griswold's daily Chicago business letter; daily London financial cable; weekly European letter by Herbert N. Casson; weekly and semi-weekly letters from special correspondents in all industrial centers of America and its detached territories.

**FEATURES**

**SUNDAY MAGAZINE PAGES**

- FOUR-COLOR COVER PAGE
- SIX FEATURE PAGES
- FASHION PAGE
- SCIENCE PAGE
- SHORT-STORY PAGE
- HUMOR PAGE

**COMICS**

- "SOMEBODY'S STENOG," by Hayward. Daily strip and Weekly Color Page.
- "CARRIE AND HER CAR," by Wood Cowan. Daily strip and Weekly Color Page.
- RUFUS McGOOFUS," by Cunningham. Daily strip and Weekly Color Page.
- "HAIRBREADTH HARRY," by Kahles. Daily strip and Weekly Color Page.
- "SILLYETTES," by Lyman Anson. Daily 6-col. strip.
- "DUMB-BELS," by Cunningham. 1-col. Daily.
- "THE FIRST READER," by Bach. 1-col. Daily.
- "OPPORTUNITY KNOCKS BUT ONCE," by Anderson. 1-col. Daily.
- "MISS INFORMATION," by Hy Gage. 1-col. Daily.
- "IF YOU WERE BORN TODAY," by Bach. 1-col. Daily.

**EDITORIAL FEATURE**

- "THE DAILY MIRROR OF WASHINGTON"—by Clinton W. Gilbert. Six days a week.

**CARTOONS, ETC.**

- "SYKES' CARTOONS," by C. H. Sykes. Daily.
- "THE HUMAN ZOO," by C. D. Batchelor. 2 or 3 col. Daily.
- "FOLLIES OF THE PASSING SHOW," by Hanlon. 7 or 8 col. Weekly.

**HOME PAGE FEATURES**

- THE DOROTHY DIX SERVICE. Six days a week.
- THE HAZEL DEYO BACHELOR LOVE PROBLEM SERIALS. Daily.
- PARIS FASHION LETTER—"The Latest from Queen Fashion's Court," by Eva A. Tingey. Daily. 1-col. cut.
- GOOD TASTE IN DRESSING, by Dorothy Stote. Series of 36 daily articles. Illus.
- BEAUTY HINTS—"My Beauty Recipe"—Series by famous international beauties. "Milady Beautiful," by Lois Leeds. Daily. Illus.
- THE HOME—"Home Building at Moderate Cost," Thomas Byrd Epps. Weekly. Illus. "The Home in Good Taste," Harold Donaldson Eberlein. Daily. Illus.
- HOME HANDIWORK HINTS—"Things You'll Love to Make," by Flora L. Kaplan. Daily. Illus.
- HOUSEKEEPING HELPS—"Housewife's Idea Box." Daily. Illus.
- ETIQUETTE HINTS—"What's What," by Helen Decie. Daily. Illus.
- "PAM'S PARIS POSTALS"—Novelties in Paris Shops. Daily. Illus.
- "PET POINTERS"—Series on care of animals in the home.

- HUMOROUS FEATURES—"Broadcasts," by Lora Kelly. Daily.
- "Matrimonially Speaking," by Mr. and Mrs. Hugh McKay. Daily.
- "Love Nots," by Kay Kean. Daily.
- "Eve's Epigrams." Daily art feature.
- "A Sap's Fables," by Percy Waxman. Daily.
- DAILY QUIZ ON CURRENT TOPICS—"Who-Why-What-When-Where," by William Nelson Taft. Daily.
- "FAVORITE RECIPES OF FAMOUS WOMEN." Daily.

**FEATURES ON SELF-IMPROVEMENT, ETC.**

- "SHARPENING UP YOUR MEMORY." Daily.
- "MAKING MORE MONEY." Daily. Tells how to make money in side lines conducted at home.
- "CORRECT ENGLISH." Daily quiz on grammar and pronunciation.
- "THE LAW AND YOU." Daily quiz on law.

**JUVENILE FEATURE**

- DAILY STORY—"Dreamland Adventures," by Arthur W. Stace. Illus.

**TRICKS, PUZZLES AND MAGIC**

- "TEASERS." Daily. Illus.
- "AFTER-DINNER TRICKS"—Daily. Illus.
- "THE DAILY PUZZLETTE"—Daily. Illus.
- "BINCO GAMES TO BEWARE OF"—Weekly. Illus.
- "LESSONS IN MAGIC," by Thurston, the Magician. Weekly. Illus.
- "EASY MAGIC YOU CAN DO." Weekly. Illus.
- "MIRACLES"—ANCIENT AND MODERN—Weekly. Illus.

**SPORTS, ETC.**

- TILDEN'S TENNIS SERVICE—By William T. Tilden, 2nd. "ON TRACK AND FIELD," by Laren Murchison, Nat. Sprint Champion.
- "HOW TO PLAY TENNIS"—Series by William T. Tilden, 2d.
- "MAX MARSTON'S GOLF IMPRESSIONS AND EXPERIENCES"—Series by the National Amateur Golf Champion.
- "MY THEORY FOR TEACHING GOLF"—Series by Bobby Cruickshank.
- BASEBALL—"The Greatest Play I Ever Saw"—Series by the great ball players of both leagues.
- "HOW TO PLAY BASKETBALL" Series by E. J. Mather and E. D. Mitchell.
- BOXING—"The Hardest Battle of My Ring Career"—Series by all the great champs and their opponents. "How I Made My Start in the Boxing Game"—Series by all the great boxing managers and promoters.
- "HOW TO PLAY PUNG CHOW," by Norman Jeffries. Weekly. Illus.
- DAILY SPORTS QUIZ—"The Sportfolio."

**MISCELLANEOUS FEATURES**

- WEEKLY BOOK COLUMN, by W. Orton Tewson.
- "TODAY'S TRUE DETECTIVE STORY"—Daily.
- "FAMOUS GHOSTS"—Daily.
- "HISTORY OF YOUR NAME"—Daily.

For Terms  
Wire or Write

**LEDGER SYNDICATE**

Philadelphia,  
Pa.

Ask for our new Feature Catalog No. 5—Just issued



MAX MARSTON



BOBBY CRUICKSHANK



LOREN MURCHISON



HOWARD THURSTON



HELEN DECIE



LORA KELLY



CHARLES W. KAHLES



C. D. BACHELOR



J. A. CUNNINGHAM



KAY KEAN



W. ORTON TEWSON



PERCY WAXMAN



LYMAN ANSON



WM. NELSON TAFT



LOUIS HANLON

*Selling Toilet Articles in*  
**Philadelphia**

Do most of the half a million families in and around Philadelphia go to the drug store and ask for your cologne, hair tonic or toilet articles?

How many of the three million people in the Philadelphia district know as much about your articles as they ought to?

Are you neglecting to educate them and leaving this third largest market in America to your competitors?

## Dominate Philadelphia

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

# The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—512,445 copies a day.

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

**NEW YORK**  
 814 Park-Lexington Bldg.  
 (46th St. and Park Ave.)

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

(Copyright 1924, Bulletin Company)

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

**SAN FRANCISCO**  
 Harry J. Wittschen  
 Verree & Conklin, Inc.  
 681 Market St.

**LONDON**  
 Mortimer Bryans  
 125 Pall Mall, S. W. 1.

**PARIS**  
 Ray A. Washburn  
 5 rue Lamartine (9)





# EDITOR & PUBLISHER



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Vol. 56

NEW YORK, SATURDAY, APRIL 26, 1924

No. 48

## Guard America's Ideals and Principle of Service, Is President's Call to A. P. Members

### Selfishness Shown in Recent Revelations of Corruption and in Attempted Raids on Public Treasury and Tax Proposals Denounced by Mr. Coolidge—Full Text of Speech

#### HAIL TO THE CHIEF!



The President and Mrs. Calvin Coolidge as they arrived in New York to attend the Associated Press luncheon—Photographed for EDITOR & PUBLISHER.

PRESIDENT COOLIDGE reported the state of the Union to the Associated Press at its luncheon Tuesday noon. In resonant tones, which filled the grand ballroom of the Waldorf-Astoria and radiated to every corner of the nation from the aerials of fourteen radio stations, the President of the United States tersely summarized national affairs in a sentence:

"The danger to America lies not in the direction of economic failure, but in the failure to maintain its ideals."

No pomp, no glittering aides in epaulettes and aiguillettes, marked the entrance of the President and Mrs. Coolidge; no oratorical frills embellished the stern asceticism of his address.

Dispassionately he described the war conditions of free spending and easy money which led to the events covered in recent Washington revelations, and to present demands on the public treasury for funds \$3,600,000,000 in excess of budgetary allotments; with equal calmness he stated his intention of uprooting evil in government and punishing the guilty. Congress has so far failed to understand the spirit of the country and to translate that spirit into legislation, he stated.

On foreign affairs, he was equally succinct, tracing American relations with the world from before the war with Spain to present participation in correcting European financial distress, and to future conferences to reduce further the expense of military competition. Four times he drew applause from an audience which heard him attentively and for the most part in deep silence.

Mrs. Coolidge, carrying a large bunch of orchids, was escorted to a box facing the President by Frederick Roy Martin, general manager of the Associated Press, just before Frank B. Noyes, President of the A. P., rose to introduce the speaker. Immediately upon adjournment of the luncheon she joined the President, and, accompanied by Edward T. Clark, personal secretary to Mr. Coolidge, and four secret service men, the party began its return to the Capital.

President Noyes took advantage of the large audience afforded by the radio to outline briefly the history and service of the A. P. before he introduced the guest of honor. His remarks in full follow:

"Mr. President, Ladies and Gentlemen: I hope I may be pardoned if I take advantage of this occasion to again explain exactly what the Associated Press is."

"The reason for the existence of the Associated Press is found in the determination of the newspapers composing its membership—some 1,200 in all—to have a world news service of their own, their servant and not their master; this news service to be non-partisan in the broadest sense, one that has no bias whatever, whether political, religious or economic; that should be as accurate as possible and that should be comprehensive within the limits of decency; a news service

whose sole mission is to supply its members, and its members alone, with news—not views; a news service that should not constitute itself judge or jury, prosecuting attorney or attorney for the defense, but content itself with acting as

an impartial reporter. This determination is based on the belief of its members that the prosperity of their newspapers and indeed the safety of the Republic itself is founded on an undivided news service, for nothing will more surely

destroy any worthwhile newspaper—whether large or small—than to forfeit the confidence and respect of its readers by giving a biased or untruthful report of world happenings.

"It was not believed by the founders of the Associated Press, and the course of time has brought no change in this belief, that the desired ends could be obtained through a privately owned, profit-making agency, controlled by a small group of owners.

"To secure the sort of service required, a co-operative, non-profit-making association was formed, the membership being confined to the representatives of the associated newspapers.

"The newspaper members make two contributions—one that of their local news, another a money assessment covering their equitable proportion of the expense of collecting and distributing the news of the world, including the local news contributed by each member.

"The affairs of the organization are supervised by an elected board of directors, composed of fifteen newspaper men, selected from all sections of the country, trustees for the common interests of the membership. These directors are obligated to see that the report measures up, within human limitations, to the ideals I have outlined.

"The directors, however, take no part in the daily direction of the report, acting rather as a body of censors, a duty they share with every member and indeed with every newspaper reader.

"The actual collection and handling of the report are done by a very large staff, world scattered, under the direction of the general manager and in the hands of this staff is placed the honor of the Associated Press as through them we either live up to or betray our ideals.

"I believe, and every member of the board believes, that the work of this staff is one of the wonders of the world. News does not collect itself; human endeavor, human sacrifice, human brain are prodigally expended in order that you and I may be promptly and accurately informed of the daily happenings of the world.

"The prime instruction to every Associated Press man is that his report of every event must above all be accurate and unbiased.

"These men are faithful to their trusts and we know it—know it beyond peradventure, for it is vital to us as newspaper men that we should know it.

"I make no claim of inferrancy. Where the human factor is concerned mistakes are inevitable.

"What we do know is that as members of the Associated Press we demand an honest, unbiased report and that we are getting it.

"It is, of course, true that in the many years of the existence of the Associated Press there have been charges of bias, unfairness or misstatement. These charges have always been exhaustively investigated. If an error has been made, as

## NEWSPAPER MAKERS AT PLAY

has sometimes inevitably been the case, that error has been promptly corrected. More often it has been found that the complainant was in error as to what the Associated Press had actually carried or had attributed to it items which were the product of special correspondents of individual newspapers.

"From the most material standpoint intelligent men do not poison the bread they eat—and members of the Associated Press and the working staff would be doing that very thing if they defiled the news by which they live.

"Turning now from the Associated Press and its mission let me be reminded at this point of a story current in Washington last year.

"A very high official had a really undeserved reputation of extreme reticence and it is related that at a dinner the lady on his right opened the conversation by saying that her neighbor had it in his power to lose or win a wager for her as she had made a bet that however reserved he might have been with others that he would talk with her. Then came a measurable pause, followed by 'you lose.' I have spoken of this reputation for taciturnity as undeserved.

"In Washington, as also elsewhere, we have many men who talk a great deal and say very little. We have a few who talk little but say a great deal when they do talk.

"We are greatly blessed as a nation and as a group today that our honor guest has in a superlative degree the faculty and the desire to make absolutely clear his matured judgment on the subjects that engage the attention of our people and that he expresses that judgment with no unnecessary words.

"A distinguished member of our craft, Mr. William Hard, has aptly described a large number of men now prominent in political life as 'fugitives from injustice.' Certainly it may be said that our guest of today is a fugitive from nothing and that there is no need for surmise as to exactly what his words mean.

"I have, I think you realize, Mr. President, no commission from the members of the Associated Press authorizing me to give their views on any controverted question.

"Accordingly, I cannot say to you that they agree with you in your stand on the surtaxes or on any other question now occupying public thought, although I do feel warranted in at least a guarded approval of your Thanksgiving Day proclamation.

"On one subject, however, I am sure that I can voice the earnest feeling of the organization, collectively and individually, and that is in the expression of the high respect in which we hold the great office which you fill, and in you, sir, who are so steadfastly bearing the heavy burdens that are imposed upon you.

"We greet you with great respect, with high appreciation and with real affection.

"Our custom is to offer but one toast on these annual occasions.

"I ask you to drink the health of the President of the United States—Calvin Coolidge, and to the gracious Lady of the White House, Mrs. Coolidge."

### The Full Text of President Coolidge's Stirring Address

President Coolidge said:

"The gathering and publication of news has a deeper significance than is sometimes realized. No large enterprise can exist for itself alone. It ministers to some great need, it performs some great service, not for itself, but for others; or, failing therein, it ceases to be profitable and ceases to exist. This is the case with the Associated Press. It is one of the eyes of mankind which never slumbers. Without ceasing, it assembles each day the events of each part of the world, and transmits them to every other part. The fundamental reason for this lies in the fact that it is felt to be of vital importance to each man, and each community, to know what other men and other communities are doing. The news is printed and read, not for the mere purpose of entertainment, amusement and recreation, but almost entirely for the practical purpose of information, in order



The camels are coming, hooray! The gentleman seated on the noble beast in the centre of our picture (the man with the mid-west Fedora, not the Fez) is none other than Henry M. Pindell, publisher of The Peoria Journal, The Peoria Transcript, and the Sunday Journal-Transcript, who made two trips overseas last year, spending some of the time on the desert. Mrs. Pindell is riding the camel that kneels in the foreground. William Allen White, editor of the inimitable Emporia Gazette, is the man sitting in careless posture on the camel to the left, while Mrs. White and Mrs. Victor Murdock, wife of the editor of the Wichita Eagle, are riding at the right.

that by means of accurate knowledge of what others are doing a course may be laid out of accurate and successful action.

"Faith in the American people means a faith in their ability to form sound judgments, when once the facts have been presented to them clearly and without prejudice. It is this educational work, national in its scope, that the Associated Press performs, and upon its integrity and fairness depends in large measure the course of public opinion in the United States. This work is done without any tinge of personal or political opinion. A very practical need exists and it is met by a very practical service. It is individual in its nature. It is a personal service for each one of us, making its appeal entirely to the intelligence of the individual and recognizing fully the American ideal of intellectual independence.

"This conception is not exactly at variance with, but certainly supplementary to, the long cherished American ideal of the independence of the individual and the independence of the nation. Granted that the largest possible independence is a desirable goal, the consideration at once arises as to how such independence can best be secured.

"The work of the Associated Press, both necessary and logical, indicates that the true method would appear to lie in recognizing the broad principle of our individual and national dependence, calculating the requirements which flow from that condition, and governing ourselves accordingly.

"Complete independence means complete co-ordination and co-operation. From this principle arises the oft-repeated law of service—we can help ourselves only as we help others. A knowledge and an understanding of others become absolutely necessary, in order to make our ideals practical. One of the preeminent requirements of our country at the present time is to reestablish and emphasize in the public mind this law of service.

"The danger to America is not in the direction of the failure to maintain its economic position, but in the direction of the failure to maintain its ideals.

"The principle of service is not to be confounded with a weak and impractical sentimentalism. It does not mean that either the individual or the nation is to assume the burdens which ought to be borne by others. It is warranted in considering self to the extent of recognizing that it is justifiable to accumulate and hold the resources which must necessarily

be used to serve ourselves, our own household, and of our own nation. But it does not stop there. It recognizes also the necessity of serving others, and when the need arises for meeting a moral requirement, of making individual and national sacrifices sufficient to maintain the cause of righteousness.

"Some of the recent developments in Washington have revealed the dangers to which I refer in a very dramatic way. Beginning nearly 10 years ago our country entered a period when conditions were altogether artificial and abnormal, culminating in the strained and lurid events of our participation in the war. The old standards of action were either suspended or entirely cast aside.

"Altogether too many of those in a position to do so began to take advantage of the necessities of the situation for their own profit. Finally nearly all of those in responsible positions throughout the entire civilized world had but one main object in view, which was the winning of the war. They began to make almost every consideration and motive subsidiary to that great effort. Totally inconceivable amounts of money were raised and expended with a lavishness which a few months before would have been believed impossible, and which now seems like some wild nightmare.

"Notwithstanding the great wave of patriotic fervor which swept over the land; notwithstanding the tremendous sacrifices which the people in every walk of life made, and stood ready to make; almost unconsciously these conditions developed, which I mention not for any purpose now to criticize, where the least scrupulous became the greatest gainers and a considerable part of our population was thrown into a morbid financial state of mind, which even the best-intentioned did not wholly escape. The desire for profits and more profits kept on increasing, and the quest for easy money became well-nigh universal. All of this meant an attempt to appropriate the belongings of others without rendering a corresponding service.

"This condition began to subside nearly four years ago, but it left along its course a trail of vicious and criminal selfishness which in diminishing degree has ever since been attempting to gratify an appetite grown all the sharper through indulgence, and a general credulity to rumors of large sums of money demanded and paid on account of every conceivable motive and action.

From all of this sordidness the affairs of government, of course, suffered. In some of it a few public officers were guilty participants. But the wonder is not that this was so much or so many, rather that it has been so little and so few. The encouraging thing at present is the evidence of a well-nigh complete return to normal methods of action, and a sane public opinion. The gravity of guilt of this kind is fully realized and publicly reprehended. There is an exceedingly healthy disposition to uproot it altogether, and administer punishment wherever competent evidence of guilt can be produced. That I am doing and propose to continue.

### Organized Minorities Demand \$3,600,000,000 From Public Funds

"Another phase of lingering extravagance, from which the country has not yet fully recovered, is revealed by a consideration of the bills which are pending before the Congress, calling for an expenditure of public money. Exceedingly great efforts have been put forth to reduce the cost of government. Hundreds of thousands of public employees have been released, and every department has been thoroughly deflated and placed under most competent financial supervision. The country as a whole is demanding with great vigor every possible relief from the burden of every unnecessary public expenditure. Yet notwithstanding this, minority groups of one kind or another, and organizations, sometimes almost nationwide in their ramifications, are making the most determined assaults upon the public treasury.

"I am advised by the Director of the Bureau of the Budget that careful computation discloses that there are bills pending that are seriously pressed for passage, not including the bonus, which would increase the expenditures of the Federal Government for next year by about \$3,600,000,000. This would mean that outside of the Post Office Department, which is practically self-sustaining, the present rate of expenditure would be more than doubled. Each one of these items taken by itself is not large, and its supporters argue that certainly the Government can afford to make this small additional payment. But taken in the aggregate they make the stupendous sum I have mentioned, and their assumption by the Government would mean nothing



NEW AND OLD A. P. EXECUTIVES IN SESSION



Exclusive EDITOR & PUBLISHER photograph of the new and old executives and directors of the Associated Press, taken at the Waldorf immediately after their election Wednesday morning. In the picture are: Top row, left to right: Milton Garges, traffic superintendent; Kent

Cooper, assistant general manager; J. R. Youatt, treasurer; Jackson S. Elliott, assistant general manager; Clark Howell, Atlanta Constitution; Frederick Roy Martin, general manager; J. R. Knowland, Oakland Tribune; Frank P. MacLennan, Topeka State Journal; E. Lansing Ray, St. Louis Globe-Democrat; Major

Robert McLean, Philadelphia Bulletin; E. H. Butler, Buffalo News, first vice-president; Frederick I. Thompson, Birmingham Age-Herald; Benjamin H. Anthony, New Bedford Standard. Sitting, left to right: C. P. J. Mooney, Memphis Commercial Appeal, second vice-

president; Melville E. Stone, counselor; Charles Hopkins Clark, Hartford Courant; Frank B. Noyes, Washington Star, president; Adolph S. Ochs, New York Times; Victor F. Lawson, Chicago Daily News; Stuart H. Perry, Adrian Telegram; W. H. Cowles, Spokane Spokesman-Review.

less than financial disaster to the Nation. The law of service must be applied to this situation.

"Our country is very rich, but were its possessions increased many-fold, it would not be warranted in paying out money except for value received. Value received on the part of the Government is estimated by a general consideration of all the attending conditions. At present our country does not need a greater outlay of expense, but a greater application of constructive economy.

"The same state of mind is revealed again in the determined resistance which is made to the adoption of a sound method of taxation. The main argument of the opposition can all be reduced to the supposition that the general public can be relieved of taxation and a greater proportion of taxes laid on the rich. I shall not examine the soundness of this proposal, the economic injury which it would inflict, or its impossibility as a working principle. I mention it as another example of an attempt to minister to a supposed desire to evade the law of service. It seems as though the public is assumed to desire to have the advantages of a government without paying its part of the cost of maintaining it.

"Besides being convinced that such a result is utterly impossible of accomplishment, I am even more firmly of the belief that it misrepresents the general attitude of the public mind. Moreover, the success of the Government does not lie in wringing all the revenue it can from the people, but in making their burden as light and fairly distributed as possible, consistent with the proper maintenance of the necessary public functions. The Government itself, in order to be successful, and all of those connected with it, must put all of their energy upon what they can do for the people, not upon what they can get out of them.

These are some of the reasons which reveal to us why, in our domestic affairs, we must be possessed of accurate information of the doings and needs of others, in order that we may best serve ourselves by serving them through appropriate action. We are all a part of one common country. To be in a healthy and successful condition economically, means a free interplay of competition in service, based upon that mutual faith in

each other which we term public confidence.

**Selfishness Is Only Another Name for National Suicide**

"Notwithstanding the disturbing character of recent revelations, notwithstanding the enormous pressure for the passage of legislation which would greatly increase the cost of maintaining the Government of the United States, notwithstanding the failure of a majority of the Congress up to the present time accurately to comprehend and expeditiously to minister to the need of taxation reform, I believe that the requirements of economy and reduced taxes will be met in a way not inconsistent with the great resources of our country.

"While I have thought it desirable to point out dangerous tendencies, I know that with few exceptions the management of our Government has been and is in honest and competent hands, that its finances are sound and well managed, and that the business interests of the Nation, including the owners, managers and employees, are representative of honorable and patriotic motives, and that the present economic condition warrants a continuation of confidence and prosperity. Fundamentally, America is sound. It has both the power and disposition to maintain itself in a healthy economic and moral condition. But it can not do this by turning all its thoughts in on itself, or by making its material prosperity its supreme choice.

"Selfishness is only another name for suicide. A nation that is morally dead will soon be financially dead. The progress of the world rests on courage, honor and faith. If America wishes to maintain its prosperity, it must maintain its ideals.

"When we turn to our foreign relations, we see the working out of the same laws. If there is one ideal of national existence to which America has adhered more consistently than to any other, it has been that of peace. Whatever other faults may be charged to our country, it has never been quarrelsome, belligerent, or bent on military aggrandisement. After all, the main support of peace is understanding. It is a matter of accurate

information by one government and one people about other governments and other peoples. There is likewise involved the same law of service.

"If our country is to stand for anything in the world, if it is to represent any forward movement in human progress, these achievements will be measured in no small degree by what it is able to do for others. Up to a little more than twenty-five years ago, America gave almost its entire attention to self-development. In that it achieved an unequalled success. The service which it rendered to others was to a considerable degree one of example. It revealed the ability of the people to take charge of their own affairs. It demonstrated the soundness and strength of self-government under free institutions, while affording a refuge for the oppressed of other lands. The great influence which the mere existence of American institutions exercised upon the rest of the world would be difficult to overestimate. At the end of a long period of steady accomplishments of this nature came the war with Spain, which left our country a world power with world responsibilities.

"It is not too much to say that in meeting and bringing to a successful conclusion that conflict our country performed a world service.

"This was followed by a period of most remarkable industrial development. There were great consolidations of properties, enormous investments of capital, and a stupendous increase of production, all accompanied by a growth of population reaching many millions. This was our condition at the outbreak of the World War. For a long time we sought to avoid this conflict, on the assumption that it did not concern us.

"On that subject we were lacking in accurate information. We found, at last, that while it was also the grave concern of others, it did concern us intimately and perilously. We took our part in the war at length, in the defense of free institutions. We believe, while acknowledging that we were only one of the contributing elements, that our participation was a decisive factor.

"The result was a demonstration of the strength of self-governing peoples, and a victory for free institutions. Our action at this time was distinctly a world service. America made its sacrifice for what it

believed was the cause of righteousness.

"The sacrifices made on these occasions, which resulted in a benefit to others, resulted likewise in a benefit to ourselves. Even the evil effects which always arise from war and its aftermath have only tempered, not obliterated, these results. A flow of material resources set in toward our country, which is still going on. The general standards of living were raised. In the resulting plenty many of the old hardships of existence were removed. Our country came into a position where it had a greatly increased opportunity for world leadership. In moral power it took a higher rank.

**Country's Rejection of World League Regarded As Final**

There can be little doubt that our presence at the treaty table softened the terms and diminished the exactions of the victorious nations, where joint covenants of defensive alliance were in part substituted for the usual territorial transfers.

"Our country refused to adhere to the covenant of the League of Nations with a decisive rejection which I regard as final. Following this came a continuing effort to collect reparations, which the economic chaos of Germany after a time caused to be suspended. This resulted in the French seizure of the Ruhr, with allied conferences, plans and discussions for renewing payment of reparations under some settled method of permanent adjustment. Although indirectly interested by reason of our commerce, and more especially because of the debts due to us, in having a European settlement, our Government felt that the fundamental questions involved in all these discussions were the direct political concern of Europe.

"Our policy relative to the debts due to us from European countries was well known, and we refused to submit them to these discussions. This never meant that America was not willing to lend its assistance to the solution of the European problem in any way that did not involve us in their purely political controversies, whenever opportunity presented a plan that promised to be just and effective.

"But we realized that all effort was useless until all parties came to a state of



mind where they saw the need to make concessions and accept friendly counsel.

"In December of the year of 1922 our Secretary of State, Mr. Hughes, set out the American proposal in an address which he delivered at New Haven. That proposal has now become historic. He recognized that settlement of the reparations question was probably impossible if approached after the method of a political problem. It was not so much a question to be dealt with by public officers or diplomatic agencies, which must necessarily reflect to a very marked degree the political state of mind of the various countries, but was represented as one which could be solved by the application of pure business talent and experienced private enterprise. To such an effort of business men, unhampered by every unnecessary political consideration, Mr. Hughes expressed the belief that competent American citizens in private life would be ready to lend their assistance. This position was consistently maintained. Its correctness was finally demonstrated when Mr. Dawes, Mr. Young and Mr. Robinson were invited by the Reparations Commission for that purpose, and consented to serve.

"The finding of the experts, which is known as the Dawes Report, has recently been made and published. It shows a great deal of research and investigation, and a broad comprehension of the requirements of the situation. It has been favorably received by the Reparations Commission. It is gratifying to understand that the Allies are looking upon it with full sympathy, and Germany has expressed a willingness to co-operate in the execution of the plan. There appears to be every reason to hope that the report offers a basis for a practical solution of the reparations problem. I trust that it may commend itself to all the European governments interested as a method by which, through mutual concessions, they can arrive at a stable adjustment of the intricate and vexatious problem of reparations, and that such an outcome will provide for the restoration of Germany and the largest possible payments to the other countries.

"If this result is secured, the credit which will be due to the Secretary of State, Mr. Hughes, to President Harding for adopting it and supporting it, and to the three Americans and their assistants, by whose wisdom and discretion it was formulated and rendered so acceptable, will be sufficient to warrant the lasting approbation of two continents. A situation at once both intricate and difficult has been met in a most masterful way. Our countrymen are justified in looking at the result with great pride. Nothing of more importance to Europe has occurred since the Armistice.

### Disturbed Europe Not Yet Prepared for Full Disarmament

"Part of the plan contemplates that a considerable loan should at once be made to Germany for immediate pressing needs, including the financing of a bank. I trust that private American capital will be willing to participate in advancing this loan. Sound business reasons exist why we should participate in the financing of works of peace in Europe, though we have repeatedly asserted that we were not in favor of advancing funds for any military purpose. It would benefit our trade and commerce, and we especially hope that it will provide a larger market for our agricultural production. It is notorious that foreign gold has been flowing into our country in great abundance. It is altogether probable that some of it can be used more to our financial advantage in Europe than it can be in the United States.

"Besides this, there is the humanitarian requirement, which carries such a strong appeal, and the knowledge that out of our abundance it is our duty to help where help will be used for meeting just requirements and the promotion of a peaceful purpose. We have determined to maintain, and can maintain, our own political independence, but our economic independence will be strengthened and increased when the economic stability of Europe is restored.

"We hope further that such a condition will be the beginning of a secure and

## NEWSPAPER MAKERS AT PLAY



Now, there's something to play with of a Summer's day! This fascinating little point of land is the summer home of W. H. Sammons, business manager of Sioux City, Iowa, Journal, snapped from an airplane.

enduring peace. Certainly it would remove many of the present sources of disagreement and misunderstanding among the European nations. When this adjustment is finally made, and has had sufficient time of operation to become a settled European policy, it would lay the foundation for a further effort at disarmament in accordance with the theory of the Washington Conference. Although that gathering was able to limit capital battleships, it had to leave the question of submarines, air craft, and land forces unsolved. The main reason for this was the unsettled and almost threatening condition that still existed in Europe.

"A final adjustment for the liquidation of reparations ought to be the beginning of a new era of peace and good will.

"In the event that such a condition develops, it becomes pertinent to examine what can be done by our own country, in co-operation with others, further to rid ourselves and the rest of the world of the menace and burden of competitive armaments and more effectively insure the settlement of differences between nations, not by a recourse to arms, but by a recourse to reason; not by action leading to war, but by action leading to justice. Our past experience should warn us not to be overconfident in the face of so many failures, but it also justifies the hope that something may be done where already there has been some success, and at least we can demonstrate that we have done all that we can.

"As a result of American initiative there is already in existence The Hague Tribunal which is equipped to function wherever arbitration seems desirable, and based in part on that, and in part on the League, there is the International Court of Justice, which is already functioning. A proposal was sent to the last Senate by President Harding for our adherence to the covenant establishing this court, which I submitted to the favorable consideration of the present Senate in my annual message.

"Other plans for a World Court have been broached, but up to the present time this has seemed to me the most practical one. But these proposals for arbitration and courts are not put forward by those who are well informed with the idea that they could be relied upon as an adequate means for entirely preventing war. They are rather a method of securing adjustment of claims and differences, and for the enforcement of treaties, when the usual channels of diplomatic negotiation fail to resolve the difficulty.

"Proposals have also been made for the codification of international law. Undoubtedly something might be accomplished in this direction, although a very large body of such law consists in undertaking to establish rules of warfare and determining the rights of neutrals. One of the difficulties to be encountered would be the necessity of securing the consent of all the nations, but no doubt the agreement of the major powers would go very far in producing that result.

"I do not claim to be able to announce

any formula that will guarantee the peace of the world. There are certain definite things however that I believe can be done, which certainly ought to be tried, that might relieve the people of the earth of much of the burden of military armaments and diminish the probability of military operations. I believe that among these are frequent international conferences suited to particular needs.

### America Respected If Not Worshipped By Rest of World

"The Washington Conference did a great deal to restore harmony and good will among the nations. Another purpose of a conference is the further limitation of competitive armaments. Much remains to be accomplished in that direction. It would appear to be impractical to attempt action under present conditions, but with a certain and definite settlement of German reparations firmly established, I should favor the calling of a similar conference to achieve such limitations of armaments and initiate plans for a codification of international law, should preliminary inquiries disclose that such a proposal would meet with a sympathetic response. But the main hope of success lies in first securing a composed state of the public mind in Europe.

"It is my firm belief that America is in a position to take the lead in this direction. It is undoubtedly too much to suppose that we hold very much of the affectionate regard of other nations. At the same time we do hold their respect. Our position is such that we are trusted and our business institutions and Government considered to be worthy of confidence. If there is disappointment in some directions that we do not enter alliances with them, it is more than overbalanced by the knowledge that there is no danger that we shall enter alliances against them. It must be known to every people that we are seeking no acquisition of territory, and maintaining no military establishment with unfriendly and hostile intent. Like our political institutions all of this is a powerful example throughout the world.

"Very many of the nations have been the recipients of our favor, and have had the advantage of our help in some time of extremity. We have no traditional enemies. We have come to a position of great power and great responsibility.

"Our first duty is to ourselves. American standards must be maintained, American institutions must be preserved. The freedom of the people politically, economically, intellectually, morally and spiritually, must continue to be advanced. This is not a matter of a day or a year. It may be of generations, it may be of an era. It is for us here and now to keep in the right direction, to remain constant to the right ideals. We need a faith that is broad enough to let the people make their own mistakes. Let them come unto knowledge and understanding by their own experience. Little progress can be made by merely attempt-

ing to repress what is evil, our great lies in developing what is good.

"One newspaper is better than many criminal laws. One schoolmaster is better than a legion of bailiffs. One clergyman is better than an army with banners. These are our guarantees of internal peace and progress.

"On what nations are at home depends what they will be abroad. If the spirit of freedom rules in their domestic affairs, it will rule in their foreign affairs. The world knows that we do not seek to rule by force of arms, our strength is in our moral power. We increase the desire for peace everywhere by being peaceful. We maintain a military force for our defense, but our offensive lies in the justice of our cause.

"We are against war because it is destructive. We are for peace because it is constructive. We seek concord with all nations through mutual understanding. We believe in treaties and covenants and international law as a permanent record for a reliable determination of action. All these are evidences of a right intention.

"But something more than these is required, to maintain the peace of the world. In its final determination, it must come from the heart of the people. Unless it abide there, we can not build for it any artificial lodging place. If the will of the world be evil, there is no artifice by which we can protect the nations from evil results.

"Governments can do much for the betterment of the world. They are the instruments through which humanity acts in international relations. Because they can not do everything, they must not neglect to do what they can.

"But the final establishment of peace, the complete maintenance of good will toward men, will be found only in the righteousness of the people of the earth. Wars will cease when they will that they shall cease. Peace will reign when they will that it shall reign."

Those who were seated at the speakers' table were:

Karl A. Bickel, president, United Press; Stuart H. Perry, Adrian Telegram, director; Benjamin H. Anthony, New Bedford Standard, director; F. D. White, New York World, first vice-president; Kent Cooper, assistant general manager; John L. Merrill, president All America Cable Company; Frank P. MacLennan, Topeka State Journal, director; W. H. Cowles, Spokane Spokesman-Review, director; Frederick Roy Martin, general manager; John W. Davis, general counsel; Charles Hopkins Clark, Hartford Courant, director; Adolph S. Ochs, New York Times, director; Melville E. Stone, counselor; President Coolidge; Frank B. Noyes, Washington Star, president; Victor F. Lawson, Chicago Daily News, director; Clark Howell, Atlanta Constitution, director; Hon. H. C. Wallace, Secretary of Agriculture; Howard Carter, discoverer of the tomb of Tut-Ankh-Amen; H. V. Jones, Minneapolis Journal, director; H. B. Thayer, president American Telegraph & Telephone Company; Paul Patterson, Baltimore Sun, president A. N. P. A.; J. S. Elliott, assistant general manager; George B. Dealey, Dallas News, second vice-president; E. Lansing Ray, St. Louis Globe-Democrat, director; Frederick I. Thompson, Birmingham Age-Herald, director; William A. DeFord, general counsel, International News Service; George S. Shor, manager, International News Service.

### The True Test of Value

To EDITOR & PUBLISHER: I am a regular reader of the EDITOR & PUBLISHER. Furthermore, I take it home to read—the true test of the value of a publication to any man. I like your stuff—its variety of interest and its frankness.

ARTHUR J. CARRUTH, JR.,  
Managing Editor,  
Topeka State Journal.

### Football Writer Dead

XEN C. SCOTT, former football coach at the University of Alabama, and widely known Cleveland writer on football, trotting races and other sports, died, April 20.

# A. P. MEMBERS IN HOT DEBATE ON PROTEST RIGHT

Entire Membership Will Be Canvassed on Admission of Baltimore Evening Sun and Rochester Times-Union, Blocked by Hearst's Papers' Protest—Lawson Returned to Board Unanimously—  
Frank B. Noyes Re-elected President

THE Associated Press just missed making a big story at its annual meeting Tuesday.

Two metropolitan papers, whose applications for membership had been automatically passed from the board of directors to the members attending the meeting by the protest of competing papers holding A. P. membership rights, missed election overriding the protests by only three votes.

So close was the vote and so intense the feeling manifested, that the question was not decided by the balloting, but will be carried to the entire membership by a mail canvass, whose verdict will govern future action.

The contest was waged over the election of the Baltimore Evening Sun, protested by the Baltimore Evening News, but similar principles are involved in the application of the Rochester Times-Union, opposed by the Rochester Journal and Post-Express. Both the protesting papers are owned by W. R. Hearst.

Election of directors resulted in the return by acclamation of Victor F. Lawson, publisher of the Chicago Daily News, to the board on which he has served since its inception 25 years ago. All other directors whose terms expired this year were re-elected, as follows:

W. H. Cowles, Spokane Spokesman-Review; Frank P. MacLennan, Topeka State Journal; E. Lansing Ray, St. Louis Globe-Democrat; and Frederick I. Thompson, Birmingham Age-Herald.

J. R. Knowland, Oakland Tribune, was elected to the board for the unexpired term of V. S. McClatchy, who retired automatically when he sold the Sacramento Bee last year.

Major Robert McLean of the Philadelphia Bulletin was elected to fill the term of his father, W. L. McLean, who retired several months ago because of physical disability.

The new board, meeting Wednesday morning, elected officers as follows:

Chief interest in the meeting, aside from the luncheon address of President Coolidge, reported fully elsewhere in this issue, centered in the protested applications of the Baltimore and Rochester papers for membership and day report.

According to the by-laws of the Associated Press, a four-fifths vote of all present at an annual meeting is needed to override the protest which was vested in the membership of older members of the organization. Both the Baltimore News and the Rochester Post-Express held such protest rights. The latter membership passed last year with the paper's sale to the Rochester Journal, owned by W. R. Hearst, who also owns the Baltimore News.

Ordinarily, the requirement of a four-fifths vote is a sufficient barrier to the election of members from the floor. In recent years no metropolitan or large city paper has succeeded in winning such a majority, though every year since the war has brought at least two instances of such applications. The feeling of the association is that the property rights of members who have given time, money and energy to make an Associated Press membership valuable to themselves and to their fellow members should be guarded jealously and not vitiated by division among newcomers who have not borne the brunt of early struggles.

That feeling was in evidence at this meeting, but it was modified by the facts, often asserted in the debate, that Mr. Hearst owned and operated competing news services, which were featured in his newspapers, and that those of his newspapers which owned Associated Press memberships did not give precedence to the A. P. report and did not give the requirements of other A. P. members the consideration that was accorded by newspapers not owned by Mr. Hearst.

## NOYES RE-ELECTED A. P. PRESIDENT

**F**RANK B. NOYES of the Washington Star was again named president of the Associated Press at the annual election of officers held Wednesday, April 23.

Three new officers were selected to serve during the coming year. They are:

E. H. Butler of the Buffalo News, who goes to the vice-presidency succeeding F. D. White of the New York Evening World.

C. P. J. Mooney of the Memphis Commercial Appeal, named second vice-president succeeding George B. Dealey of the Dallas News.

Major Robert McLean of the Philadelphia Bulletin, who takes the position on the executive committee held by his father, W. L. McLean.

The complete list of Associated Press officers follows:

President—Frank B. Noyes, Washington Star.

First Vice-President—E. H. Butler, Buffalo News.

Second Vice-President—C. P. J. Mooney, Memphis Commercial Appeal.

Secretary—Melville E. Stone.

Assistant Secretary—Frederick Roy Martin.

Treasurer—J. R. Youatt.

### Executive Committee

E. Lansing Ray, St. Louis Globe-Democrat.

Clark Howell, Atlanta Constitution.

Charles Hopkins Clark, Hartford Courant.

E. H. Baker, Cleveland Plain Dealer.

Major Robert McLean, Philadelphia Bulletin.

Frank B. Noyes, Washington Star.

Adolph S. Ochs, New York Times.

Bradford Merrill, general manager of the New York American, and William A. DeFord, general counsel of the Hearst newspapers, argued that the membership should not depart from its practice of protecting members from invasion of their fields and that the applications of the Evening Sun should be voted down.

Paul Patterson, president of the A. S. Abell Company, publisher of the Baltimore Sun and Evening Sun, presented the case for his newspaper, and was supported by several prominent members of the association, including Adolph S. Ochs, of the New York Times.

Over two hours were consumed in debate and the Rochester situation involving the same principles, did not come before the association.

When the question was at last put, the members remaining in the Astor Gallery divided 423 favoring admission of the Evening Sun, and 110 disapproving. The "ayes" lacked three votes, and the point was at once raised that the vote was not true because a number of members had left the meeting before voting, and others had entered after the vote was cast. Attempts to secure a new roll-call intensified the confusion.

Uncertainty was the prevailing motif until Mr. Ochs suggested that a canvass of the entire membership be made by mail and that both parties govern their future action according to the expressed wish of the members. Messrs. Merrill and DeFord accepted the compromise, agreeing that the Hearst papers would waive their right of protest if a majority of the members favored admission of the Baltimore and Rochester applicants. Several

weeks will be required in which to complete the canvass.

Following is a statement authorized by Paul Patterson:

With one exception all the members of the Board of Directors supported The Evening Sun. Speeches in behalf of its application for membership were made by Frank B. Noyes, President of the Associated Press and publisher of the Washington Star; Adolph S. Ochs, publisher of the New York Times; Victor F. Lawson, publisher of the Chicago Daily News, and others.

A standing vote on the question registered 423 in favor of The Evening Sun's application and 110 opposed. A four-fifths majority is necessary. By the time the roll-call was started it was found that so many members had left a quorum was lacking, and it was decided, under agreement by the representatives of both the Hearst interests and the Evening Sun, that the question should be submitted to the Board of Directors of the Associated Press to a mail vote among all the members, ballots to be sent out to member papers within sixty days.

Paul Patterson, president of The A. S. Abell Company, publishers of the Baltimore Sun and Evening Sun, in presenting the application of the latter paper, said:

"As the representative of the Baltimore morning Sun, I wish to explain to you why the Evening Sun asks you to consider its application for membership.

"We are, of course, familiar with the traditional policy of this Association.

"We know the members have been reluctant to take new papers into the

membership in cities where the existing members have refused to waive their rights.

"We realize that the advantages of membership, from the standpoint of the applicant, have not been regarded as good reason for granting an application in the face of a protest.

"We could not, therefore, take up your time with this application of The Evening Sun if we did not believe there were more weighty reasons that would justify your consideration.

"We believe the situation in Baltimore is such as to make it to the interest of the members as a whole to have another member paper in Baltimore in the evening field.

"To make the seriousness of this situation, as I see it, clear to you, let me explain the newspaper line-up in Baltimore.

"The Sunpapers are the only newspapers published in Baltimore whose owners do not have any financial interest in news services competing with the Associated Press.

"There are five papers published in Baltimore—two morning and three evening.

"The morning papers are the Baltimore American, owned by Mr. Hearst, and The Sun.

"Both are members of the Associated Press.

"The evening papers are The Evening Sun, The Post and The News.

"The Evening Sun, the applicant in this case, is the evening edition of The Sun and is held by the same ownership—all Baltimore people.

"The Post is one of the chain of papers operated by the Scripps-Howard organization. It is, therefore, closely allied with the United Press.

"The Baltimore News also is owned by Mr. Hearst and is operated as one of the chain of Hearst papers.

"The News is the paper that, under the direction of Charles H. Grasty, became one of the great evening Associated Press newspapers of the country.

"Under the management of Mr. Grasty, and later under the ownership of Mr. Munsey, it stood with the Washington Star, Philadelphia Bulletin, Cleveland News, Indianapolis News, Chicago Daily News, Buffalo News and many other such papers, in maintaining the prestige of the evening Associated Press newspapers.

"It was a conservative newspaper that at all times emphasized and advertised the fact that it was the evening Associated Press newspaper of Baltimore.

"The Baltimore News in those days was one of the great group that, by their excellent news-gathering facilities, helped to build up the evening report of the Associated Press. \* \* \*

"I cannot say how the news service given by The Baltimore News to the Associated Press today compares with that of former years, but I do know that your representative in Baltimore has fully taken advantage of The Evening Sun's willingness to help him out in emergencies.

"We know, too, that The Evening Sun is covering the field very thoroughly, accurately and non-sensationally.

"Our staff is made up of men who are thoroughly familiar with local conditions and local news sources.

"I can say, however, that The Baltimore News no longer impresses the reader as the Associated Press paper in the evening field.

"Under former management, the fact that The News was the only Associated Press newspaper in the evening field was always carried in a conspicuous announcement on the first page and featured in all of their advertising.

"They were always pounding home



the idea that The News was the Associated Press newspaper. They dwelt on this so constantly that the whole city was impressed with the value and importance of the Associated Press.

"We felt this constantly in our circulation promotion. It was the most difficult factor we had to overcome.

"Now all this is changed. The whole practice of advertising the Associated Press and emphasizing its value to the readers has been abandoned.

"A glance at its telegraph news is sufficient to bear out the assertion that the Associated Press news is played down as much as possible and all emphasis given to the International News Service and the Cosmopolitan News Service, the two evening news services owned by Mr. Hearst.

"I have here some typical first pages of the Baltimore News as it appears today. The credit lines around which I have drawn the red pencil marks are the credit lines of the Hearst press services.

"The Associated Press credit lines are shown by the black squares. (Exhibits.)

"You will note the Associated Press credit lines are never spelled out. Only the letters 'A. P.' following the date lines are used.

"The credit lines of the Hearst press services are spelled out and carried in black face type at the head of the story, no matter how small or unimportant.

"To be sure, credit lines do not necessarily mean much to members in other cities, except as they indicate lack of interest taken in the Associated Press by the Baltimore News, in contrast with that shown these Hearst news services.

"That these Hearst services seek every opportunity to emphasize and claim their superiority at the expense of the Associated Press is shown by the circular recently sent out to newspaper publishers by the International News Service, in which effort is made to show the inaccuracy of the Associated Press.

"Is there not involved in this situation a fundamental principle that affects the whole future of this organization?

"Does not a condition such as has been created in Baltimore practically nullify the whole theory upon which the Associated Press has been built?

"The strength of this Association has come from the fact that the Associated Press has been built upon the fullest cooperation of every member. This is a mutual organization. Its continued success depends on maintaining an unbroken chain of the dominant papers in every city—papers that put the good of the Associated Press above every other press service.

"Can the Associated Press afford to leave exclusive membership in the hands of a formidable competitor whose interest lie in breaking down, not building up, the Associated Press?

"Is it not clear that the real interests of the Associated Press in Baltimore will be best served by admitting to membership the Baltimore Evening Sun, a paper with no financial interest in any news service?

"We believe the facts we have submitted warrant their conclusion."

William A. De Ford, following the meeting, said to EDITOR & PUBLISHER: "I shall have no statement for publication at this time."

Other applicants for membership which had been referred to the meeting by the directors were refused. They included the Norristown (Pa.) Times-Herald, whose application was protested by the Philadelphia members, and the Richmond (Cal.) Independent.

Opening the meeting Tuesday morning, President Noyes called members' attention to the by-law prohibiting them from selling or making available Associated Press to non-members and demanded that it be scrupulously observed.

Nominations for vacancies on the board

of directors were made by the nominating committee as follows:

E. H. Butler, Buffalo News, and Major Robert McLean, Philadelphia Bulletin, for the vacancy caused by retirement of W. L. McLean of the latter paper. Mr. Butler withdrew his name in favor of Major McLean.

Harry Chandler, Los Angeles Times, nominated with J. R. Knowland, Oakland Tribune, to fill the place of V. S. McClatchy, withdrew in favor of Mr. Knowland.

Ralph H. Booth, of the Booth Publishing Company, withdrew in favor of Victor F. Lawson, Chicago Daily News, the latter being elected by acclamation.

"The outstanding thing about the Associated Press is its character," Mr. Booth said in withdrawing his name. "Character comes from the head down, and I think that nothing has contributed so much to the character of the Associated Press as the headship of its first president and chief organizer, Victor F. Lawson. It is unthinkable, so long as Mr. Lawson is able and willing to serve the association in the capacity of a director, that we should lose on scintilla of an opportunity to give him undivided support."

"I am quite unable adequately to express my appreciation of the generous action of this association," Mr. Lawson replied after the unanimous vote, "but I do want to say, and just literally in a single word, that I am deeply sensible of your good opinion and good will and generous treatment of me."

Other candidates for places on the board, whose names went before the afternoon session were: J. E. Wheeler, Portland Telegram; H. E. Taylor, Portsmouth (Ohio) Times and Sun; L. T. Golding, St. Joseph News-Press; and L. K. Nicholson, New Orleans Times-Picayune.

Advisory boards were elected at the afternoon meeting as follows:

**EASTERN DIVISION**—Richard Hooker, Springfield (Mass.) Republican, chairman; Frank E. Langley, Barre (Vt.) Times, secretary; Charles F. Chapin, Waterbury (Conn.) American; Frank E. Gannett, Ithaca (N. Y.) Journal-News; George S. Oliver, Pittsburgh (Pa.) Gazette-Times.

**CENTRAL DIVISION**—H. J. Powell, Coffeyville (Kans.) Journal, chairman; Mrs. Zell Hart Deming, Warren (O.) Tribune, secretary; F. A. Miller, South Bend (Ind.) Tribune; Arthur R. Treanor, Saginaw (Mich.) News-Courier; M. F. Hanson, Duluth (Minn.) Herald.

**SOUTHERN DIVISION**—Robert Ewing, New Orleans (La.) States, chairman; F. G. Bell, Savannah (Ga.) News, secretary; J. N. Heiskell, Little Rock (Ark.) Gazette; A. G. Carter, Fort Worth (Tex.) Star Telegram; W. C. Dowd, Charlotte (N. C.) News and Chronicle.

**WESTERN DIVISION**—C. B. Blethen, Seattle (Wash.) Times, chairman; James D. Meredith, Sacramento (Cal.) Union, secretary; C. A. Morden, Portland (Ore.) Oregonian; A. N. McKay, Salt Lake (Utah) Tribune; Dwight B. Heard, Phoenix (Ariz.) Republican.

The nominating committee:

**EASTERN DIVISION**—Jerome D. Barnum, Syracuse (N. Y.) Post-Standard; Edward Flicker, Bridgeport (Conn.) Telegram and Sunday Post, secretary.

**CENTRAL DIVISION**—W. Y. Morgan, Hutchinson (Kan.) News; Marcellus M. Murdock, Wichita (Kans.) Eagle.

**SOUTHERN DIVISION**—H. C. Adler, Chattanooga (Tenn.) Times; J. S. Cohen, Atlanta (Ga.) Journal.

**WESTERN DIVISION**—Frank H. Hitchcock, Tucson (Ariz.) Citizen, chairman; Harry Chandler, Los Angeles (Cal.) Times.

Auditing Committee:

**EASTERN DIVISION**—Arthur G. Staples, Lewiston (Me.) Journal, secretary.

**CENTRAL DIVISION**—J. L. Sturtevant, Wausau (Wis.) Record-Herald.

**SOUTHERN DIVISION**—James M. Thomson, New Orleans (La.) Item, chairman.

**WESTERN DIVISION**—Frank S. Baker, Tacoma (Wash.) Ledger.

## Tell Reading Public

### of Romance in A. P.

#### Directors' Counsel

**T**ANGIBLE progress, evidenced by a gain of 28 members served, development of special services and increased volume of news filed, was reported to the meeting by the board of directors. It is also stated, without explanation, that the management believes it has found a simplified method of wire filing which will give greater expedition to the flow of important news. Experiments are now under way. Members were urged by the directors to explain the mission of the A. P. in editorial comment and in news stories which would combine romance with elementary statements of the association's work, to insure that the public is not misled by prejudiced criticisms of the organization and its news report. The report, dated February 1, and signed by Victor F. Lawson, Frank B. Noyes, Adolph S. Ochs, Clark Howell, Charles Hopkins Clark, W. H. Cowles, Elbert H. Baker, Frank P. MacLennan, H. V. Jones, E. Lansing Ray, B. H. Anthony, Stuart H. Perry, and Frederick I. Thompson, follows:

"Eventful and diverse as were the news developments of 1923, the work of the Associated Press in setting down he day by day history of humanity continued to reflect, in the completeness of its operations, the achievement that is possible with a well-trained corps of news men and telegraphers inspired by the ideals of honest reporting which the association fosters. Afford the loyal co-operation of its 1,208 members and advantaged by the greatest existing net work of facilities for news-collection and distribution, the staff met and discharged the task of each moment with characteristic devotion and efficiency.

"In watchfulness and preparedness adequately to report the news of greatest interest throughout the year there was no failing. Being the only reporter on guard outside the death chamber of a President when death struck down the chief magistrate was one demonstration of the reason members of the Associated Press may place dependence upon their organization. But, after all, being thus watchful was only in the day's work.

"Your board, in this report to the membership first thus commends the staff, which according to the traditions of the Association works anonymously. Although frequently in competition with other news men whose names are published with their writings it has not been found that our staff lacks inspiration because of the anonymity of their product which is published merely as "By the Associated Press." We have had many instances of reporting which have stood out as typifying initiative and resourcefulness in obtaining the news as well as unusual ability at writing.

"As the years have proceeded it has been possible with the increased number of domestic bureaus to adapt in better form for press association work the vicinage news which the members make available. Originally there was much exchanging of news in just the form that it was printed by the members at the points of origin. Today, with 70 bureaus in 41 states and with over 100 men at strategic news points abroad and relying much less upon the product of the foreign news agencies, practically all of the Associated Press report is being written by staff men.

"Thus better equipped, with a report more nearly adapted to meet the general requirements of the membership, there has grown a desire on the part of the members that the facilities afford by this cooperative endeavor be utilized to meet the special requirements of member news-

papers in addition to the general requirements. The management and the board have endeavored to enlarge the scope of the work in order to fulfill this desire. Thus it is that we have special market services, special sporting services, special state services and even a service which is designed to meet the requirements of members who wish the full texts of important foreign pronouncements. The expense of these special services is borne entirely by the members receiving them.

"The scope of the general service itself has been enlarged. The wordage daily transmitted on the more important trunk wires of 24-hour operation and the establishment of double, triple and quadruple circuits has reached the largest figure in the history of the association, approximating on the New York-Chicago trunk wire system 80,000 words on some days.

"The transmission of this enormous report naturally has placed a tremendous burden upon relay editors. A single editor must file a four-wire system, and a single editor filing a single or double wire system must read and edit the complete report from several incoming wires. This means that at important relay points each of several relay editors must read carefully and critically as much as 100,000 words a day. Not only must they read it but they must edit it for retransmission on the wires they are filing.

"Faced with this task it would not be human if these men did not occasionally err in transmitting too much of this, or not enough of that or nothing at all of something else. It would be, moreover, an amazing thing if, faced with reading and editing this mass of copy, there was not an occasional delay in relaying important matter, to say nothing of delays caused by wire trouble.

"Your Board therefore earnestly expresses the hope that, if members note faults in the service, they will bear in mind the nature of the task with which many of our filing editors are confronted. This does not mean that criticisms of the service are not invited. They even are urged together with specific evidences of faults of omission or commission. Your board is glad to record that practically all criticisms from members have been helpful, especially when referring to specific instances. But this statement of the growth in the volume of the report is made in explanation of the task involved in daily reading and editing the report delivered. It is, of course, desirable that members have a full understanding of that task so that their suggestions may be constructive.

"Meanwhile, without in the slightest sense relieving itself of the increased task which the enlarged scope of the general report involves, the board is glad to report to the membership that the management believes it has found a simplified method of wire filing upon which it is now experimenting and which will give much greater expedition to the flow of important news.

"The loyalty and efficiency of the staff were further recognized at the close of the year by the granting of an increased life insurance, based on continuity and length of service. The minimum insurance policy effective after 6 months service, is now \$1,000. The policies will be increased \$200 annually until a maximum of \$5,000 is reached, which will become effective after 20 years' service. The maximum under the old plan was \$3,000.

"The board continues to hear, infrequently, of censure of the work of the association by laymen or propagandists who do not approve of the impartiality of the Associated Press news. Usually these expressions take the form of censure to the effect that partiality causes the Associated Press either to present the news untruthfully, or to suppress the news altogether. The board has ex-

(Continued on page 17)



FRANK P. MACLENNAN



STUART H. PERRY

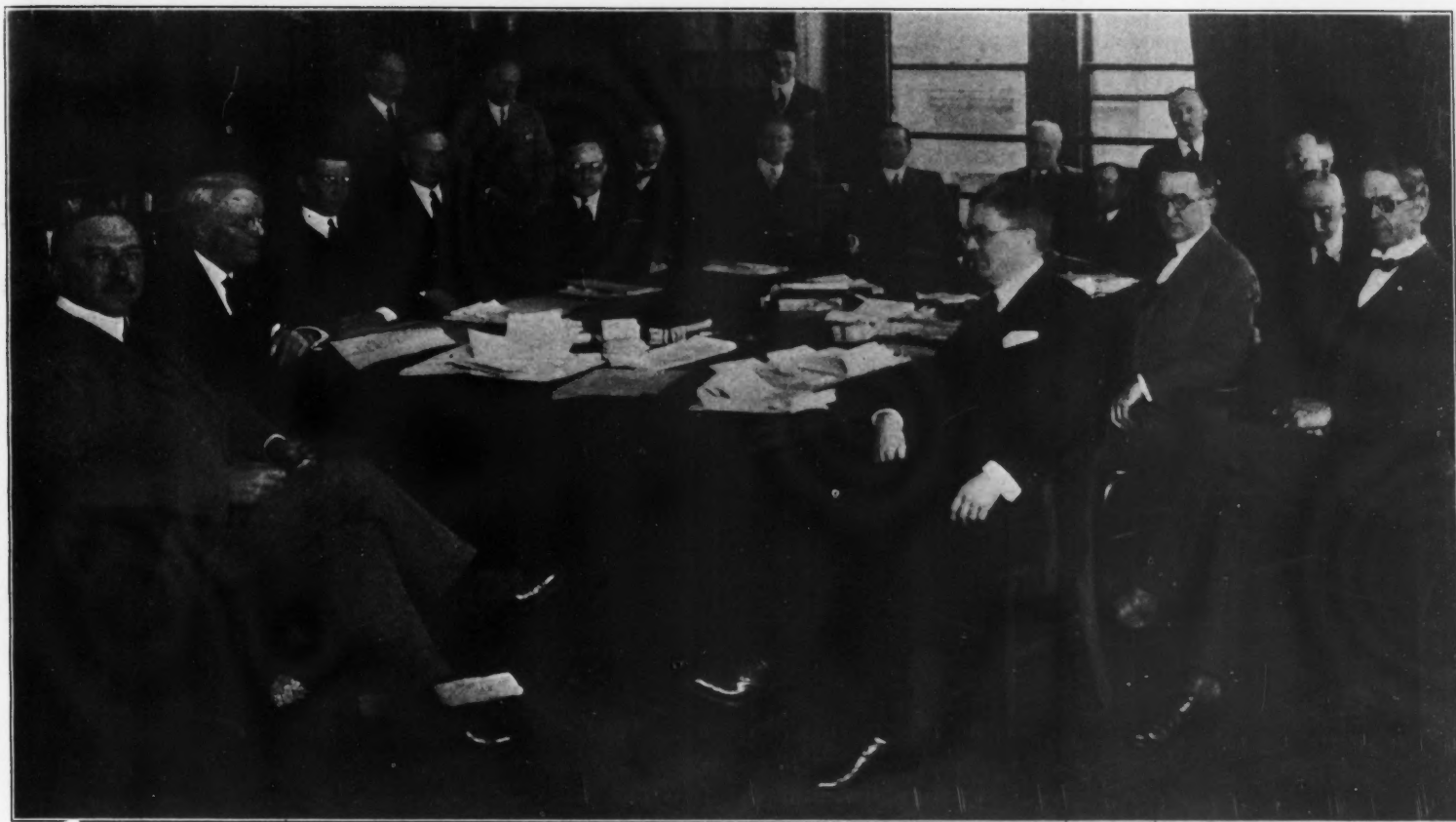


A. H. VANDENBERG



# THOMASON ELECTED NEW PRESIDENT OF A. N. P. A.

## Convention Scores Plan to Burden Dailies with Post-Office Salary Raise—Approves Effort to Secure Joint Board of Appeal in A. B. C. Controversies



Responding to the gavel of Paul Patterson, A. N. P. A., president, the directors of the association met at 10 a. m., Monday, April 21, at the A. N. P. A. offices, 63 Park Row. This exclusive photograph, taken for EDITOR & PUBLISHER, shows, reading from left to right: Lincoln E. Palmer, manager; Harry Chandler, Los Angeles Times; E. H. Butler, Buffalo (N. Y.) News; S. E. Thomason, vice-president, A. N. P. A.; W. J. Pattison, Scranton (Pa.) Republican; Emmet A. Bristol, Passaic Herald; George M. Rogers, Cleveland Plain

Dealer, secretary; James P. Considine, Philadelphia North American; Charles D. Atkinson, Atlanta Journal; Victor F. Ridder, New York Staats-Herold; H. C. Adler, Chattanooga Times; T. R. Williams, Pittsburgh Press; F. J. Burd, Vancouver (B. C.) Daily Province; Howard Davis, New York Herald-Tribune, treasurer; J. D. Barnum, Syracuse Post-Standard; F. G. Bell, Savannah News; Hilton U. Brown, Indianapolis News; Paul Patterson, Baltimore Sun, president; John Stewart Bryan, Richmond News-Leader; and Charles H. Taylor, Boston Globe.

FOUR sessions of two hours each for the second year in succession enabled the American Newspaper Publishers Association to conclude one twelve-month's work and start another.

Every action of the convention was forecast in the committee reports and recommendations read in the two hours which followed the opening gavel Wednesday morning. Only the election of officers was not so foreshadowed, and even that was predicted accurately several hours before the ballots were cast.

Outstanding among the Wednesday and Thursday convention activities were resolutions and recommendations of the following purport:

1. Condemning the Postmaster General's proposal of increases in second-class postal rates.

2. Recommending the formation of a joint board of review to adjust disputes between members of the A. N. P. A. and the Audit Bureau of Circulations and to establish a fair and just basis of representation for newspapers in the A. B. C.

3. Continuing for the fourth year the committee to secure new arbitration contracts with the international printing trades unions, with the same instructions that no union laws shall be reserved as non-arbitrable.

4. Urging all members of the association to affiliate with the Bureau of Advertising, and giving high praise to the work of the latter organization.

No one was disappointed when S. E. Thomason, business manager of the Chicago Tribune, was elected president without a contest, in succession to Paul Patterson, Baltimore Sun, who, on completion of this, his second term, was elected a member of the board of directors.

John Stewart Bryan, publisher of the Richmond News-Leader, secretary for many years and last month advanced to a vacancy on the board of directors, was given another step, succeeding Mr. Thomason as vice-president.

George M. Rogers, Cleveland Plain Dealer, who recently succeeded Mr. Bryan as secretary, was unanimously re-elected to that post, as was Howard Davis, New York Herald-Tribune, to treasurer.

All directors whose terms expired were re-elected for another two-year period, as follows: T. R. Williams, Pittsburgh Press; Harry Chandler, Los Angeles Times; Charles H. Taylor, Boston Globe; and F. G. Bell, Savannah News. Mr. Patterson takes the place on the board vacated by the election of Mr. Bryan to the vice-presidency.

No committee appointments were made at the meeting, except for the continuance in office of that in charge of international arbitration contracts, of which Victor F. Lawson, Chicago Daily News, is chairman. Committees for the new year were considered at a meeting of the board following adjournment of the convention and their personnel will be announced upon acceptance by the members nominated.

Shortly before the end of the meeting a cable was received from C. Harold Vernon, president of the Thirty Club of London, inviting the members to attend the A. A. C. W. convention at Wembley July 13-18. No action was taken by the A. N. P. A.

Labor and radio were expected to prove important and interesting topics. They produced much helpful general discussion, but failed to evoke any new pronouncement of policy by the association. Committee reports which were

presented Wednesday morning are printed in full on another page of this issue.

Radio brought forth an exchange of opinion Wednesday morning, the speakers being Louis Hannoeh, Newark Sunday Call; Walter A. Strong, Chicago Daily News; S. M. Williams, New York World; and C. P. J. Mooney, Memphis Commercial Appeal.

Mr. Hannoeh, one of the first publishers to make the radio an auxiliary to a newspaper, and Mr. Strong, chairman of the association committee, described their experiences. They regarded radio broadcasting as a long-distance application of the window-bulletin system used for many years by newspapers.

Mr. Williams held the opinion that radio had diminished the sale of baseball extras, as people were satisfied with the limited summary of scores provided by the wireless and those who wished detailed reports read them in the more finished form provided by the morning papers. It was stated by several members that Mr. Williams' point was inconclusive, since interest in baseball was spotty last year and was not intense in any city but New York, which had both big league championships.

Mr. Mooney warmly approved the radio as a newspaper adjunct and advised newspaper publishers generally to foster it and develop it under their own auspices. He warned against permitting its growth independent of the newspaper, in the manner that the telegraph companies has allowed the rise of the telephone companies as competitors.

It is probable that the directors will follow the recommendation of Mr. Strong's committee that a smaller and more centrally-located committee be appointed, to include a director and L. B. Palmer, manager, so that the past year's experience of no meetings of the entire

committee should not be repeated. An advisory council consisting of all publisher broadcasters will also be appointed. According to the recommendations, the radio committee would be empowered to join with other associations to consider such subjects as broadcasting advertising copyright legislation, and allocation of wave lengths and control of the air.

Postage proved to be the warmest topic of the rather calm gathering. Mr. Thomason, chairman of the committee, advocated support of the convention for the McKinley amendment to the Senate revenue bill restoring the zone rates on newspapers in effect on July 1, 1919, a reduction of about half a cent on a pound in the zones most affecting newspapers. This program was endorsed in a resolution, which implicitly criticised the argument of Postmaster General New that the newspapers should pay the cost of salary increases for postal employees, inasmuch as newspapers generally had editorially advocated such increases. The text of the resolution follows:

"WHEREAS, The present postal rates for the transportation of the second-class mails are burdensome and oppressive, and

"WHEREAS, The so-called zone postal rates alone of the eleven War Revenue Measures of 1917 have been maintained by Congress on the war basis,—and all other War Revenue Measures have been repealed or modified, therefore be it

"RESOLVED, that this Convention hereby endorses the program outlined in the report of the Committee on Second Class Postage, and

"FURTHER RESOLVED, that this Convention emphatically condemns the recommendations of the Postmaster General dated April 4th, 1924, suggesting that further burdens be imposed upon the Second Class Mails."

Labor, heralded as the banner topic of

the meeting, proved to be a source of many interesting views, though somewhat unproductive for the convention publicity mill. The latter's only output was a summarized report of the open shop committee's survey of non-union shops throughout the country, which follows:

"During February and March an effort was made to determine the number of non-union and open shop offices in the United States.

"Letters to the number of 1,883 were sent to daily papers in each state, and returns were received numbering 1,615, only 208 failing to reply.

"Analyzing the returns, it was found that 945 papers were running strictly union composing rooms; 158, running non-union composing rooms; and 480 open shop composing rooms. The non-union and open shop composing rooms total 638, showing about fifty per cent more union than non-union and open shop combined.

"In press-rooms, it is found from the query that there are 745 union press-rooms; 228 non-union and 592 open shop. Combined, the non-union and open shop press-rooms total 820 against 745 union, or about eleven per cent more.

"The stereotyping rooms are: 752 union, 224 non-union and 575 open shops. This makes 752 union to 799 non-union and open shops.

"The replies further show 480 offices running all departments open shop, 150 running all departments non-union, and 722 union in all branches. This shows 630 non-union and open shop against 722 union.

"This work will be continued until reports have been received from all the daily papers in this country. As soon as this canvass has been completed, it is planned by the division to compile complete statistics on the number of men and women employed in all of these departments."

For the third year in succession the committee on new arbitration contracts with the international unions reported no success in inducing the unions, except the I. P. P. & A. U., to abandon their contention that international union law was exempt from arbitration.

Wednesday afternoon was given over to discussion of the scheduled topics on labor and mechanical operations.

It is generally believed by A. N. P. A. members, the discussion developed, that conditions in the newspaper printing trades are not now abnormal and that publishers are prevented from obtaining the benefits of this supposed stability by their unwillingness to state a position and stand firmly behind it. Charles H. Taylor, Boston Globe, stated his belief that wages in the newspaper trades are disturbed by the unsteadiness of the wage levels in other trades, chiefly those engaged in building.

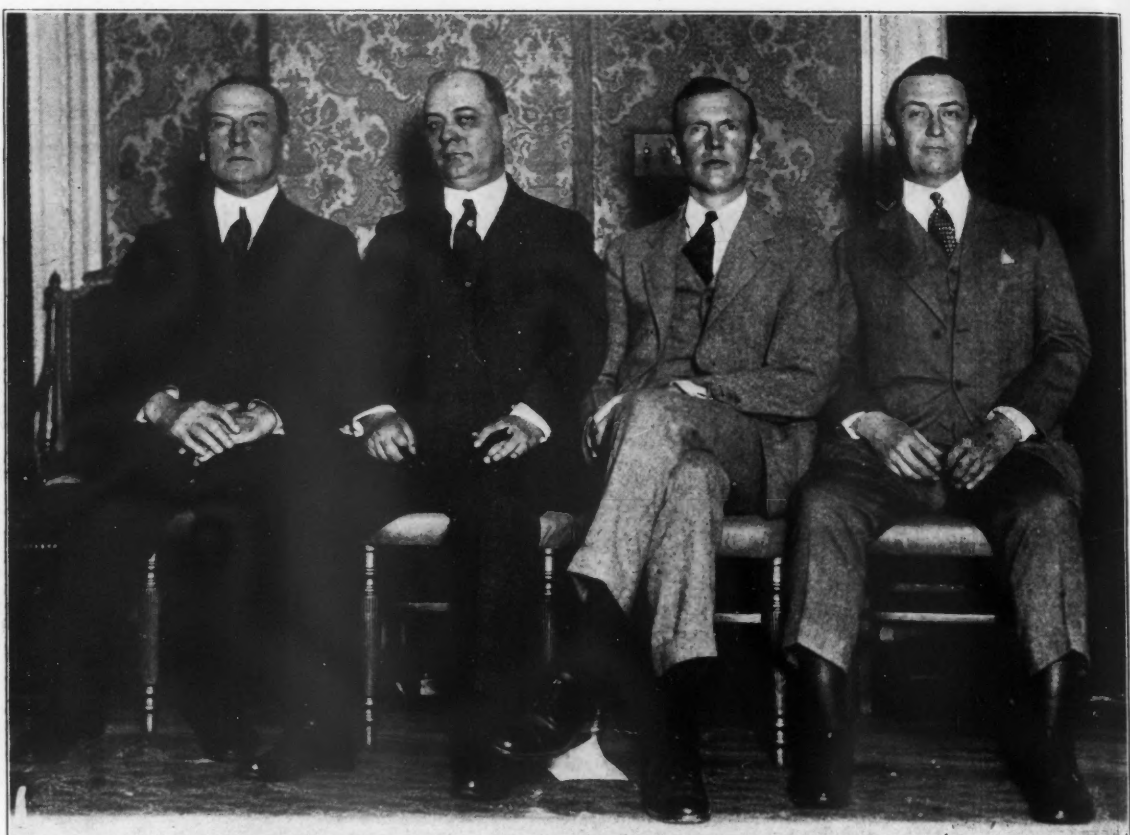
Charles A. Webb, Asheville (N. C.) Citizen, dramatically described the recent strike of typographical men against the Asheville newspapers. The latter blocked disturbance of their operations by enjoining the printers as individuals from interference with publication and are now on the open shop basis. Mr. Webb declared that he is not paying any higher wages than under the union contract; that his costs have been reduced, and that he could now feel that he had an interest in his own business. Competency was now a real factor in the employment of workmen, he stated.

It was also related that the Richmond (Ind.) newspapers, the Item and the Palladium, were enjoying happier conditions under open shop rules as were the Journal and the Tribune of Sioux City, Ia.

E. J. McCone, Buffalo Commercial, outlined the development of the open shop in newspaper offices and repeated his past denunciations of publishers who continue on the unionized basis.

Discussion of the printing trades school fund and policy of the association was short and generally approved the actions of the committee during the past year. Provision was made by the convention to conclude the association's relations with the Macon (Ga.) School, which is a private enterprise conducted for profit and therefore, presumably, not in need of association assistance.

Deep interest was manifested in the



New officers and members of Executive Committee, Associated Press: (Left to right) Major Robert McLean, Philadelphia Bulletin; C. P. J. Mooney, Memphis Commercial Appeal; J. R. Knowland, Oakland Tribune; E. H. Butler, Buffalo News. Exclusive Editor & Publisher Photograph

report of the committee appointed last year to secure a better plane of relations between publishers and the Audit Bureau of Circulations. No discussion followed the report on its presentation Wednesday morning, and the committee did not release it for publication in full. Its findings of conditions are implicit in the recommendations which it placed before the convention, which are certain to arouse interesting discussion when the topic is reached. The summarized report follows:

"Your Committee is obliged to reserve information that would extend this report beyond reasonable limit and recommends, therefore, that the convention reaffirms its purpose to secure for every one of the A. N. P. A. members and for every advertiser, an honest, up-to-date, straightforward, clean-cut circulation statement, following as nearly as may be a uniform system of accounting and of reports. To that end we recommend that the convention direct the committee in the following particulars in the hope that confidence and hearty co-operation may be established:

"(1). That it authorizes a conference with the full board or a large committee of the A. B. C., in which problems and complaints can be thrashed out and that a report of the results of this conference be made by the A. N. P. A. Committee to the Board of Directors, to whom is given power to accept or reject any recommendations touching the future relations of the A. B. C. and the A. N. P. A. members.

"(2). That the committee be directed to go into the question of adequate representation for newspaper publishers but that it concede in the interests of harmony that the best results will be obtained if the A. B. C. is recognized by advertisers as an impartial body not dominated by publishers. The newspapers should be represented to such a degree that publishers may, at least, feel that they have been heard and are in position to dissent from findings or approve the course that the A. B. C. may adopt. Publishers under fire should at least have the benefit of a judgment in which representatives of the publishing profession should participate in substantial degree.

"(3) That the committee be directed



JOHN STEWART BRYAN  
New Vice-President A. N. P. A.

to go into the question of the costs and charges for service made by the A. B. C. and to contend for a basis of examination that will provide for adequate and thorough audit but that will not encourage the collecting of unnecessary reserve funds either in the form of dues, assessments and what not. The committee may in its discretion consider whether it would not be desirable, at least, in appeal cases to call for examination of books by certified public accountants in cities nearest to the publishers involved. Much of the trouble in the past has been that the A. B. C. has not always been fortunate in the selection of auditors. Whether there has been an improvement in this regard as is reported or whether lack of available funds restrains the A. B. C. from frequent exhaustive investigations, will also be a proper matter for the committee to discuss.

"(4) But the committee is to insist that the A. B. C. in cases where peculiar or suspicious circumstances are alleged by publishers, shall investigate all pertinent circumstances and shall not rest

content with the mere audit of the books of the publisher involved. In the interest of thorough investigation it should be open-minded as to information from members of the A. N. P. A. who may assist in determining whether the publishers under suspicion make a practice of buying a portion of their own circulation and covering it up through the cashier's department, or follow other methods calculated to deceive the public, the advertiser or the publisher himself. Unwarranted accusations that these practices are followed are, of course, to be guarded against but frequently thorough investigation will be necessary before the truth can be ascertained.

"(5) That the committee be instructed to propose that a board of review on which the publishers and advertisers shall be represented, be appointed to which board decisions involving suspension or other heavy penalties imposed by the A. B. C. may be appealed by the publishers. Likewise, publishers dissatisfied with the action of the A. B. C. in failing to make use of information offered for its guidance may appeal to this board. If suspension by the A. B. C. is sufficiently serious to damage a newspaper's good will, the owner should have the opportunity of a rehearing before some such committee or arbitration board before he is formally condemned. It should be provided of course that such appeals be heard without delay. Failure to make use of this opportunity for rehearing before this committee, the publisher may naturally expect that judgment will be entered against him. Even then or when the A. B. C. suspends or expels a member, a bulletin to advertisers should provide an opportunity for the publisher to make a statement of his case. The A. B. C. is in the relation of prosecutor seeking facts, the publisher becomes a defendant in the interest of his property, and the advertiser is the judge. Both sides, therefore, should be heard by him who is to base his course on the decision."

Endorsement of the Bureau of Advertising was given in the following resolution:

"The Board of Directors of the American Newspaper Publishers Association, having reviewed the annual report of the Bureau of Advertising, notes with grati-

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lication the steady progress made by this useful department of the Association in developing national newspaper advertising. In the judgment of the board, it is much to be regretted that so many members of the Association do not support the work of the Bureau. In view of this situation, The Board recommends to the convention the adoption of the following resolution:

"WHEREAS, the Bureau of Advertising has become one of the chief factors in the development of national advertising for newspapers, and

"WHEREAS, unanimous support of the Bureau by the members of the American Newspaper Publishers Association is highly desirable upon the grounds of good business economy, therefore be it

"RESOLVED, that the convention strongly recommends to the 229 members of the American Newspaper Publishers Association, who are not now supporting the Bureau, (although it is obvious that they are benefiting by its work) that they become members of that organization and thereby give the Bureau an opportunity to extend its efforts which are generally regarded as indispensable to the welfare of national newspaper advertising and advertisers."

Over 425 members of the association were in their chairs or moving toward them when President Paul Patterson rapped for order Wednesday morning. Committee reports, printed and distributed before the meeting started, promised interesting exchanges of experience from the take-off and lured the publishers from inspection of the infinite variety of the syndicate shows, the color press and movies of the Chicago Tribune, and distractions that Convention Week holds.

Behind President Patterson as he read his report opening the meeting, stood a large painting of the late President Harding addressing a large assembly at Vancouver, B. C., the only occasion on which an American President spoke before a Canadian audience. The painting, done by John Innes, will be presented to the National Press Club at Washington, D. C., by the Vancouver Sun.

Labor affairs were stressed as especially important in President Patterson's report on the year's work and his statement that all members should be in their seats when the various topics affecting newspaper labor relations were scheduled was heeded literally Wednesday afternoon, when the discussions started. Second class postage, newsprint paper, and radie were also emphasized by Mr. Patterson's report, which is presented in full in another column.

Other reports which were read to the convention are also given elsewhere in this issue, with the exception of those on the open shop, the Audit Bureau of Circulations, and the arbitration contracts with the international unions. The first two of these were read at the opening session, but were released for publication by George M. Rogers, Cleveland Plain Dealer, secretary of the association in summary form.

Sorrow of the association over the sudden death of George F. Milton, editor of the Chattanooga (Tenn.) News on Tuesday night was expressed in the following resolution, adopted Wednesday afternoon:

"WHEREAS, the American Newspaper Publishers Association has been informed of the sudden death of one of its members, George Fort Milton, president of the Chattanooga News Company, and editor of the Chattanooga (Tenn.) News,

"Mr. Milton was actively engaged in some special work during the last month and gave to that work so much of his energy and enthusiasm that his health became impaired and he was urged to rest, but he kept on and last night he suddenly passed away.

"Mr. Milton has been in newspaper work all of his life. His activities were in Knoxville and in Chattanooga. He was a man of highest integrity and fine ideals. He conducted his newspapers in line with the finest traditions of journalism. He always stood for those things that were decent and orderly. He believed in the supremacy of the law and counselled obedience of the law in all his journalistic work. His activities were

beyond his newspapers. He was interested in education and in the fiscal system of Tennessee. He gave much of his time for years to a plan of reforming the taxing system of his State.

"The members of the A. N. P. A. are shocked at the news of the sudden death of its fellow member, therefore be it

"RESOLVED that this resolution be made a part of the Minutes of this convention and that a telegram of condolence be conveyed to Mrs. Milton, and

"RESOLVED, that a copy of this resolution be transmitted to the family of the deceased."

Other deceased members were commemorated in the following resolution:

"Since our meeting one year ago, twenty-five members of the Association have completed their labor here and gone on to another and greater life.

Akers, Chas. H., Gazette, Phoenix (Ariz.) Antisdale, Louis M., Herald, Rochester (N. Y.)

Boyd, Hugh, Home News, New Brunswick (N. J.)

Brickell, W. D., Dispatch, Columbus (Ohio.)

Collb, F. I., World, New York (N. Y.) Crawford, W. J., Commercial-Appeal, Memphis (Tenn.)

Ferris, Victor W., Hour, Norwalk (Conn.)

Fleming, Edwin, Courier, Buffalo (N. Y.) Gilbert, J. M., Post-Standard, Syracuse (N. Y.)

Grasty, Chas. H., Times, New York (N. Y.)

Greene, Jesse A., News-Sentinel, Fort Wayne (Ind.)

Joyner, A. B., Daily News, Greensboro (N. C.)

MacFarland, Grenville S., Advertiser-American, Boston (Mass.)

McLaughlin, John J., Times, Troy (N. Y.)

Maaq, William F., Vindicator, Youngstown (Ohio)

Milton, George Fort, News, Chattanooga (Tenn.)

Moran, Jas. E., Gazette, Haverhill (Mass.)

O'Hern, A. F., Times, Davenport (Iowa)

Peterson, A. W., Courier, Waterloo (Iowa)

Rathom, J. R., Journal-Bulletin, Providence (R. I.)

Gteigers, Wm. C., Post-Dispatch, St. Louis (Mo.)

Sundine, John, Dispatch, Moline (Ill.)

Waters, Philip C., Tribune, Johnstown (Pa.)

Wright, Nathaniel C., Blade, Toledo (Ohio), and Star-Eagle, Newark (N. J.)

"Not all of these names will bring to us equal memories of past associations and friendship, yet there is for one of us here a bond of sympathy with those that have gone before us. A bond of union that comes from a community of effort and ideals that everywhere exists between newspaper men.

"Now, therefore, as a mark of respect and as a tribute of fellowship and sympathy

"BE IT RESOLVED that this Convention by a rising vote accept these resolutions and order them to be spread on the minutes of this Association, and further that a copy of these resolutions be sent to the family of each member so remembered."

Only two changes were made in the committee in charge of the Bureau of Advertising. William H. Field, New York Daily News, was elected to fill the vacancy caused by the resignation of S. E. Thomason, Chicago Tribune, to accept the presidency of the A. N. P. A. Allison Stone, Providence Journal and Bulletin, was elected to fill an existing vacancy. Other members of the committee returned to office are: William F. Rogers, Boston Transcript, chairman; Harry Chandler, Los Angeles Times, vice-chairman; Howard Davis, New York Herald-Tribune, treasurer; W. C. R. Harris, Toronto Star; D. D. Moore, Fort Worth Record; William J. Hoffmann, Portland Oregonian; Fleming Newbold, Washington Star; D. B. Plum, Troy Record; George M. Rogers, Cleveland Plain Dealer; Louis Wiley, New York Times; and John B. Woodward, Chicago Daily News.

## A. P. IN HOT PROTEST DEBATE

(Continued from page 14)

amined each censure without prejudice. In a few instances the statements in censure have been submitted to outside persons equally, but perhaps more sanely, interested in the particular propaganda to which the censorist himself declares adherence. Neither the board nor the opinions solicited outside yet have found in these censures anything more than an ardent desire or belief upon the part of the commentators that the Associated Press instead of being impartial should be partial to the particular movements for which these censorists stand.

The board has little solicitude for such of these who cannot even be convinced of their error by their own better informed co-adherents. But it has, naturally, great solicitude that the public shall not be misled. For this reason the board feels that the public should be afforded all possible enlightenment upon the Associated Press and its work. Editorial expressions in the columns of member papers respecting the simple mission of the association would help. News stories which weave the romance of its development into elemental statements of its mission would also help. The board submits that anything of this character which a member may do will contribute to the welfare of the member's newspaper. And in this connection the board acknowledges on behalf of the entire membership the effective work of enlightenment respecting the association which several of the members already have undertaken upon their own initiative.

"Receipts for the year 1923 were \$6,651,850.39; the expenditures were \$6,377,654.02; an excess of income of

\$274,196.37. The emergency reserved fund is still comprised entirely of United States Government Bonds of the face value of \$500,000.

"The employees' benefit reserve account now totals \$223,450, an additional \$100,000 having been credited to it during the year.

"The pension list for 1923 included 15 employees, the total payment amounting to \$10,277.68.

"Disability benefit expense incurred on account of 248 employes amounted to \$21,554.66.

"The life insurance premium covering all employes amounted to \$18,004.45, making a total charge against the fund for 1923 of \$49,836.79.

"On January 1, 1924, there were 1,208 members enrolled, as compared with 1,180 a year ago. Of the 1,208 members, 776 represent evening newspapers, 426 represent morning newspapers, and 6 represent Sunday newspapers.

"The Association approaches the year 1924 with confidence of its ability to satisfy the membership.

"Arrangements for covering the national conventions, the various primary elections, and the November election are already well in hand.

"Our system of covering the elections has been standardized and in most states is a permanent part of our news collection machinery. The board anticipates that it will not be long before our complete method of collecting election returns will be applied in some measure to each state in the union. The efficiency and economy of the system have been fully demonstrated, and the board feels at this time that much of the work can well be coordinated into the regular service, so that additional expense which many members have agreed to share will now be reduced by approximately 50 per cent.

The board and the management are on the outlook constantly for means of further improvement in the service, and wish to acknowledge with full appreciation the increasing spirit of loyal co-operation which is being afforded by the membership."



CLARK HOWELL, JR.

## VISITING PUBLISHERS ATTEND "MUDLARK"

High Jinks at Friars, When Koenigsberg Gives Annual Dinner With Broadway Revue

The annual frolic of the Hearst feature and service organizations was the leading attraction of the Wednesday night entertainments among the visiting publishers, invitations having been issued for more than five hundred.

M. Koenigsberg, as president of King Features Syndicate, selling organization of the several services, including Universal Service, International Feature Service and International News Service, was host of a so-called "Mudlark," at the Friars' Club.

Among the features of the evening, which began early and continued late, was "Three-in-One," a clever playlet by Jack Lait, with Billy B. Van, Armand Cortez, Grace Valentine and William Halligan in the principal parts. Another laugh was a sketch by "Bugs" Baer, called "The Oil Gang."

Among the Broadway talent drafted to entertain the publishers were: Fanny Brice, Paul Whiteman and his band, Mme. Takima Miura, Miss Ida May Chadwick, Frank Tinney, Julian Eltinge, English Ballet of the Ziegfeld Follies, George M. Cohan and Eddie Cantor, Florence Moore and the Music Box girls, Bob Nelson, Beth Berry, W. C. Fields, Hilda Ferguson, Nora Bayes, Phil Baker and Arthur West. The acts were by courtesy of Messrs. Shubert, Ziegfeld, Carl Carlton, Sam H. Harris, B. F. Keith, Gil Boag, Charlot and the Selwyns, the Goodman offices and Arthur

Hammerstein. There was an elaborate spread.

On the dais with the host were: Arthur Brisbane, J. A. Moore, M. Koenigsberg, C. E. Forsdick, J. C. Dayton, John McMahon, Hugh Murray, R. R. Govin, Col. Robert Ewing, New Orleans States; Alexander Black, Herman Black, C. S. Stanton, Rudolph Block, G. Logan Payne, and Victor Watson.

## SILVER FOR THE HOWELLS

A. P. Board Presents Bridal Gift to Atlanta Editor

Officers and directors of the Associated Press gave a silver tea set and tray to Clark Howell, a director, and editor of the Atlanta Constitution, who was married April 5, to Mrs. Margaret Cannon Carr, of North Carolina.

The presentation took place at the meeting of the board April 19. Each piece of the set bears Mr. Howell's monogram and the tray is inscribed with his name, the date of his marriage and the good wishes of the officers and directors.

The following names are engraved on the tray: Frank B. Noyes, Florence D. White, George B. Dealey, B. H. Anthony, Elbert H. Baker, Charles Hopkins Clark, Kent Cooper, W. H. Cowles, Jackson S. Elliott, H. V. Jones, Victor F. Lawson, Frederick Roy Martin, Frank P. MacLennan, W. L. McLean, Adolph S. Ochs, Stuart H. Perry, E. Lansing Ray, Melville E. Stone, Frederick I. Thompson and J. R. Youatt.

Press galleries of the House of Representatives and the Senate are under the control of a standing committee of correspondents, subject to the approval and supervision of the Speaker of the House and the Senate Committee on Rules.



## CONGRESS FROWNS ON RAISING POSTAL RATES

Expected to Pass Bill Increasing Wages Without Any Provision for Meeting Added Expense—Veto Expected

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., April 25.—Definite indication has been given by Congress that there will be no increase in postal rates as the result of action at the present session. Both the House and Senate doubtless will vote salary increases for postal employes, but their reluctance to tackle the question of increased rates to provide additional revenue to meet the heavier payroll, probably will prevent the passage of a bill that will receive Presidential sanction. There is little reason to believe that President Coolidge will approve any measure for an increase in the salaries of postal employes that does not provide some method of raising at least part of the additional revenue needed.

The indication of the attitude of Congress came this week when a joint subcommittee of the House and Senate Post Office Committee, charged with framing a measure for increased pay for postal employes, approved and reported to the full committee a bill carrying a total increase of approximately \$52,000,000 annually. The suggestions of the subcommittee call for an increase of \$300 for all postal employes, with \$150 raises for laborers and similar classifications in the postal service. No recommendation is made for higher rates, the subcommittee reaching the conclusion that there is no relation between postal salaries and rates. If rates are inequitable, the fact will be disclosed when the Post Office Department investigation of the cost of carrying the mails makes its report, the members of the committee believe.

If the subcommittee's report is adopted and the bill carrying the \$52,000,000 increase approved by Congress, the money will have to come out of the Treasury. It will increase the operating deficit of the postal service from \$30,000,000 to more than \$80,000,000 annually. An appropriation of \$52,000,000 or any sum in connection with the operation of the postal service is opposed by the President. Postmaster General New, and the budget bureau officials.

Although Mr. New is convinced that a readjustment of postal employes' salaries is essential to efficiency in the service, he has objected strenuously to any plan that did not provide the means of obtaining additional revenue to take care of the pay advance. He has proposed increases in the rates on second, third, and fourth class matter totaling something over \$40,000,000 to take care of a wage increase.

The Kelly-Edge bill considered by the subcommittee in arriving at its conclusion, provides for pay increases without any particular method of increasing the revenue, while the Paige bill would put the burden on fourth class (the parcel post). Postmaster General New's proposal would increase second class rates about \$5,000,000 annually.

## NEW YORK SCHOOL EXPANDS

Gannett Says It Will Train Printers for All Northeast

Frank E. Gannett of the Rochester Times-mirror, president of the New York State Publishers Association announced this week that the Empire State School of Printing at Ithaca is open for training young men and women as printer-operators from all states east of the Mississippi and north of the Mason-Dixon line and eastern Canada. The publishers of upstate New York, who founded the school in the spring of 1922 and have thus far contributed more than \$42,000 for its equipment and upkeep, have never restricted registration to residents of New York State, Mr. Gannett said.

## NEW A. N. P. A. PRESIDENT



S. E. Thomason, who, as new president of the American Newspaper Publishers' Association, promises a big year ahead for A. N. P. A., is the business manager of the Chicago Tribune. Last year he served as vice-president of the Publishers' Association. As president he succeeds Paul Patterson of the Baltimore Sun, under whose leadership A. N. P. A. took long strides forward.

## 13 ONTARIO DAILIES QUIT SINCE 1919

Crushed Out of Existence by Mounting Production Costs Which Continue to Menace Those Remaining

MONTREAL, April 22.—The number of daily papers in Ontario as everywhere else steadily decreases. The recent death of the Guelph Herald, a paper with a long and honorable record, makes 13 deaths since 1919. There are now 36 in the field. The Windsor Telegram and the Fort William Bulletin started two years ago but suspended after short and expensive careers. The Owen Sound Sun-Times alone of the newcomers is alive and well.

Out of the 13 papers which have passed away, it is interesting to note that with exceptions noted hereafter only one, the Hamilton Times was Liberal. One, the North Bay Nugget, had no political affiliations, but 9 of the list, we believe had Conservative leanings: Fort William Bulletin; Guelph Herald; Kitchener Telegraph; Lindsay Warder; Peterboro Review; St. Catharines Standard; Stratford Beacon; Toronto News; and Toronto World.

At Chatham the News and the Planet were combined by Editor Taylor, whose formerly Liberal Sentinel-Review at Woodstock, buried his opposition Conservative paper.

The Woodstock paper, like all other dailies in Ontario except the Toronto and London papers, is now independent. Of course the Toronto Star and the Telegram and the London papers are not

organs—they just have "leanings." In two cases, the existing Conservative and Liberal papers were combined to make a non-political paper, as at Chatham and St. Thomas. No account is taken here of the amalgamations at Sarnia, Ottawa, Niagara Falls and Brockville.

Only two cities in Ontario with less than 50,000 population have two daily papers, Kingston and Belleville, and the profession looks for developments.

What is the reason of the high mortality? The exceedingly high cost of operation. Probably no small city daily in Ontario is operating under \$300 expenses a day. From that up. An increase in operating costs is looked for that will squeeze all dailies out of business in cities of less than 40,000 in 5 years unless they are situated and exceptionally well managed. This mounting cost has become so menacing that the chain newspaper is almost bound to be the fashion shortly.

## Chicago Daily Celebrates 80th Year

Eightieth anniversary of the founding of the Chicago Daily Journal and the 20th anniversary of the purchase of the paper by John C. Eastman, present editor and publisher, were celebrated April 22, with a special 78-page edition. The Journal was founded April 22, 1844, to promote the candidacy of Henry Clay against James K. Polk for president. The Journal claims the distinction of being the oldest daily newspaper in the middle west.

## Chicago Sports Writer Dies

Lambert G. Sullivan, 35, rewrite man and former sporting editor, Chicago Herald and Examiner, died April 20, at Albuquerque, N. M.

## LINDSAY PRAISES IOWA PROMOTION IDEA

Inland Press President Recommends Co-operative Plan to Other State Newspaper Groups—Attends A. N. P. A. Meet

George D. Lindsay, president of the Inland Daily Press Association, and publisher of the Marion (Ind.) Chronicle was a convention visitor, stopping on his way home from Florida where he has spent the past 6 weeks. Mr. Lindsay speaks highly of the fine newspapers published in Dixie.

"The newspaper men in Florida are wide-awake and progressive and are performing a wonderful service in boosting the many attractions and advantages of America's famous playground."

"My son, Major David R. Lindsay is associated with Paul Poynter, an Indiana publisher in the publishing of the St. Petersburg Times. A recent issue of that newspaper contained 124 pages which may be taken as an index of the progress made in the newspaper profession in the South."

Mr. Lindsay was in the midst of a group of publishers, but he took time to talk about the Inland Press Association, in which he is so deeply interested.

"The most distinctive feature of the Inland program at the February meeting was the presentation of the Iowa idea. A number of Iowa papers more than 30, are co-operating with a view of selling Iowa to national advertisers. They are presenting the Iowa field of consumers in a concrete way. Their project is going over the top handsomely, and newspapers in other states will doubtless emulate their example and get together in a live endeavor. The success of this co-operative effort on the part of the papers of a particular state will go a long way toward procuring for them their just proportion of national advertising, particularly in these days when metropolitan papers are making such wild claims for coverage of territory outside the big cities."

"The 'Iowa idea' will be discussed further at the May meeting of the Inland Press Association at the Morrison Hotel, Chicago, May 20-21.

"The Inland Press Association is composed of newspaper publishers of the Middle West with a membership of 250, representing some 16 different states. It holds three sessions each year of two days each, and devotes its entire time to the discussion of practical newspaper problems. The program which is arranged for the May meeting we think will prove exceptionally interesting. To Wil V. Tufford, of Clinton, Iowa, secretary for the association, who has held the position for the past 10 years, the association is greatly indebted for much of its progress and usefulness.

"A vigorous campaign has been inaugurated with a view toward securing a larger membership, and indications are that the Association will not only become much larger, but more aggressive in its work.

"The officers of the Inland are endeavoring to maintain pleasant and helpful fraternal relations with the A. N. P. A. and other sectional and state newspaper organizations. The Cost Finding Committee of the Inland has done a distinct service for the newspapers in the country, and its annual cost finding report is not only highly prized by its own members, but is eagerly sought by publishers throughout the country."

## Wireless News Printer Demonstrated

Transmission of news by wireless to be received on a printer machine, was demonstrated to publishers attending the A. N. P. A. convention by the International News Service. Sent to the Waldorf Hotel from I. N. S. headquarters a mile and a half away, copy was typed off by radio at the rate of 65 words a minute. W. G. H. Finch, the inventor, explained the mechanism. He said work was begun 5 years ago.

# MACDONALD TRIBUTE READ AT AD BUREAU DINNER

## British Premier Sends Greetings Through Ambassador—Senator Reed and Mrs. Egan Speakers—Final Conventions' Week Entertainment a Brilliant Affair

TRIBUTE was paid the American press by Premier Ramsay MacDonald in a message read by Sir Esme Howard, British Ambassador, at the brilliant banquet of the Bureau of Advertising of the American Newspaper Publishers Association, held in the Grand Ball Room of the Waldorf-Astoria, New York, Thursday evening, the closing event of newspaper conventions' week in New York.

The Prime Minister of Great Britain declared in his message that he felt in saluting the American press that he was "saluting a powerful colleague" in the "maintenance and strengthening of a real understanding between the American and British people."

"Never in the history of the two countries have the official relation between the United States and Great Britain been better than they are now. They are marred by no outstanding disputes; they are, on both sides of the Atlantic, in the hands of governments and Ambassadors working harmoniously together," the message continued.

"But, in these days, international friendship is not based upon official friendship alone.

"To be faithful and enduring, it needs the sanction of popular sympathy. The individuals who constitute the democracies of the English-speaking countries must learn to understand each other, as in private life real friends understand each other—laughing sometimes at each other, sometimes holding different views, but always cordial and feeling the uniting influence of good fellowship—if they are ever to see their ideals adequately translated into practice in international affairs. "That is where the press comes in; that is why I am grateful for the opportunity of sending a message to the American press and especially of expressing my appreciation of the pains which many of its leading organs are at to secure adequate reports of what is going on in this country and in Europe, and to interest those reports to their readers."

Sir Esme Howard's address, containing MacDonald's tribute, came at the close of the banquet at which Senator David A. Reed of Pennsylvania, Eleanor Franklin Egan, war correspondent, and Eddie Cantor, comedian of "Kid Boots" were also speakers.

Joviality was king among the 800 editors, publishers and their friends gathered for the dinner. Even though the editors did come in for their share of good natured twitting.

William F. Rogers of the Boston Transcript, chairman of the Bureau of Advertising presided, introducing Julian S. Mason, managing editor of the New York Tribune, who was toastmaster.

Mason won considerable applause for his able toastmastership. In pithy humorous fashion, he summed up the speakers for the benefit of visitors and radio fans listening in throughout the East.

For himself, Mason apologized, remarking on what he termed a phenomenon that he, a "mere editor," should be allowed to address such a notable gathering of publishers, holding a chair, hitherto "reserved exclusively by publishers, business managers, advertising executives and even owners." He called attention to the meeting in Atlantic City of the American Society of Editors.

"We're organizing, we're organizing," he jested. "I don't wish that to be taken as a threat," he added. "But we're organizing."

The first speaker was Eddie Cantor, who had to leave early to keep an appointment with the public from a Broadway stage.

He was followed by Senator Reed. It was in this speech delegates received their first rap.

Senator Reed questioned with good humor the knowledge newspaper men have of news values. He spoke as a



WILLIAM F. ROGERS  
Presided at brilliant Advertising Bureau Banquet

"political advertiser" and declared that if he "preaches sanity, he lacks 'news value' and the printed word is not his to help, but if he defies common sense and preaches the impossible, John Gutenberg's invention is his willing slave."

In part the Senator said: "From our childhood we have been taught to think that, next to the invention of the alphabet, the greatest invention of the human mind has been Gutenberg's invention of printing. I think we have put the emphasis on the least important phase of the discovery. We have stressed too much the mere mechanical novelty of using moveable types. The great marvel has been—not in the mechanics of his discovery—but in the inexpressible sanction of the printed word. To the great mass of men there lies in printed words an authority, a finality, that is wholly lacking in written or spoken language."

"This fact, recognized for years, has been until recently but a bone for psychologists to chew on, but now in America, it is a fact of which we must take account. In 1920, ninety-four per cent of our whole population, white and black, native and alien, was literate. To that hundred million of readers we advertisers pour out each day a flood of information and misinformation."

"You who advertise for commerce have a code of business ethics which has steadily grown better with the passing of the years. You frown upon the quacks and the tricksters, and you strive to tell the truth."

"We politicians, who advertise not for commerce but to get support of our policies or to get votes for our parties or ourselves, have not yet developed such a code. Among us the quack and the trickster still flourish and the printed word is their most powerful weapon."

"Would that you could adopt some schedule of rates for such political advertising and could decline to publish the appeal of the liar and the charlatan. It is all the more dangerous because it parades as news and not frankly as the advertisement that it really is. The only fee that we pay for our advertising, we politicians, is that we give it some appearance of 'news value,' that is, that it be startling enough to catch the average reader's attention."

"The result is inevitable. There is no news value in the fundamentals of government, or in sanity and thrift and economy and fair play. No one runs to the window to see a group of sober citizens pass by on their way to useful toil, but it takes the police to hold back the crowds who wish to see the bobbed-haired bandit or the criminal who is too insane for the

jail and not insane enough for the asylum.

"Fair play is losing in this unequal struggle. Should I prove by the direct evidence of righteous men that some prominent citizen is an honest, faithful patriot, no printing-press is so mean as to condescend to print it. But should I call a train-robber to testify to hearsay that robs a dead man of his honor, old Gutenberg readily hands me his largest, blackest headline type."

"Should we preach that we cannot eat our cake and have it too, no man listens and no type repeats, but should we pretend to want tax-reduction and at the same time advocate the bonus, the increase of pensions, the German relief appropriation, the raise of government salaries and the hundred-million grant to the wheat farmer, the printed word takes up the refrain at once, and the impossible seems possible because it is printed."

Rising from his chair following the Senator's address, Toastmaster Mason attempted to look disturbed and pained.

"If," he mournfully remarked, "an honest man were actually found in Washington, I am sure the Gutenberg telegraph editor would be first to call it news."

Introducing Mrs. Egan, the war correspondent, Mason declared an expansive city editor would call her a "fairly good man." She, too, took a laughing rap at the editors.

"Just why it is editors think they have inside information on what the public wants has always amused me greatly," she jested, and added, smiling at Frank A. Munsey and Ogden Reid who were at the speakers' table: "One thing I'm sure the public does not want is to have to get up every morning and count their daily newspapers."

Sir Esme Howard opened his address by taking what he referred to as "this unique opportunity to do a little advertising without having to pay for it." He spoke of the British Empire Exposition just opened by King George at Wembley.

Then he recalled his meeting with New York ship news reporters when he first arrived in this country.

"When two months ago I arrived at these shores as British Ambassador I was met on board ship before I could disembark by several very friendly and courteous gentlemen who asked me searching questions," he said.

One question, he was reported to have avoided answering by switching to another subject and telling a joke. This question was as to what he meant by "old diplomacy."

"With respect to this," he said, "I think and hope there is a new era dawning and that the new diplomacy promises to be better than the old—less selfish, less violent, more considerate of feelings and interests of others, more in accordance with Christian precept."

Seated at the speakers table besides toastmaster, chairman and speakers were:

Thomas H. Moore, associate director of the Bureau; John B. Woodward, Chicago Daily News; Stanley Clague, the Audit Bureau of Circulation; David B. Plum, Troy Record; D. D. Moore, Fort Worth (Tex.) Record; John Budd, Six Point League of New York; Karl Bickel, president of the United Press; S. E. Thomason, Chicago Tribune; Hugh Tennant, of the British Embassy; Ogden Reid, New York Herald-Tribune; Cyrus H. K. Curtis, New York Evening Post and Philadelphia Public Ledger; Howard Davis, New York Herald-Tribune, and chairman of the dinner committee; Frank A. Munsey, New York Sun; Victor F. Lawson, Chicago Daily News; Louis Wiley, New York Times; Paul Patterson, Baltimore Sun; Frank B. Noyes, Washington Star and president of the Associated Press; Melville E. Stone, counselor of the Associated Press; Harry Chandler, Los Angeles Times; William

A. Thomson, director of the Bureau of Advertising; George M. Rogers, Cleveland Plain Dealer; Fleming Newbold, Washington Star; and W. C. R. Harris, Toronto Star.

Placed at each cover at the banquet tables was one of the most distinctive menus ever devised for this annual function. The cover represented a newspaper mat.

Also for every diner was a cablegram from C. Harold Vernon, president of the London Thirty Club, inviting A. N. P. A. members to attend the convention of the A. A. C. W. in London, July 13-18. The favors were leather bill-folds.

### TO BOOST A. M. FIELD

#### Morning Newspaper Publishers' Assn. Plans Ad Drive

Preliminary plans for an extensive advertising campaign to be staged by the Morning Newspaper Publishers' Association were laid, when the association's executive committee met at the Waldorf-Astoria, New York, April 23, under the chairmanship of A. Schafer, Fort Wayne (Ind.) Journal Gazette, president.

The campaign will include a series of full page advertisements to be run in leading newspapers of the country. Trade journals will also be used.

Members of the executive committee were pledged to raise money to carry on the campaign. Schafer was put in charge of arrangements. He told EDITOR & PUBLISHER, he would call a second meeting of the committee in Chicago in June, when the details would be all worked out and the drive launched.

The object of the drive, in Schafer's words, is "to let everyone know, not just simply the advertisers, but everyone, the strength, the conservatism, and the high quality, especially from an editorial viewpoint, of the morning newspapers of America."

During the meeting, John F. D. Aué, of the Burlington (Ia.) Hawk-Eye, president of the Iowa Daily Press Association, spoke on the advertising campaign being conducted by his association. Aué is also a member of the executive committee of the Morning Newspaper Publishers' Association.

He called attention to the advertisement placed by his association in the New York Times on April 23. This advertisement pointed out the prosperous conditions in Iowa, and told of the strong newspaper situation in the State.

Other business matters discussed at the meeting indicated the association was planning an active year. The executive committee named Rowe Stewart of the Philadelphia Record, chairman of the program committee. The next meeting is scheduled for October in Chicago.

It was pointed out that the association's membership had shown decided increase. Membership now totals 90 morning newspapers. That "morning newspapers are coming back, and coming back strong" was the general consensus of opinion.

Those attending the meeting included: A. B. Cargell of the Milwaukee Sentinel; I. K. Nicholson, of the New Orleans (La.) Times-Picayune; L. G. Ellingham, publisher of the Fort Wayne (Ind.) Journal-Gazette; Will H. McConnell, business manager, Springfield (Ill.) State Journal; F. S. Todd, general manager, Rochester (N. Y.) Democrat & Chronicle; Roscoe S. Chapman, publisher, Rockford (Ill.) Star; A. E. Gonzales, publisher of the Columbia (S. C.) State; and Frank B. Shutts, publisher of the Miami (Fla.) Herald.

A Utah tobacco law makes it unlawful to advertise tobacco in any form except in periodicals.



# YOST OPENS SECOND EDITORS' SOCIETY MEETING

## Shirt-Sleeve Working Newspaper Makers Gather at Atlantic City—Plan Different Date for Annual Sessions to Avoid Conflict with A. N. P. A. and A. P. Events

(By Telegraph to Editor & Publisher)

ATLANTIC CITY, N. J., April 25.—How the American Society of Newspaper Editors can be made a force in the advancement of American journalism was the chief question before the second annual convention of the society which opened at the Ritz-Carlton hotel today.



C. P. Yost

The meeting was opened by President Casper S. Yost, St. Louis Globe-Democrat, who stated that the Society was now definitely past its experimental stage and must formulate a definite program for putting its purpose into action.

Progress of the society during the past year was stressed by President Yost. He emphasized the increased interest and confidence in the purposes of the organization shown by members themselves.

There was a liberal gathering of the members.

One question to be discussed was changing the by-laws to admit editors of newspapers of smaller cities.

In his opening address Mr. Yost said: "We have grown somewhat since our last annual meeting, but ours, as all of you must have realized, is not an organization that can ever be impressive in the number of its members." Mr. Yost said. "It is purposely small, in that particular, and will remain so if the theory that prompted its limitations justifies itself and continues to be approved. Personally I think the restrictions upon eligibility are sound and wise.

"The best indications of the progress, as well as of the worth, of the society are to be found in the growth among the members of interest and confidence in its purposes, and in its impress upon the profession generally. The experiment of bringing together the editors of the great daily newspapers of the country for acquaintance, for conference, for discussion, and for common action for the common good has proven successful, and I believe there is an increasing feeling that to be a member of this society is a privilege, an opportunity and a distinction.

"It is a privilege because it is always a privilege to share in common action for common benefit. It is an opportunity because it opens the door and provides the means to individual action for collective achievement which heretofore has been denied to us, because heretofore we have lacked the organized agency by which alone collective accomplishment can be secured. Individuals have long endeavored to make an impression upon professional conduct by pointing to its deficiencies and its needs, but there being no vehicle by which common support could be given to accepted principles their efforts have availed but little. Much has been done, to be sure, by the power of personality expressed in exemplary journalism, and newspaper progress, like all other progress, has been largely the result of examples set by wise and courageous men, expressing the best principles of journalism in their own conduct. But none the less it is only by example that their influence upon the profession has been made effective, and that has been an incidental and unsought effect of individual effort. They have had no opportunity to impress their methods, their principles and their ideals upon the profession by direct contact, nor to contribute to professional advancement by collective co-operation within the profession.

"The value of this organization lies in the fact that it gives every individual member of it an opportunity to contribute directly to the promotion of the general interests of journalism, and that by joining together they can exercise a direct collective influence to that end far greater than the sum of their individual impress. This collective influence cannot be applied, cannot indeed exist, until individuals are brought together and an agency provided, through organization, for combined effort toward collective achievement. That agency we have now provided, and because of its opportunities for professional service, and of its restrictions as to eligibility, it is a distinction to be a part of it.

"This society has laid a broad foundation for collective service toward general professional advancement by the adoption of a code of ethics for journalism, which embodies the principles of journalism that must be universally recognized if the profession is to hold that position in the public respect to which it is inherently entitled, if it is to maintain its own self-respect, and if it is to progress to the attainment of those ideals of individual accomplishment and public service that every conscientious newspaper man holds within his heart. No one contends that that code is either complete or perfect, but in it has been made a beginning toward the establishment of definite professional standards of conduct and it has already made a deep impress not only upon the profession but upon the public, and not only upon the members of this society but the newspaper workers generally.

"And this brings me to another important and impressive fact in connection with our organization. The nature of its membership makes it peculiarly representative of the great newspapers of the United States. These newspapers are presumed to be the highest as they are the largest expression of journalism in America. Their facilities and their opportunities are the greatest, their combined circulation runs into tens of millions. Their influence upon public opinion though often exaggerated, is in fact tremendous. In very large degree they supply the information upon which both public and private activities depend. When the press is spoken of or thought of it is these papers which come before the mind because they are its most conspicuous and pervasive examples. Naturally, therefore, the character and standing of journalism as a whole is measured by these newspapers, for whose editorial conduct the members of this society are primarily responsible. It follows then that the acts of this society should have an influence upon journalism as a whole, and upon the public attitude toward journalism, proportionate to the powers of the press which it represents. What we do here, therefore, may have a much more far-reaching effect than that which touches our personal, or even our collective, interests as a group. Whether we are recognized as leaders or not the elements of professional leadership are in our hands, and a responsibility for right direction upon our shoulders. If we proceed in accord with the standards we have adopted we can hardly go wrong, and we may do a great deal of good not only for ourselves as individuals, and not only for professional advancement and the making of better newspapers, but much for the country we love. For if we conduct ourselves in harmony with the spirit of our code, we shall make our papers better agencies of public information, better disseminators of public opinion, and therefore better instruments of public service.

"The society, we may now safely assert, is established. It is no longer an experiment. Both in its nature, its purposes and its membership it commands

respect. But though as an organization it is no longer an experiment its operations are still experimental and must continue to be for some time. For we are moving upon a course which has no chart and we are unaccustomed to the management of such a vessel as ours. How may we best promote the purposes of this society? How may we utilize it most effectively for the advancement of the profession of journalism? How may we make it an active agency in newspaper progress? How may we make it a valuable instrument for the facilitation of our professional labors and the solution of our common problems? How may we make our meetings more attractive, more interesting and more edifying? In short, now that we have it what are we going to do with it to make it eminently justify its existence?

"We know well enough what we want to do. It is stated in a general way in our constitution. But the best and most effective methods of accomplishment must be developed through co-operation and experience."

President Yost also discussed business problems of the society, chiefly the question as to when and where the annual meetings should be held. The practice of convening immediately following the A. N. P. A. and A. P. conventions restricts the time at the society's disposal, he pointed out. Many editors cannot now attend because their publishers are absent at the A. N. P. A. meet.

Mr. Yost recommended to the directors that the society co-operate with the State Department of the United States and the Director General of the Pan-American Union in planning for the Pan-American Congress of Journalists to be held in Washington next year.

See next week's issue of Editor & Publisher for complete report of the proceedings of the second annual convention of the American Society of Newspaper Editors.

### ALLIANCE MEMBERS FROLIC

#### Hold Dinner at Lotos Club—Miller Re-elected President at Waldorf

North American Newspaper Alliance was host at a dinner Thursday evening at the Lotus Club for representatives of 70 member newspapers. The affair was unusual in that it was a "dinner without a speech." However, there was entertainment in plenty on the program.

President George E. Miller of the Detroit News wearing a green eyeshade, presided at a desk labeled "City Desk," and called upon Will Irwin who told newspaper anecdotes, and Robert Sherwood of Life, who put on a one man show — "Through Darkest Hollywood with Gun and Camera." The Mendelssohn Quartet sang a newspaper version of "Gallagher and Shean." A four page newspaper, laying bare secrets of many members present was circulated.

George E. Miller of the Detroit News was returned as president of the Alliance at the election of officers for 1924-25 held at the Waldorf earlier in the day. Other officers are: Robert McLean, vice-president; Newbold Noyes second vice-president; Ralph Pulitzer, secretary-treasurer; John Fletcher, assistant secretary-treasurer.

Board of Directors: R. W. Bingham, Louisville Courier-Journal; J. R. Bone, Toronto Star; Harry Chandler, Los Angeles Times; John Cowles, Des Moines Register-Tribune; W. H. Cowles, Spokane Spokesman Review; E. A. Grozier, Boston Post; Clark Howell, Jr., Atlanta Constitution; Victor F. Lawson, Chicago Daily News; Robert McLean, Philadelphia Bulletin; George E. Miller,

Detroit News; L. K. Nicholson, New Orleans Times-Picayune; Paul Patterson, Baltimore Sun; Edgar B. Piper, Portland Oregonian; Ralph Pulitzer, New York World; Ralph E. Stout, Kansas City Star. Loring Pickering was re-elected general manager.

### TO ENTER NEW YORK FIELD

#### Enwright, Boston Telegram Publisher, Again Promises Evening Daily

Frederick W. Enwright, publisher of the Boston Telegram and the Lynn (Mass.) Telegram-News, told Editor & Publisher this week he definitely would establish a New York evening newspaper, to be known as the Examiner, the first issue to appear "within a few weeks, probably before the Democratic National Convention opens at Madison Square Garden, June 24."

It will be Democratic but he claimed no political money was behind it.

Coincident with Enwright's announcement a certificate of incorporation was filed with the Secretary of State of Delaware for the New York Examiner, Inc., capitalized at \$3,000,000. Enwright is president, treasurer and publisher. Mrs. Eleanor N. Enwright, his wife, is secretary, and his brother, Walter H. T. Enwright is a director.

Enwright, now in New York, plans to remain several weeks gathering a staff.

He said \$1,000,000 worth of preferred stock and \$2,000,000 in common stock would be issued, claiming the capital was "either at hand or available," the moment he wanted it. He said it had been "practically all subscribed by prominent New England manufacturers."

Frank Flaherty, once Bennett's "right-hand man" on the New York Herald, will become general manager, Enwright announced.

### WEST VIRGINIA DAILY SOLD

#### Williamson News Acquired from Byrne Estate—Expand

John J. Jasper is now editor and publisher of the Williamson (W. Va.) News, having been appointed to the position by the Williamson Daily News, Inc., which acquired the property from the estate of the late George Byrne, editor and publisher.

New mechanical equipment, including a new perfecting web press and many fonts of new type faces have been purchased and are now being installed. The average daily run is from eight to sixteen pages.

The staff who were employed by the late Mr. Byrne remain with the paper with the exception of a few men in the mechanical department.

### Specials Organize for Meet

Dan A. Carroll, publishers' representative, New York, has been delegated by President Lou C. Holland, of the Associated Advertising Clubs of the World, to organize the representatives of newspapers and general media who are going to the London Convention, to meet with the Fleet Street Club of London, an organization of advertising representatives, during one of the departmental sessions during the convention in July. A meeting of unusual interest is anticipated. G. T. Hodges, advertising manager of the Munsey magazines, will look after the magazine representatives' end of the program.

German newspapers dominate in numbers the foreign language press of the United States.



# PUBLISHERS SHOW LESS ENTHUSIASM FOR AD BUREAU THAN ADVERTISERS

## Annual Report to A. N. P. A. Quotes Many Manufacturers in Praise of Work for Newspaper Advertising—"Show Them How to Use Newspapers" Campaign of Organization

**H**EARTY tributes from manufacturers in many lines and many places form a large and readable portion of the eleventh annual report of the Bureau of Advertising, rendered to the A. N. P. A. meeting Wednesday. Almost as large and in direct contrast to the cheering and encouraging words of the space-buyers is the annual plaint by the Bureau that its efforts are not being supported by the newspapers, despite the great benefits that the bureau's labors have won for them in the past eleven years.



W. F. ROGERS

Membership in the bureau now totals 378, a gain of 5 over the total in last year's report. Of the members of the A. N. P. A., the report states, 229 are not members of the Bureau of Advertising. Having sold manufacturers the idea of using newspapers, the Bureau is now bending its efforts to show them how to use the space to profit and advantage and the report mentions several recent booklets and pieces of printed salesmanship which it has produced with that end in view. Among those mentioned are "What it Costs to Buy Space," based upon tables prepared by EDITOR & PUBLISHER in co-operation with the Bureau and printed in its INTERNATIONAL YEAR BOOK for 1924, and "The Right Way to Use Newspaper Space," which is now appearing serially in EDITOR & PUBLISHER.

Pacific Coast business continues to gain in encouraging volume, the report states. Expenses incident to the missionary work carried on and projected will bring the bureau's budget up to the limit of its expected income for 1924-25, it is said, and operations for the past year showed a net come of \$1,971.76 on a total income of \$83,838.81.

The report in full follows: Your Committee in charge of the Bureau of Advertising submits herewith its eleventh annual report.

It is gratifying to be able to point to further concrete evidence of the Bureau's progress.

Widespread confidence in the work is found in the increased demand from national advertisers for help and service. Statements by many important factors who are benefiting by what the Bureau is doing are included in this report. It is not always easy or expedient to refer directly to such endorsements. But your Committee submits this conclusive demonstration of what the Bureau means to advertisers because it shows graphically what the Bureau means to the newspaper industry.

The volume of national newspaper advertising continues to grow. Estimates covering the year 1923 show the newspapers up to or ahead of the peak year of 1920 in general advertising. Among the Bureau's members, the average increase reported in 1923 was about eleven per cent over 1922.

It seems needless to dwell upon the extent to which the Bureau has been in-

strumental in influencing this steady development in national lineage. It is pertinent, however, to mention a situation which bears upon the service the Bureau has been rendering effectively and which, we believe, should be carried vigorously forward.

Advertisers are constantly asking advice from the Bureau on problems that vary all the way from market investigations to an opinion on copy and the duration of a campaign. In these relationships it is evident to the Bureau that the large majority of newspaper users are satisfied with the results of their advertising. But occasionally we find a newspaper advertiser who expresses disappointment—who wants to try some other medium.

In most of these instances of reported dissatisfaction, the Bureau has found that the advertiser's failure was due to inadequate or improper use of the medium of newspaper advertising.

Feeling that the success of advertisers is one of its primary concerns, the Bureau has devoted much of its energy to a study of the best methods of using newspaper space and has given advertisers the benefit of this study.

In its literature and in its personal solicitations, the Bureau has brought actual experiences to demonstrate that there is a right way and a wrong way to use newspaper advertising. Its investigations have covered the preparation of copy and illustration as well as the strategic scheduling of a campaign. It has called in expert assistance on this work. Nothing which it has undertaken heretofore has been so well received by advertisers.

A quotation from the Bureau's latest book, "The Right Way to Use Newspaper Space," will be pertinent in emphasizing the direction in which the work is moving:

"The Bureau of Advertising, conducted in behalf of all newspapers, is an organization of service.

"Its purpose is to increase the volume of national newspaper advertising.

"Its daily job has become largely a matter of responding to calls from advertisers who need help.

"The Bureau has come to believe that the best method of creating newspaper advertising consists of helping to make advertising pay the advertiser. Thus, a purely selfish aim may go hand in hand with useful work for the whole field of merchandising."

### EVIDENCE OF SERVICE

In reference to the attitude of advertisers and other factors in the field toward the Bureau, your Committee quotes the following statements made during the year just ended:

"\* \* \* Largely through the influence of you and your associates we are confining our advertising exclusively to the daily newspapers."—National Lumber Manufacturers Association.

"The ever present willingness of your Bureau to lend us your counsel and assistance has been an important factor in the formulation of our plans."—A. Stein & Co. (Paris Garters).

"The Bureau of Advertising has done as much as any other single agency for the advancement of newspaper advertising."—Coca Cola Co.

"We wish to express our appreciation of the assistance given us by your office and also by your Chicago branch office. The Chicago Manager has been of real aid to us in many things connected with our newspaper advertising."—Edison Electric Appliance Co.

"He (the Pacific Coast Manager of the Bureau) has been of tremendous assistance to us."—Sun-Maid Raisin Growers.

"We feel a portion of the credit for the use of the newspapers is due to the interviews we have had with you."—A Food Manufacturer.

### NEWSPAPER MAKERS AT PLAY



We have with us, this evening, Frank D. Throop, Publisher Davenport, Iowa, Democrat, looking as if he had just missed his train or something, but in reality posing in the glad rags of happy days gone by at a festival in his home town.

"\* \* \* We have been greatly helped and will always remain much indebted to that arm of the American Newspaper Publishers Association known as its Bureau of Advertising. We have profited from many conferences with active officers of this Bureau.

"One thing the Bureau of Advertising has definitely accomplished, and I doubt whether any considerable number of its 400 members are fully conscious of this accomplishment. It has iterated and reiterated to its members the power and undeveloped possibilities of newspaper advertising. It has provided a rallying point of those factors in advertising and selling that deal with fundamentals.

"If the newspaper publishing fraternity would give wholehearted support to the Bureau in its many efforts to make of newspaper advertising a real institution for national advertisers, the financial statements of many newspapers now said to be hovering near the red ink line on their balance sheets would soon show the tide turning strongly the other way."—Portland Cement Assn.

"I took \* \* \* the new book to the president of our local gas company and had very little difficulty in selling him on a continuous newspaper campaign. This is just one instance of where our membership in the Bureau has proven worth many times our annual subscription."—A Member of the Bureau.

Your Committee feels some special reference should be made to the work of the Bureau's newest office on the Pacific Coast. This branch has been of particular use in the development of community advertising for newspapers. Most of these campaigns were organized originally on a magazine advertising basis. The three offices of the Bureau have co-operated in convincing the committees that control the community funds of the value of newspaper space, chiefly by focusing their attention upon figures showing the origin of traffic. We are glad to report that the bulk of the money being spent on adver-

tising of this type is now going to the newspapers.

### A. N. P. A. NON-MEMBERS

Once again your Committee most earnestly draws attention to the fact that a large number of members of the A. N. P. A. still profit by the work of the Bureau of Advertising without supporting it.

In the year just ended, this percentage of non-participants in the A. N. P. A. has been slightly reduced in the Bureau's favor, but in view of the fact that advertising development work has become indispensable to the industry, your Committee strongly urges a more general participation among the members of the A. N. P. A. to help the Bureau meet the heavy demands upon it.

The following quotation from a recent issue of EDITOR & PUBLISHER seems significant in view of the statement by the Portland Cement Association printed above.

"Many newspapers are supporting the efforts of the Bureau of Advertising of the American Newspaper Publishers' Association for the conversion to newspaper space of advertisers whose products lend themselves to such publicity. This work is now in its second decade and its importance is recognized to a far greater extent by the national advertisers than by the mass of American newspaper publishers. So far, the majority of the country's daily press has been willing to accept the fruits of the Bureau of Advertising's labor without sharing the burden of sowing and cultivating the seed."

The Bureau continues to operate on a solid financial basis with sufficient resources to conduct its work successfully. But in view of constant opportunities to enlarge its work profitably if it had the necessary funds, non-members in the Association are urged to consider membership as a sound business investment.

Of the A. N. P. A. membership 229 are not members of the Bureau.

### PRINTED SALESMANSHIP

Reference has been made to the growing demand for information concerning newspapers and newspaper advertising. The circulation of the Bureau's literature has broken all previous records.

Coincident with last year's convention, the Bureau issued a booklet, "Advertising Costs and National Selling," dealing with magazine and newspaper circulations and rates. Requests for this work necessitated a second edition.

A new statistical booklet "What It Costs to Buy Space," is just off the press.

In September, the Bureau brought out its annual book, "The Newspaper Route To All Good Markets." For the first time, an edition of 10,000 was printed, and the demand for copies has kept up continuously. Many publishers who wanted the books for distribution among advertisers purchased quantity lots. Numerous gratifying comments on the publication have been received, and the Bureau has direct evidence of the book's influence on advertising campaigns.

The newest book, already referred to, "The Right Way to Use Newspaper Space," is just off the press and in course of distribution.

During the year the Bureau completed two major surveys—one on the markets for flour and the other on pancake flour. These are still being used in active solicitation. Both have successfully influenced national advertising in the industries covered. In one case, an appropriation that will run close to \$1,000,000 is concerned.

Minor surveys and briefs to meet specific conditions have been constantly required, and many letters are on file testifying to the good results of this phase of the service.

Demands for help of this character are constantly increasing.

### SOLICITATIONS

The Bureau's representatives spent 308 days in traveling during the year, and the Director made one trip which touched many of the important business centers between the Atlantic and Pacific Coast.

The Western office and the Pacific Coast office increased their fields of activity during the year. The gain in national advertising from the Pacific Coast continues to be most gratifying.

Splendid co-operation from individual newspapers and from special representa-

tives has been given to all three offices. Bureau representatives spoke before many meetings held in the interests of advertising. At the request of advertisers, a number of meetings of salesmen were covered in this way.

ORGANIZATION

Your Committee appointed at the 1923 convention was as follows: William F. Rogers, The Boston Transcript; Harry Chandler, The Los Angeles Times; Howard Davis, The New York Tribune; W. C. R. Harris, The Toronto Star; William J. Hofmann, The Portland Oregonian; D. D. Moore, The Fort Worth Record; Fleming Newbold, The Washington Star; David B. Plum, The Troy Record; S. E. Thomason, The Chicago Tribune; Edward A. Westfall, The Boston Advertiser; Louis Wiley, The New York Times; John B. Woodward, The Chicago Daily News; Lafayette Young, Jr., The Des Moines Capital.

Your Committee organized at a meeting in New York at the Waldorf-Astoria Apartments on April 27 by re-electing William F. Rogers, chairman, Harry Chandler, vice chairman, and Howard Davis, treasurer. The Chairman re-appointed David B. Plum and Louis Wiley as the Finance Committee.

There was another general meeting of the Committee on October 16, 1923 in Chicago, and several informal meetings during the year which were attended by the Chairman or the Chairman of the Finance Committee.

Detailed reports of the Bureau's activities in all three territories were rendered to members of your Committee on the first and fifteenth of each month.

During the year, E. A. Westfall and Lafayette Young resigned as members of the Committee in Charge. Mr. Westfall was succeeded by George M. Rogers, of the Cleveland Plain Dealer. Mr. Young's place has not yet been filled.

During the year, John Budd succeeded Mortimer D. Bryant as advisory member, representing the Six Point League of New York, and H. W. King succeeded F. E. Crawford as advisory member, representing the Newspaper Representatives Association of Chicago.

MEMBERSHIP

At the close of the fiscal year in 1923 there were 373 members of the Bureau, while at the end of the same period for 1924, there were 378 members.

FINANCES

The Bureau's finances continue to be in a healthy condition. While its income exceeded its expenses for the fiscal year, the demands upon its services are increasing to such an extent that its budget for the coming year is up to its expected income.

The Bureau's books were closed on February 29 and its accounts audited by Howard Greenman, C. P. A., at the direction of your Committee. The total gross income for the year was reported as \$83,838.81, and the total expenses \$81,867.05.

ANNUAL DINNER

The annual dinner under the auspices of the Bureau was held at the Waldorf-Astoria, New York, on April 26, 1923 and was one of the most successful ever held by the organization. The demand for places was so large that it was necessary to have an "overflow meeting" in an adjoining room.

William F. Rogers, chairman of the Committee in Charge, presided, and Louis Wiley, acted as toastmaster. The speakers included: Lord Robert Cecil, Hon. James W. Gerard, James A. Emery, Hon. George Wharton Pepper and Will Rogers of the Ziegfeld Follies.

THANKS

Your Committee thanks the officers of the A. N. P. A., the membership of the Six Point League of New York and the Newspaper Representatives Association of Chicago for their continued co-operation and courtesy.

The newspaper trade press has been particularly helpful in its support, and your Committee wishes to express its sincere appreciation.

The loyal support of its membership makes the Bureau's work possible, and your Committee wishes to thank these

NEWSPAPER MAKERS AT PLAY



Major Frank Knox, publisher of the Union and Leader of Manchester, New Hampshire, and Republican candidate for governor of New Hampshire, seen at his favorite pastime, horseback riding. Major Knox has a farm in North West, N. H., which offers ample chance for enjoyment of his pet hobby.

publishers individually and collectively for the confidence, helpfulness and good will they have always shown.

FINANCIAL STATEMENT AND REPORT

Statement of Assets and Liabilities as of February 29th, 1924

ASSETS	
Cash in Banks .....	\$23,133.73
Petty cash .....	59.72
U. S. obligations at cost.....	18,000.00
Due from members .....	3,850.61
Furniture and fixtures .....	728.63
<b>Total Assets .....</b>	<b>\$45,772.69</b>

LIABILITIES	
Dues paid in advance..\$	365.43
Unpaid expenses .....	3,039.78
Bureau dinner receipts	4,068.56
<b>Total Liabilities .....</b>	<b>7,473.77</b>

Balance, being surplus at February 29, 1924 .....

Income Account—March 1st, 1923, to February 29th, 1924

INCOME	
Members dues, less amount written off as uncollected.....	\$81,694.08
Interest on bank deposits and investments .....	1,288.22
Bureau Dinner Account—1923..	849.76
Sales of binders .....	6.75
<b>Total Income .....</b>	<b>\$83,838.81</b>

EXPENSES	
Total expenses incurred .....	\$81,138.41
Depreciation on furniture and fixtures .....	728.64
<b>Total Expenses .....</b>	<b>81,867.05</b>

Net Income .....

STANSBURY NOW M. E.

Universal's Capital Chief Succeeds Flynn on Washington Herald

H. H. Stansbury, chief of the Washington Bureau of the Universal Service for past two years, has been made managing editor of the Washington Herald succeeding Michael Flynn.

John Lambert, who came to Washington from Boston to head the Cosmopolitan Service in the capital at the time President Coolidge took office has gone to the Universal, and James Nourse, Senate man for the Universal has been placed in charge of the Universal desk and will act as news editor of the Washington bureau. Thomas Everitt of the Cosmopolitan staff has succeeded Lambert.

There is but one Bulgarian language newspaper in the United States, published in Granite City, Ill.

TILDEN RESIGNS

Withdraws from Olympic Squad to Write for Newspapers

William Tilden, tennis champ, served a hot one in his "player-writer" tournament with United States Lawn Tennis Association officials, when he handed in his resignation April 21, from the American Olympic and Davis Cup squads.

In his letter of resignation, Tilden made it known he resented being considered an "evil influence" just because he writes newspaper articles for the Ledger Syndicate, Philadelphia. The letter was penned to Julian S. Myrick, chairman of the organization in charge of the Davis Cup tournament.

To Philadelphia newspapermen, following announcement of his resignation, Tilden declared he intended to continue to play in "all the big tournaments this season," stating he had resigned only from the Olympic and Davis Cup squads.

Tilden has contracted to "cover the tennis season of 1924 with a continuous service" for the Philadelphia Public Ledger Syndicate. His wire dispatches are to cover the following matches: National Clay Court Championships, St. Louis; National Doubles, Boston, Aug. 18-23; National Singles, New York, Aug. 25-30; Davis Cup Final Round, Sept. 4, 5, 6; Davis Cup Challenge Round, Sept. 11, 12 and 13. He is scheduled to attend each of the above events and report it directly from the grounds.

NEWSPAPER MAKERS AT PLAY



D. W. Stevick, publisher of the Champaign (Ill.) News-Gazette, responding to the call of the north woods.

NEW ENGLAND AGENCIES MERGE

Larchar-Horton Company Absorbs H. E. Ayres & Co. of Boston

H. E. Ayres & Co. advertising agency of Boston has been merged into the Larchar-Horton Company of Boston and Providence, one of the younger New England agencies.

The Ayres company was founded by the late Horace E. Ayres in 1905, who directed it until his death in February of this year. The Larchar-Horton Company was established in Providence in 1921, William Larchar, treasurer of the firm, having been engaged in advertising work for 18 years. He conducted an agency in Providence as the Larchar Company for several years. The Larchar-Horton Company grew out of this business when Elmer B. Horton joined the concern in March, 1921.

During the last year the company has had a Boston office at 55 Congress street, but this has now been removed to the offices formerly occupied by the Ayres Company at 164 Federal street.

All the former Ayres staff has been retained.

TRAFFIC INNOVATIONS SPEED A. P. REPORT

Milton Garges Says Triple Wire System May Soon Be Extended from Atlantic to Pacific—Now Operates to Kansas City

Belief that not in the "dim future," Associated Press would have a 3-wire service direct from New York to the Pacific Coast, was expressed this week to EDITOR & PUBLISHER by Milton Garges, traffic superintendent.

EDITOR & PUBLISHER discussed traffic developments with Garges just prior to the A. P. meeting at the Waldorf-Astoria Hotel, New York.

The traffic superintendent was particularly enthusiastic over the experimental 3-wire service, which A. P. recently opened between Kansas City, Mo., and New York, direct.

This wire is an extension of the regular New York-Chicago service and takes in St. Louis and other larger cities between Chicago and Kansas City. It represents, according to Garges, the highest development yet reached in wire coverage over long distances.

"While adopted largely as an experiment, this service has proved such a success, that we hope for its eventual widespread use, with probably New York and the Pacific Coast linked by three leased wires, similar to the New York-Kansas City system."

He added he did not want to appear too optimistic, but admitted it would not be the "dim future," before such a 3-wire service would link Atlantic and Pacific, increasing present facilities, using two wires.

Garges explained use of the 3-wire system, as it is operated now between Kansas City and New York. One wire is used for what the A. P. terms a "flash wire." It carries all important spot news, flashes and bulletins. The second is called the "supplemental" wire, and follows up on all flashes and bulletins, and also covers in detail all regional news. The third is used to transmit market and other business reports.

Garges went on to explain how A. P. has been speeding up its service to evening newspapers, during the past year.

"Realizing that afternoon dailies are rushing to press earlier and earlier, Associated Press has been making changes to meet the country-wide demand for more news during the early morning," Garges said. "The service throughout has speeded up considerably."

"News stories, as far as possible, are cut to 200 words. The wires are opened at 3 o'clock in the morning. More liberal use is being made of flashes and bulletins. In fact, every possible effort is being made to speed news transmission over Associated Press wires."

"The near future in wire transmission is most promising, as far as Associated Press is concerned."

Garges declined to go into detail in regard to the tests being conducted by Associated Press and the Morkrum telegraph printer machine company, looking towards transmissions of news by radio to be received and typed on electric printer machines. He said the experiments had been very satisfactory, but that outside the laboratory, many difficulties had been encountered, which as yet have not been overcome.

Birthdays Greetings

To EDITOR & PUBLISHER:—Hearty congratulations on your 40th Anniversary. You have made a wonderful paper out of EDITOR & PUBLISHER. It is really a household word with publishers everywhere throughout the United States and it has become so interesting, because of the departments you have organized, that I am certain every advertiser and sales manager has become equally interested.

Here's wishing you and your associates all the success in the world. You so richly deserve it.

G. LOGAN PAYNE, Publisher and General Manager, The Washington Times.



## REPORT OF A. N. P. A. SPECIAL STANDING COMMITTEE ON LABOR

CHAIRMAN H. N. KELLOGG presented the following report of the Special Standing Committee on the association's relations with labor unions during the year:

### I. T. U. LAWS IN LOCAL CONTRACTS

The arbitration agreement with the I. T. U. and arbitration agreements with other International Unions which expired April 30, 1922, exempted International Union laws and local laws not affecting wages, hours and working conditions, from arbitration. No new arbitration contracts have been made except with the I. P. P. & A. U.

Since the expiration of the arbitration contract with the I. T. U. the International officials have instructed local unions to include in their contracts statements binding publishers to accept and observe I. T. U. laws, and to add sections providing for arbitration, statements exempting from arbitration I. T. U. laws and local laws not affecting wages, hours and working conditions. The Special Standing Committee has informed members it does not approve of including such provisions in local agreements. Nevertheless, a very large majority of local contracts made during the last two years contain such provisions. It is apparent that members making such contracts are not supporting the position taken by the Committee on New Arbitration Contracts, viz.: that no arbitration contract shall exempt Union laws from arbitration.

### BIENNIAL I. T. U. ELECTION IN MAY

Many members of the association have from time to time inquired of your chairman as to who will be the next president of the I. T. U. It is, of course, impossible to answer that question. Partisans of both factions have assured your chairman that their favorites will win. As soon as the election board completes its canvass the result of the election will be published in a bulletin.

International Typographical Union officers serve for two years. They are elected by referendum vote of the members, the ballots being cast on the fourth Wednesday in May. They take office on the first of November following the election. John McParland was elected president of the I. T. U. in May, 1920. He was a member of what is called the "Progressive Party" of the I. T. U.; the officers then serving were members of what is known as the "Administration Party." The Executive Council of the I. T. U. consists of five men and McParland was the only "Progressive" member to be elected in 1920. His first term began in November, 1920, and expired in November, 1922. The referendum in May, 1922, re-elected McParland and also elected two other members of the "Progressive" party, Messrs. Charles P. Howard and W. R. Trotter, as first and second vice-presidents, respectively; the other two members of the Council elected in 1922 being J. W. Hays, secretary-treasurer, and Charles N. Smith, third vice-president, who is also president of the Mailers' Trade District Union, both members of the "Administration" party. Therefore, from November 1, 1922, until June, 1923 (when McParland died), the "Progressives" had a majority in the Executive Council. McParland's demise left two "Progressives" and two "Administrationists" in the Council. Under I. T. U. laws provision is made for filling vacancies in International offices. McParland's death made Vice-President Howard acting president of the I. T. U., but the Council has not since that time elected a first vice-president to succeed Howard. Howard has been nominated for the office of president; W. R. Trotter has been renominated for second vice-president, and other "Progressives" have been selected to run for the other offices. James M. Lynch, who was president of the I. T. U. from 1900 to 1914, has been nominated by the "Administration" party for president; Secretary-Treasurer Hays

and Charles N. Smith have been renominated and other members of the "Administration" party are running against others nominated by the "Progressives."

### SYMPATHETIC STRIKES, REINSTATEMENT OF DISCHARGED MEN

The Special Standing Committee has at various times in bulletins called attention to the amendment of the I. T. U. Constitution adopted at the 1922 convention of that union, which provides for co-operative negotiation of contracts by printers and mailers, coincident expiration dates and sympathetic strikes, and to an amendment to the by-laws setting aside the "Denver decision" and providing that when local unions demand that discharged men be reinstated foremen must immediately comply with such demands, pending final decision on the merits of claims for re-employment.

The constitutional amendment relative to sympathetic strikes, etc., directs local unions of printers and mailers to include in new agreements provision for co-operative action before mentioned. It is the view of your committee that unless contracts contain specific statements providing for sympathetic action, etc., the constitutional amendment cannot be enforced even under agreements which provide for the acceptance and observance of I. T. U. laws. Very few unions have demanded acceptance of said clauses. There are two cities in which contracts have been made with printers and mailers containing such clauses.

As the new rule regarding discharged men requires immediate reinstatement by foremen on the demand of local unions to that effect, contracts have been made in several cities which provide for referring differences regarding discharged men to local standing committees and to arbitration, on demands of chapels and before unions have taken official action. Under such contract provisions it is contemplated that decisions will be made within a few days after discharges occur and issues will be settled before such questions are submitted to local unions for action; hence foremen need not reinstate until and unless decisions by local standing committees or arbitration so require.

Serious complications have arisen in more than one city because foremen of composing rooms have appealed to the Executive Council of the I. T. U. against demands for reinstatement of discharged men by local unions under contracts which provide for having such differences settled by local standing committees and arbitration. If reinstatement is objected to and agreements do not contain such provisions it is necessary for foremen to appeal. In cities where contracts provide for referring such questions to local standing committees, foremen should not be permitted to appeal because if that is done it will thereafter be impossible to have differences taken up by local standing committees or arbitrated, it being obvious that issues cannot be settled through two channels.

It is strongly recommended that members inform the chairman of the Special Standing Committee of all differences regarding discharged men and their reinstatement, so they may be fully advised as to their rights and the best course to take to preserve them.

### INTERNATIONAL ARBITRATION BOARD MEETINGS

Eight cases were considered by the I. T. U. Board. There were no meetings with the I. P. P. & A. U. Board. There is now one deadlocked case before the I. T. U. Board. A six-man board meeting on June 28, 1923, considered a scale case from Vancouver, B. C., and a seven-man meeting on June 27, 1923, heard cases from Chattanooga, Tenn., and Scranton, Pa., the first involving pay for men working a seventh day, and the latter a question of back pay under a new scale contract. There was a six-man board meeting on February 26, 1924, at

which cases from Denver (scale); Charleston, W. Va. (application of I. T. U. laws); Chicago (Evening Post case change of dress) and Galveston (propositions to be submitted to arbitration) were considered. The six-man board deadlocked on the Denver case and it was submitted to a board of seven on February 27, 1924. Another meeting of the six-man board was held April 15 and a scale case from Charleston, W. Va., was considered and decided.

During the past year 229 contracts were made by members of the association as compared with 213 during the preceding year. There has been one reduction in typographical scale, and none affecting

other unions of the printing trades; 79 contracts have been renewed without increases, old agreements continued in force or new ones made on previous wage basis as follows: Typographical, 38; pressmen, 18; stereotypers, 16, and photo-engravers, 7.

There have been seven strikes during the year, as follows: Printers in Asheville, N. C.; Everett, Wash.; Paterson, N. J.; Richmond, Ind., and Wichita, Kansas. Pressmen in New York City, and Mailers in Omaha, Neb.

Since the report of your Committee to the 1923 Convention, 106 I. P. P. & A. U. Arbitration Contracts have been issued, making a total of 136 in all.

## REPORT OF COMMITTEE ON SECOND CLASS POSTAGE

MR. THOMASON also reported for the committee on second-class postage as follows:

The efforts of your Committee on Second Class Postage to secure a reduction in postal rates during the past year have not been rewarded with success.

Five members of the committee met in Washington in November, 1923, after correspondence between the Postmaster General and your chairman and discussed with the First Assistant Postmaster General unsatisfactory conditions in the post office service. The Post Office Department informed your committee of its efforts to secure adequate appropriations from Congress in order to increase the personnel and equipment of the department, and relieve congestion of the second-class mails at terminal points. Some small improvement has been achieved since that time, but conditions affecting the delivery of newspapers in the mails remain far from satisfactory.

After conference with Post Office executives your committee directed the chairman to prepare an amendment to the Administration Revenue Bill, when it should be introduced in the Congress then about to convene.

In December, 1923, the chairman conferred in Washington with Gerrard Winston, Under-Secretary of the Treasury, and made an effort to induce the Treasury Department to incorporate in the Administration Revenue Bill, a provision returning second-class postage rates to the 1919 zone basis. The progressive zone rate increases had been originally provided for by the War Revenue Act of 1917 and your committee maintained that it was therefore logical to provide for decreases in the Revenue measure. After a day's deliberation the Treasury Department refused to do this, saying that the purposes of our amendment were inimical to the success of the Mellon Bill.

In March, 1924, the McKinley Amendment, copy of which is printed immediately following this report, was introduced in the Senate by Senator McKinley of Illinois. The Senate Finance Committee refused to report the McKinley Amendment favorably, and the Amendment is now open for consideration on the floor of the Senate, together with the other provisions of the Revenue Bill.

Meanwhile, the Paige Bill had been introduced in the House and the Kelly-Edge Bill in the Senate, providing for increases in the salaries of postal officials and employees. On April 4th the Postmaster General addressed a communication to Senator Edge, chairman of the Joint Sub-Committee on Post Offices and Post Roads, in which he insisted that the increases in salaries suggested by the bills referred to, would have to be made by increases in postal revenues and postal rates. Among other increases, he suggested an increase in second-class rates, which he declared would net approximately five million dollars. His suggestion provided for increases in the first four postal zones—one and one-half cents per pound in the first zone, one and one-quarter cents per pound in the second and third zones and one-quarter

cent per pound in the fourth zone.

How and why the Postmaster General determined to obtain his increased revenues solely in this zone, in which the bulk of newspaper circulation falls, ignoring the zones in which magazines only circulate, is not made apparent in his communication.

The National Publishers Association and a number of other organizations of publishers immediately attacked the Kelly-Edge Bill editorially and your committee was urged to press upon members of the American Newspaper Publishers Association the same course. Your vice-chairman and your committee, together with members of the New York Publishers Committee met in Washington, April 18, with the Postmaster General. The Postmaster General informed your committee that in view of the editorial support accorded by newspapers to the Kelly-Edge Bill the newspapers should expect to bear a portion of the cost of postal wage increases. In the opinion of your committee the question of increases in rates of pay to postal employees and the question of the propriety of present high second-class rates are in no manner associated. We recommend that our association shall not be sidetracked in its effort to secure fair and lower second-class rates by discussion of the propriety of postal employees' compensation. We can see no useful purpose in opposition to the Paige and Kelly-Edge Bills. In our judgment this is a question for the Postal Department and Congress to determine for themselves free from any interference on our part.

We propose in active efforts in behalf of the McKinley Amendment to insist that the tendency to accumulate burdens on the second-class mail service must stop. We are informed that fifteen million dollars will be spent in Washington in the current year for franked mail, the transportation and distribution of speeches, and campaign material; the losses on direct-by-mail third class one cent postage are enormous; the excess cost of handling parcel post is reputed to be some thirty million dollars; yet, every time, the raise of postal rates is passed on to the second-class mails, a service in which the Government performs less for its money than it does in any other department of the postal service. We pay \$2 per hundred pounds to send mails shorter distances in the same cars in which our newspapers are carried at 50 cents per hundred pounds by the express companies.

In the opinion of your committee the present emergency is the greatest that has confronted your association for many years. An increase in rates for second class mails cannot but be followed by increases in express and baggage rates. The proposed increases affect the largest and smallest newspapers alike. Newspapers with circulations of twenty-five hundred have complained to your Committee of the excessive burden of postal charges.

Within the next month the fight for the McKinley Amendment will have to be won or lost, and your Committee seeks the assistance of all of our members in the fight to be made in the Senate. A number will be called upon to organize

State Committees, and it is only by their active co-operation that Congress can be impressed with the justice and fairness of our position.

68TH CONGRESS, 1ST SESSION, H. R. 6715

IN THE SENATE OF THE UNITED STATES

March 28, 1924

Referred to the Committee on Finance and ordered to be printed.

AMENDMENT

Intended to be proposed by Mr. McKinley to the bill (H. R. 6715) to reduce and equalize taxation, to provide revenue, and for other purposes, viz.:

That subdivision (b) of section 1101 of the Revenue Act of 1917, as amended, is amended, to take effect thirty days after this Act becomes law, to read as follows:

"(b) In the case of the portion of such pub-

lications devoted to advertisements the rates per pound or fraction thereof for delivery within the several zones applicable to fourth-class matter shall be as follows (but where the space devoted to advertisements does not exceed 5 per centum of the total space, the rate of postage shall be the same as if the whole of such publication was devoted to matter other than advertisements): For the first and second zones, 1½ cents; for the third zone, 2 cents; for the fourth zone, 3 cents; for the fifth zone, 3½ cents; for the sixth zone, 4 cents; for the seventh zone, 5 cents; for the eighth zone, 5½ cents."

Sec. 2. This Act shall not be construed to repeal sections 1102 to 1106, inclusive, of the Revenue Act of 1917, as amended.

Sec. 3. That nothing in this Act shall affect existing law as to free circulation or existing rates on second-class mail matter within the county of publication, or existing rates on second-class mail matter designated as educational, scientific or charitable.

## REPORT OF THE PRINTING TRADES SCHOOLS COMMITTEE

W. J. PATTISON, Scranton (Pa.) Republican, chairman, detailed the progress made in organizing a fund for printing trades schools authorized by the 1923 convention. Their report in full follows:

At the Convention held in April, 1923, it was decided to establish a fund for the purpose of promoting and assisting trades schools already established, and also in the establishment of regional schools in sections where no schools existed and where there was need for same. As a result the following resolution was offered and adopted:

Resolved, That the American Newspaper Publishers Association undertake the sponsorship of Printing Trades Schools for instruction and training of printers, operators and other craftsmen in the printing trade. It is favorable to the plan of regional Printing Trades Schools in several sections of the United States and Canada to be financially supported by newspapers in such designated territories by plans of assessment to be devised by the newspapers within such regions.

To supplement the foregoing work and to encourage the development of such schools, there is hereby created a Printing Trades Schools' Fund to be collected from the general membership of the American Newspaper Publishers Association, to be administered by the Board of Directors of said Association for the promotion of the Printing Trades Schools plan throughout the United States and Canada, and be it further

Resolved, That the present assessment of \$1 per machine per year be increased, effective July 1, 1923, to an assessment of 25 cents per month per each typesetting or type-casting machine or other mechanical compositors owned or operated, or the product of which is used by each active newspaper member, for the purpose of creating a Printing Trades Schools' Fund, and such assessment is hereby levied against each member of this Association, it being the sense of this Convention that insofar as possible the Fund shall be expended in such manner as to promote the education of printers in uniform proportion throughout the territory served by this membership.

And at the meeting of the board of directors and officers, which followed the adjournment of the convention, the following committee was appointed to develop and carry on the work.

W. J. Pattison, chairman; J. D. Barnum, F. J. Burd, E. A. Bristor, J. P. Considine, Victor F. Ridder, Roy G. Watson, Curtis B. Johnson; advisory committee, J. Baum, J. F. Young, Frank E. Gannett, W. T. Anderson.

Your committee found it necessary, before doing anything else, to get a complete list of schools already in operation, and then, through correspondence and a questionnaire which was prepared and sent to all of the schools, to decide which schools it might be well to undertake to encourage through financial or other assistance.

The questionnaire which was prepared and sent out really laid down certain rules and requirements with which the schools would have to comply in order to secure the approval of the committee and cause them to recommend the schools to the board of directors for support and financial assistance.

A considerable amount of correspondence passed between the chairman of your committee and those responsible for a number of the schools, and the questionnaire, as finally passed on by the members of the committee and your board of directors, was sent to a list of about 175

schools. To many of these schools, of course, we knew we would not be justified in giving any consideration whatsoever, but it was felt that the questionnaire should go to all in order that they might have the opportunity to state exactly the work they were doing, how their school was financed, and other necessary information. In this way we felt that no school would have occasion to say that they had been overlooked or neglected. From the information thus secured, the committee, by a process of elimination, could get down to a certain number of schools which they might feel justified in recommending to the board of directors.

This work was completed early in the Fall of the year, and correspondence and questionnaires were divided into three classes, as follows:

1. Those schools which in the judgment of the Committee would appear to be entitled to consideration.

2. Those schools which, were our funds sufficiently large, would probably be entitled to consideration and financial help, but which, owing to the limitation of the fund, in the judgment of the Committee, it would not seem practicable to include in the first class at least, until such time as all of the schools in the first class had been given consideration and attention.

3. Those schools which, as a result of the information collected both by correspondence and through answers to the questionnaire, were eliminated from further consideration.

As a result of the assessment established through the resolution adopted at the last convention, we have a fund of approximately \$23,000 for the purpose of promoting printing trades schools. This, of course, is a very small amount for the work which the committee finds could be done to advantage, and it is therefore difficult to distribute it in a way which may be really effective and practical.

The committee considered this phase of the situation carefully and as a result recommended at the October meeting of the board of directors, that in its judgment it would seem that the only plan which could be operated that would be worth while would be to concentrate on the schools in Class 1, or whatever number of them the board might deem wise, since it was not possible to spread it over a large number of schools and make the amount contributed to each of material benefit.

As to the manner in which this fund should be distributed, your committee suggested some plan that would offer a fixed amount to such schools as seemed worthy of assistance for each pupil graduated and given a certificate of competency within the period of one year. According to the information which your committee has been able to secure as to the maximum number of pupils graduated from the schools recommended in Class 1, it would seem that these schools expected, at the close of the year, to graduate a total of about 600 pupils. Your committee is inclined to think that this figure is somewhat ex-

aggerated, but it is the information secured from the questionnaires returned by the schools.

Your committee further suggested that the award might be limited so as to cover not more than a percentage of the pupils graduated from each school, the committee being satisfied that some such plan as this would have to be put into operation, believing it to be the only basis on which we could operate without inviting possible criticism and also being charged with favoritism. Your committee submitted this to your board of directors as a suggestion or recommendation.

Up to this time, none of these schools had been visited personally by any member of the committee or of the association, nor had they been investigated by the committee. And the committee therefore recommended that before the plan be put into operation, the schools which the committee had recommended should be visited and a report made giving the result of the visit and the opinion of the person or persons making the inspection.

The board of directors agreed to this and certain members of the association were designated to investigate certain schools. Among the schools were the Pacific Northwest School of Printing, at Spokane, Washington, the Empire State School of Printing at Ithaca, N. Y., the Southwest School of Printing at Dallas and the Southeastern School of Printing at Nashville, Tennessee. With the exception of the Southeastern School of Printing at Nashville all these schools were reported having been visited and satisfactory reports received.

At a meeting of the board of directors of this association held March 28, the first three schools were officially endorsed and an advance contribution of \$2,000 was ordered to be sent by the treasurer to the Pacific Northwest School of Printing, \$2,000 to the Empire State School of Printing, and \$1,000 to the Southwest School of Printing at Dallas, with the understanding that when some additional information which was required from the latter was received the contribution to that school would be increased to \$2,000. In the case of the Southeastern School of Printing, your committee had not received the report of the member who was appointed to visit that school and therefore deemed it inadvisable to make any final recommendation on it until the report should be received.

At the last meeting of the board of directors held April 21 your committee was enabled to report the Southeastern School of Printing at Nashville had been visited by a member of the association, a satisfactory report had been received concerning it, and was able therefore to recommend that this school be endorsed and given an advance contribution of \$2,000 as in the case of the schools previously mentioned. The board of directors accepted the recommendation and voted that the treasurer be instructed to send check for \$2,000 to the Southeastern School of Printing at Nashville.

At this meeting the committee was also in a position to report that the additional information required from the Southwest School of Printing has been received and therefore recommended that \$1,000 additional, which had been withheld at the March 28 meeting, be awarded. The board voted approval to this recommendation and instructed the treasurer to forward check to this school in the amount of \$1,000.

This makes four schools in all, the Pacific Northwest School of Printing, the Empire State School of Printing, the Southwest School of Printing and the Southeastern School of Printing, that have been thoroughly investigated and have complied with all of our requirements, and each of which have been endorsed and given an advance contribution of \$2,000.

There are a number of schools which your committee is investigating and may within the next few months be prepared to recommend to the board for endorsement and support.

Perhaps it seems that the work of the committee has progressed slowly, and

the chairman of the committee frankly admits that it has. There was an immense amount of preliminary work necessary in order to establish a basis on which to proceed, which required considerable time. Information concerning all of the schools had to be secured before the committee could act; and in the progress of the work of investigation, your committee has functioned on the basis that it was better to proceed slowly and do the work thoroughly, being sure that the school selected was worthy in every way of support and was functioning in a way which would result in material benefit to the membership as a whole, and further, was willing to comply with all of the necessary requirements.

At the October meeting of the board of directors, the committee recommended that after a reasonable number of schools had received the financial support and co-operation of the Association, an advertisement be prepared giving information concerning these schools, and suggesting that anyone who desires to secure education in the printing trades apply to any of the schools whose names are appended to the advertisement; and that every member of the Association be asked to co-operate by publishing the advertisement in the columns of their newspaper, it being to their interest to develop as many operators, printers, pressmen, stereotypers, etc., as possible. The committee believes that the insertion of such an advertisement in the papers of the Association members would help very materially.

Your committee, having in mind a resolution which was adopted at the last convention to consider ways and means of inducing every member of the A. N. P. A. having union contracts to pledge themselves to see that they employ in their mechanical departments the full quota of apprentices, suggested to the directors at the October meeting of the board, that this matter should be followed up. As a result your committee was instructed by the board to prepare a questionnaire on the apprenticeship question and send it to each member asking him to state the number of apprentices to which he was entitled in each department in accordance with their union contract, etc.; and that after the questionnaire was returned the information secured should be tabulated and sent to the members for their information and with a view to seeing that every member employ the full quota of apprentices to which the paper was entitled.

Accordingly, such a questionnaire was prepared and sent out. It required almost three months to secure complete returns. A tabulation of the returns has now been made and shows that about 72 per cent of the members have sent the required information. Your committee feels that the result of this apprenticeship questionnaire is of such importance that it justifies a separate report, and accordingly is submitting it separately.

The question has been raised by a few members as to whether a member who was maintaining a training school for the development of journeymen should be required to contribute to the printing trades school fund of the A. N. P. A. In some few instances which have been brought to the attention of the committee, it would seem that these members are doing excellent work. For that reason the board of directors has decided that the amount paid in for the printing trades school fund shall be refunded to members who maintain schools doing work satisfactory to this committee.

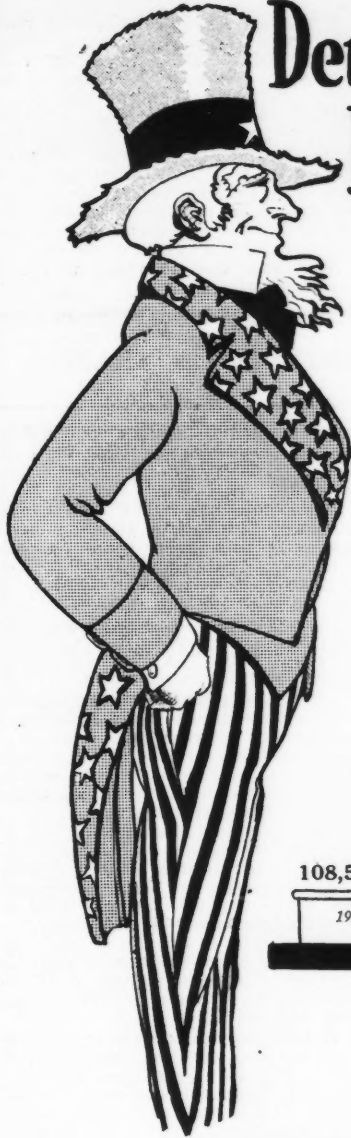
In closing the chairman of your committee wants to emphasize the fact that in his opinion the establishing of the fund for the promotion and development of printing trades schools was thoroughly justified; that there is great need for the schools; and that as the work develops, very material benefit will be derived by the membership as a whole.

There is no doubt but that we are facing a situation which in five or six years may bring about so serious a shortage of journeymen that it will be difficult for many plants to operate, and then

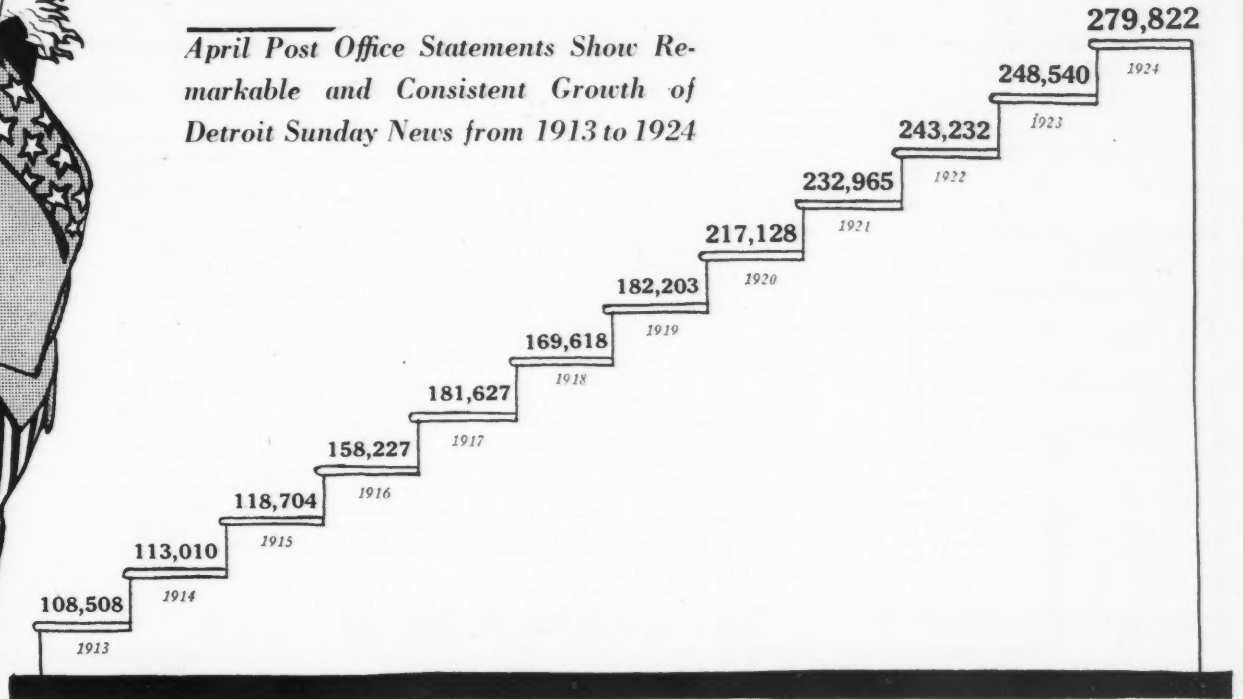
(Continued on page 26)



# Detroit Sunday News Circulation Rise Beats Detroit's Phenomenal Population Growth



*April Post Office Statements Show Remarkable and Consistent Growth of Detroit Sunday News from 1913 to 1924*



**P**ICTURED above is the remarkable rise of Detroit Sunday News circulation as indicated by the sworn statements submitted to the Post Office authorities every April since 1913.

A glance at these figures will show that the Sunday edition of The Detroit News has increased more than two and a half times in that period; the population of Detroit has during this same time only doubled its population, though this in itself is a phenomenon.

In other words, The Detroit News Sunday circulation is increasing faster than one of the

world's fastest growing great cities.

During March and April of this year the circulation of The Sunday News has been more than 300,000 every Sunday. Of this great circulation more than 240,000 copies are sold in the local trading territory giving advertisers a coverage of the local field equalled by no other newspaper in a city of Detroit's size.

Advertisers should harness the concentrated power of this concentrated circulation to their sales program. Detroit is prosperous, and liberal in spending. It awaits your message.

## The Detroit News

NOW OVER 300,000 SUNDAY CIRCULATION—GREATEST IN MICHIGAN

## REPORT OF THE PRINTING TRADES SCHOOLS COMMITTEE

(Concluded from page 24)

only at a very excessive cost. The promotion and development of printing trades schools will tend to make more journeymen and better journeymen, and to keep down the arbitrary and unjust demands of the trades unions for a wage which in a few years, were present conditions to continue, would become prohibitive.

Your committee will at all times be glad to supply to members any information at its disposal which may be desired, and if anyone present at this convention would like to ask any questions the chairman will endeavor to answer them to the best of his ability.

### PRINTING TRADES SCHOOLS COMMITTEE ON APPRENTICES

The following report was presented by Mr. Pattison:

Following instructions issued by the directors at a meeting in October, 1923, and in accordance with the resolution on apprentices adopted by the 1923 convention, a questionnaire was prepared by the committee and sent to the entire membership of the association, seeking information from the various crafts as to the number of apprentices allowed by the union and the number employed. A total of 534 of these questionnaires were mailed, and of this number 381 were returned, or about 72 per cent. The returns were tabulated, and an analysis of the tabulation shows the following result:

#### COMPOSING ROOM

In the composing rooms of the membership, the returns show that 1,327 apprentices are permitted by union contract. Forty-seven of these papers run either open shop or have no contract, and of this number which are under no restriction as to the number of apprentices that may be employed, only 18 newspapers seem to employ apprentices as against the plants having union contracts, which are permitted to employ 1,327 apprentices, and which the returns show, actually employ 1,179.

One important matter which some newspapers do not seem to consider important is the training of apprentices for hand composition. The information secured through the questionnaire shows that out of a total of 381 newspapers, only 1,073 apprentices are being trained for hand composition.

#### PRESS ROOM

In the press room, 448 apprentices are permitted by union contracts, and in these plants 452 are actually employed.

Sixty-two run open shop, or have no union contract, and seem to have no employees classed as apprentices.

There is a total of 100 plants in all; union, open shop, and without union contract, which have no employees classed as apprentices.

#### STEREOTYPE DEPARTMENT

In the stereotype department, 256 apprentices are permitted by union contract, and against this 249 are actually employed.

There are 79 newspapers that run in their stereotype department either open shop, or have no contract with the union, and seem to have no employees classed as apprentices.

There is a total of 124 plants in all, including union, open shop, and plants having no contracts, in which there appear to be no employees classed as apprentices.

#### PHOTO-ENGRAVING

In the photo-engraving department, 65 apprentices are permitted by union contracts and 51 apprentices are employed.

Fifty-four newspapers running photo-engraving departments and having open

shops or no union contracts, appear to have no employees classed as apprentices.

There is a total of 84 plants, union, open shop, and without union contract, which seem to have no employees classed as apprentices.

A careful study of the tabulation made from the questionnaire shows that the shops that have no restrictions, that is, those shops that run either without any contract or on open shop basis, in only a very few instances appear to employ apprentices.

Another matter which stands out in this tabulation, is the fact that there appears to be no uniformity of rule as to the number of apprentices which may be employed in the various cities. Some of the members having contracts with the union are not permitted by their contracts to employ any apprentices. Others are arbitrarily allowed to employ a stated number—1, 2 or 3. Again the rule is 1 to 3; 1 to 5; 1 to 7; 2 to 8; 3 to 10, etc. In some few instances the rule is 1 to 10.

Your committee therefore believes that an effort should be made through the international organizations, to establish some uniformity of rule regarding the number of apprentices allowed; or that if this is not possible an effort should be made to get more liberal treatment in this matter through negotiation with the local unions. Such a movement would undoubtedly result in more apprentices being trained and would accomplish a great deal of good.

Your committee also believes that an effort should be made to induce the shops which are running without restrictions as to number of apprentices which they may employ to take advantage of the opportunity to employ apprentices, which in many instances they are not now doing.

At the last meeting of the board of directors, at which your committee made a tentative report on the tabulation of the apprenticeship questionnaire, your committee was instructed to prepare a general tabulation of apprentice rules and the number of journeymen employed in all parts of the country, and to publish the information in bulletin form for the use of the A. N. P. A. members. This work is now in hand and a questionnaire has been prepared which will, in the course of the next week, be mailed to members, with a request that they return it with information as to the total number of journeymen employed, the ratio of apprentices permitted in proportion to the number of journeymen employed and other information which will be helpful to the membership, in an effort to solve this problem and to obtain recognition, through the local unions, of the justice of broadening their apprenticeship rules.

It is hoped that as soon as this questionnaire is received the members will respond promptly, and the committee assures them that in doing so the information concerning their particular shop will be treated confidentially, and will only be used in such a way as to be of benefit to all of the members.

It is evident from the results obtained thus far from the questionnaire that quite a few of the members are not employing in the various departments all of the apprentices their contracts permit. This condition is more pronounced in the press room, stereotype room, and photo-engraving department, than in the composing room. Quite a few newspapers seem to think that if they employ apprentices in the composing room, that is all that is necessary, and the other departments are overlooked.

Your committee has just been advised of the result of a survey of the commercial plants of Cleveland, Detroit and Buffalo by the Typothetae on the apprenticeship situation which indicates that only three out of every five plants employ apprentices.

Your committee believes and strongly recommends that every publisher should employ all of the apprentices that he possibly can, and calls attention to the fact that the publisher who has the right to employ apprentices and fails to do so, is as much a menace to the newspaper business as the union. The publisher must develop journeymen in every department in order to avoid a serious situation which will confront us a few years hence, unless we make more journeymen in the industry.

In conclusion, your committee asks for the co-operation and support of the mem-

bership as a whole, in its effort to render service in the matter of creating journeymen and developing printing trades schools. Whenever the committee asks for information, it hopes that the information will be promptly forwarded, as it must depend upon the co-operation of the membership in all such matters in order to properly function and be of service. The committee wishes to assure every member that the information asked for will under no circumstances be used against the individual, or in any way which may tend to create trouble or embarrassment.

## REPORT OF THE COMMITTEE ON TRAFFIC

S. M. WILLIAMS, New York World, reported the Traffic Committee's work succinctly as follows:

Railroad traffic conditions are in such favorable condition that, barring unforeseen developments, publishers may expect adequate and prompt transportation of newsprint during 1924.

The work ahead for the association is more of rates and regulations than of transportation and delivery.

Your committee, supported by the Pulp and Paper Traffic League, representing manufacturers, recently opposed an attempt of railroads to change classification description of newsprint to conform with U. S. tariff description. This would have imposed higher freight rates on newsprint more than ten per cent heavier or lighter than 32-pound basis, or containing more than thirty per cent sulphite. The opposition was successful and the present broad description of newsprint in railroad tariffs continues unchanged.

Section 28 of the U. S. Merchant Marine Act denies special rail rates and harbor privileges to imports and exports carried in foreign ships, permitting such privileges only to goods carried in American ships. This section has been under suspension but the Shipping Board has requested its enforcement and the Interstate Commerce Commission has fixed May 20 next as the date, but further postponement is under consideration in Washington.

Foreign newsprint, as a rule, is carried in foreign ships which give very low rates, having little west-bound tonnage to carry. Your committee understands, however, that section 28 will affect newsprint passing only through the ports of Savannah, Jacksonville, New Orleans and Galveston, from which special rail rates prevail. North Atlantic ports are not affected as to newsprint, although much concerned in other commodities. Inbound rail rates on imported newsprint from Boston, New York, Philadelphia, Baltimore and Norfolk are not lower than the regular domestic rates.

Newsprint is a small factor in this case compared with other commodities passing in and out of all U. S. ports. Large group action in protest has been taken by organized trade associations. Your committee was of opinion that it would be more effective for publishers in the

affected territory to unite with regional business associations opposing the order than for this committee to present a separate case.

Two rate cases concerning domestic newsprint instituted by groups of newspapers are now pending before Interstate Commerce Commission. One seeks reduction of newsprint rates to Washington, D. C., which are high as compared with rates to the adjoining city of Baltimore. Decision when made in this local case may have bearing on the newsprint rate structure of the eastern region.

The second case instituted by a group of Southeastern newspapers seeks establishment of returned core rates on a parity with newsprint rates. Core rates are now in irregular state, some sections being on the newsprint basis, others higher, and still others lower.

Your Traffic Committee, having no staff and no budget, has followed the policy of participating only in general subjects, leaving to single newspapers and groups the undertaking of local or regional rate cases. If the association desires to broaden the field of traffic activities and especially to attack rates on newsprint in different sections, it will be necessary to establish a traffic bureau with staff and budget.

There appears to be substantial opportunity for the Association's activity in this field. Paper mills are interested in freight rates only when established rates discriminate between any mill and its competitors. The paper mill cannot be expected to fight the newspapers' battle for low freight rates. A number of papers with established traffic departments find that they are able to accomplish a substantial savings in annual freight bills and make substantial reductions in transit waste.

It has been suggested that the time has come when this association might be expected to look with favor upon the organization of its own traffic bureau in charge of a traffic man. Your committee feels the membership as a whole would profit materially through such an expansion of the association's work, and therefore submits the question to the convention for consideration.

In submitting his report the chairman begs to extend appreciative thanks to his associate, James P. Considine of the Philadelphia North American, and to the officers of the Association for their cordial and considerate support.

## REPORT OF COMMITTEE ON FEDERAL LAWS

VICE-PRESIDENT THOMASON, in his capacity as chairman of the committee on Federal Legislation, reported the following activities:

At the last convention your Committee on Federal Laws reported that the Treasury Department was about to issue an interpretation of the definition on "Standard Newsprint" under the provision of the Tariff Act and of the Anti-Dumping Law. As this definition had a serious bearing on the conditions under which foreign newsprint could be imported, your committee appeared before the Assistant Secretary of the Treasury, and insisted that the only suitable definition of "Standard Newsprint" was "newsprint used in the manufacture of

standard newspapers." On June 15, 1923, the Treasury Department issued the following definition:

"The term 'standard newsprint paper' used in paragraph 1672 of the Free List of the Tariff Act of 1922, is defined as printing paper weighing approximately 32 pounds per ream, 20 by 36 inches, composed of a mixture of mechanically ground wood pulp and sulphite pulp in the relative proportion of eighty per cent and twenty per cent, but these percentages may vary not to exceed respectively seventy-five per cent and twenty-five per cent, and there may be a five per cent variation in weight. This definition is applicable to newsprint paper without regard to the color thereof or the use to which such paper may be put."

This definition would have subjected to duty 25 per cent of the paper imported from Canada and abroad in spite of the

(Continued on page 28)



# 4 Reasons Why



**T**WENTY-ONE YEARS ago we began business with just one idea in view, Service so Satisfactory to our newspaper clients that we would eventually build a reputation for Satisfactory Service so thorough and complete that our clients could truthfully and sincerely say: **BRIGGS Service SATISFIES!**

Today, after years of faithful, painstaking service, every newspaper we serve will tell you "BRIGGS Service SATISFIES!"

**O**UR literature, or better, a call from one of our Representatives will convince YOU, however skeptical you may be, that our Service is all and more than we claim for it. Our references are the many Satisfied newspapers we serve, and Dun or Bradstreet. Your neighbor newspaper is in all probability using the BRIGGS' SERVICE! Ask them about us.

A personal acquaintance with us, without charge to you will show you that 100,000 to 200,000 lines of local display advertising from an entirely new source is possible on YOUR OWN paper. And the clinching argument is "BRIGGS Service SATISFIES!"

**Thomas W. Briggs Company**

Operating In Canada and United States Home Office, Memphis, Tenn.

# Briggs' Service Satisfies

**REPORT OF COMMITTEE ON FEDERAL LAWS**

(Concluded from page 26)

fact that this paper was unquestionably standard newsprint within the ordinary acceptance of the term.

Two hearings were afforded your committee and the Treasury Department finally sent its investigation to newspapers throughout the country, as a result of which on August 28, the following definition was adopted:

"To Collectors and Other Officers of the Customs:

"As the result of an investigation conducted by the Department, the conclusions reached, standard newsprint paper, as covered by paragraph 1672 of the Free List of the Tariff Act of 1922, is hereby defined as consisting of mechanically ground wood pulp and chemical wood pulp or sulphite containing not in excess of 30 per cent of sulphite and varying in weight not more than 10 per cent from 32 pounds to each 500 sheets of 24 by 36 inches.

"This definition is applicable to newsprint paper without regard to the color thereof."

Although this definition was far from satisfactory, your committee felt that its efforts had been justified in securing a definition far more advantageous for our members than that previously promulgated.

Later in the year, arduous collectors attempted to assess duties on newsprint

paper received in rolls of less than twenty-four inches in width because the thirty-two-pound weight standard was based on sheets twenty-four by thirty-six inches in size. Although no publisher could fail to be impressed by the humor of this interpretation, it was seriously advocated in Washington and the efforts of our Washington representative and much correspondence were necessary to secure a final reduction in roll widths admissible without duty to sixteen inches.

During the year the telegraph companies endeavored to secure the co-operation of your committee for support in the reduction of the taxes paid on telegrams, but it was felt that an innovation in this matter would be beside the purpose of this association.

Through Mr. Palmer, your committee has watched with interest the Minimum Wage Law in Massachusetts and the new Libel Law in New York, but as these matters have not yet appeared in legislation in Congress it has been felt that they are not within the purview of your committee's activities.

**REPORT OF THE PAPER COMMITTEE**

THE report of the Paper Committee was submitted by E. P. Adler, chairman, and the following committee: T. R. Williams, Pittsburgh Press, vice-chairman; Frank S. Baker, Tacoma Ledger; F. G. Bell, Savannah News; J. P. Considine, Philadelphia North American; William H. Dow, Portland (Me.) Express; M. F. Hanson, Duluth Herald; H. V. Jones, Minneapolis Journal; E. Lansing Ray, St. Louis Globe-Democrat, and S. E. Thomason, Chicago Tribune. It follows:

The newsprint production of the United States and Canada during 1923 amounted to approximately 2,750,000 tons, about 250,000 tons more than during 1922, the highest previous year of production.

Additional machines, with theoretical capacity of approximately 85,000 tons per annum, have been put in operation since the first of this year and others, having theoretical capacity of approximately 100,000 tons, are expected to be ready to begin operations during the year, so that, exclusive of such machines as may be shut down or put on other grades, we may expect the present capacity, which is more than ample to meet the demand, to show a substantial increase during the present year.

Imports from overseas during 1923 amounted to 200,000 tons, an increase of about one-third over each of the two preceding years. We may confidently expect the overseas mills to continue actively bidding for our trade, there now being offerings well in excess of demand at prices from around 3.25 to 3.50 c.i.f. dock Atlantic ports. The European market, in common with our spot market, has shown material softening during the past few months.

For these reasons and because of further increased production assured for 1925 we need have no fear of an increased price in the near future. We have entered into a buyers' market which, in sharp contrast with the market of a few years ago, gives purchasers wide latitude in selecting their source of supply.

The extent to which these conditions may influence contract prices for the last six months of this year cannot at this time be foretold. It has been reported

that there will be a reduction of \$5 per ton beginning July 1.

Labor unions engaged in the paper-making industry recently addressed a joint letter to paper and pulp manufacturers asking renewal of the present wage scale for another year and for an early conference to discuss readjustments, and inequalities in the scale. This seems to indicate there will be no increase of labor cost in the manufacture of newsprint.

Your attention should be drawn to the wisdom of carefully scrutinizing all contracts before signing. In its contract for 1924 the International Paper Company made a material change from the condition of its previous contract in that the contract for 1924 bound the purchaser to pay for the last six months' supply whatever price the seller might choose to announce during the month of June without extending to the purchaser the right of canceling the contract should the announced price prove unsatisfactory. The International Paper Company subsequently addressed a letter to its customers releasing them from this inequitable condition if the price should be raised but binding them if the price remained the same.

During the latter part of 1916 when publishers had much concern in connection with market conditions the newsprint mills introduced a new form of contract differing from the former contract with respect to making the terms of purchasing f.o.b. mill instead of f.o.b. sidewalk or cars in the publisher's city; requiring acceptance of deliveries in equal monthly installments instead of as desired by the purchaser; advancing the date of payment from the 20th to the 15th of the month; transferring payment of freight on cores to the publisher; and limiting specifications to weight only.

The question arises in the mind of your committee as to whether or not the form of contract now in general use is satisfactory to the purchaser, if not, in what respect it may be unsatisfactory and also if it is the desire of the membership to have your committee enter into negotiations with the manufacturers with a view to securing changes.

Your committee would recommend that a sub-committee be appointed to at once confer with the manufacturers to secure a revised standard form of contract to be submitted to the paper committee early in September.

Of late it seems to have become more or less the practice of the mills to give scant notice of change in price between contract periods. The publisher who cannot learn the price to be charged in his new contract until the old one has practically expired is obviously at a serious

disadvantage. We submit the reasonable-ness of demanding a thirty day advance announcement of price for renewal of contracts.

For some years past it has been the custom of the newsprint mills to sell contract tonnage at a uniform price which has caused the consumer, desiring to purchase at a lower price, to depend either upon the spot market or purchases from overseas. Of late various European mills have given particular attention to our requirements in both finish and strength with the result that entirely aside from the question of price, many publishers find the product of certain European mills, but not of all, to be wholly satisfactory.

Information received from members in answer to a questionnaire on this subject reveals the surprising fact that many purchasers of European tonnage do not know the name of the mill in which the imported product is manufactured, some not even knowing the country of origin.

We urge every member to report to the committee all offers of European tonnage received, including terms and particularly the name of the mill and the importer, so that your committee may advise members inquiring for European tonnage what success other publishers have had with the same product. We are in a position to supply considerable information of value on this subject to members who will take the trouble to make inquiry.

Some of our members during the year have shown great interest in low price offers for European tonnage from more or less irresponsible importers. All such cases have been immediately investigated and inquiring members have been given the facts.

The development of the Newfoundland Power & Paper Company is well ahead of its schedule. This mill will begin manufacturing 400 tons per day, mostly for the American market, during May, 1925. It is erecting ample storage capacity at its mill and will acquire storage capacity at various points on our seaboard in which to store its product so that it may make uniform deliveries even though its home port is closed by ice for some three months each winter. It is also constructing steamers especially designed for the transport of newsprint rolls.

During June, 1923, the Federal Trade Commission discontinued the collection and dissemination of monthly figures covering production, consumption, imports, exports, etc., of newsprint, which reports your committee considered of such value that it arranged to secure from members monthly reports of consumption, stocks on hand, in transit, etc., which reports are published monthly, and will become available for comparative purposes with June of this year.

Your committee thanks the membership for its ready response to requests made for this information, four hundred having supplied the information. We hope that in the course of time the remaining one hundred members will aid us in this work.

During October your committee, believ-

ing all signs pointed to a softening of the market, advised against haste in making commitments for the new year and suggested the spot market, at least, would be lower than the then contract price of 3.75. This condition eventuated and those who did not contract for full supply have been able to purchase domestic print at prices ranging down to 3.50 and even lower with foreign print being offered as low as 3.20 Atlantic ports.

**INCREASED NEWSPRINT CAPACITY, 1923.**

Canada	Daily Capacity Tons
Fort William Paper Co., Ltd., Fort William, Ontario	80
St. Lawrence Paper Mills, Ltd., Three Rivers, Quebec	60
Belgo Canadian Paper Co., Ltd., Shawinigan Falls, Quebec	85
Bathurst Co., Ltd., Bathurst, N. B.	50
United States	
Washington Pulp & Paper Corp., Port Angeles, Wash.	70
Oswegatchie Paper Co., Inc., Natural Dam, N. Y.	50
Algonquin Paper Corp., Ogdensburg, N. Y.	80
Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis., replaced a 40 ton with a 75 ton machine, a net increase of	35
	650

**INCREASED NEWSPRINT CAPACITY, 1924.**

Canada	Daily Capacity Tons
*Donnacona Paper Co., Donnacona, Quebec	85
*Price Bros. & Co., Ltd., Kenogami, Quebec	100
Backus-Brooks Co., Kenora, Ontario	100
Belgo Canadian Paper Co., Ltd., Shawinigan Falls, Quebec	85
St. Maurice Paper Co., Ltd., Cap Madeline, Quebec	120
	590

**INCREASED NEWSPRINT CAPACITY, 1925.**

	Daily Capacity Tons
Bathurst Co., Ltd., Bathurst, N. B.	50
Newfoundland Power & Paper Co., Newfoundland	400
	450

In addition to above there are many projected developments of both pulp and paper mills including a \$16,000,000 pulp and newsprint mill at Quebec, by the Rothermere interests of England; a pulp development by the St. Regis Paper Company in the vicinity of Quebec; a \$10,000,000 project by the Steel-Tremblay Paper Co., Ltd., of Montreal, which latter may not as yet have completed organization.

**FULL REPORTS OF EDITORS' MEETING NEXT WEEK**

EDITOR & PUBLISHER will publish in next issue the most complete accounts of the speeches and deliberations of the American Society of Newspaper Editors, which opens at Atlantic City Friday afternoon. This is the second annual meeting of the editors' organization and merits the closest attention of the news-paper fraternity.

**REPORT OF THE COMMITTEE ON RADIO**

Radio broadcasting is losing favor as a newspaper publishing activity, the committee on radio reported. W. A. Strong, Chicago Daily News, was chairman of the committee, which also included E. B. Piper, Portland Oregonian; Louis Hanocho, Newark Sunday Call; H. S. Scott, Detroit News; Harry Chandler, Los Angeles Times; Elzey Roberts, St. Louis Star; Rowe Stewart, Philadelphia Record, and A. G. Carter, Fort Worth Star-Telegram. Their findings follow:

Your committee has found it impossible to have a meeting as a whole during the past year. Such a meeting was attempted at Atlantic City but failed to interest a sufficient number of members who could be present.

The publishers especially interested in radio stations are located at widely separated points.

During the past year the development of radio has been very marked. I sub-

mit in the form of a report a digest of the correspondence, telegrams, questionnaires and discussions by members of the committee as they have been brought to the attention of the chairman.

Only those newspapers who own their stations are considered in quoting figures. The information covering the other class of stations is very much more difficult to analyze on a comparative basis, and it is evident that only those newspapers owning their stations have gone so far as to declare a substantial and reasonably permanent interest in the experiment. It is also true that the participation of newspapers in other broadcasting stations does not give the newspaper the fullest opportunity to determine the value of broadcasting to the newspaper itself, and on the other hand the problems of operation are not so vital to the publisher.

In October, 1922, there were over 100 (Concluded on page 36)



ROWE STEWART



# NEW HAVEN

Connecticut's Largest City.

In New Haven, Conn.—

## The New Haven Register.

is

# FIRST and FOREMOST

It completely covers the field.

Every night The Evening Register has a larger circulation than any two other New Haven papers combined—a concentrated circulation—91% of which is within ten miles of the New Haven city hall.

The average Daily and Sunday combined circulation of The Register for the six months period ending April 1st, 1924, exceeded per issue

# 40,000 Copies Net Paid

All Special Extras Excluded

The Register fulfills every requirement in quantity and quality as the best advertising medium in Connecticut's largest city. It covers the field completely and the wise advertiser will insist that The Register is on his list if he enters Connecticut at all.

During the past year The Register printed **11,331,981** lines of paid advertising—**4,323,458** lines more than "the second paper; over **6,000,000** lines and **8,000,000** lines, respectively, in excess of the third or fourth papers."

## The New Haven Register.

*Quality and Quantity circulation. It covers the field.*

REPRESENTED BY

The JULIUS MATHEWS SPECIAL AGENCY, Boston, New York, Chicago, Detroit.

# MEDILL'S GRANDSONS BUILD ON GREAT TRADITION

Co-Editors McCormick and Patterson of Chicago Tribune and New York Daily News, Work Together in Accomplishing Feats Undreamed By Joseph Medill's Journalistic Genius

By LUCILE BRIAN GILMORE

"Though teachers who since days of yore Have taught that two and two make four, Might claim, perhaps, it can't be done— We know that one plus one makes one."

TAKE two editors, both of aggressive personalities, with different ideas, different methods and different ways of handling problems, put them both in charge of the same newspaper—and you usually get nothing but confusion and turmoil.

That is, usually. Sometimes the result is exactly the opposite, however, and then one gets the thrilling spectacle of two men working as one for the common welfare, doing big things with a machine-like precision that makes tremendous accomplishments seem simple by the ease with which they are performed.

Such is the situation on the Chicago Tribune, where Robert R. McCormick and Joseph Medill Patterson have been making newspaper history since stepping in as co-editors and co-publishers in 1914. Surely, if the spirit of Joseph Medill hovers over the immense plant that shelters the famous newspaper which his far-seeing mind produced, he must throw out his chest with pride at the things his two stalwart grandsons are doing—things that even he, with all his journalistic genius, would have deemed impossible in his day.

This is not an interview with either one of them. For this is what Col. McCormick—it's an earned title, that Colonely, too—says about interviews:

"When a man begins telling other people how he succeeded he begins his valedictory. When a man begins to pass out words of wisdom to the youth, it's about time to write his obituary as far as accomplishments are concerned. Well, I'm not ready for a valedictory or obituary just yet.

"My business is helping to run a newspaper that throbs with the very life of this community and of the whole world. It is for us to tell about other people, not about ourselves."

It isn't much of an interview, is it? But still, in those few words is the keynote of the methods by which he and Capt. Patterson are building up their journalistic giants—"helping to run a newspaper."

You note the word "helping." Both men are prodigious workers, yet extremely considerate of one another. Never will one refer to himself as "editor" or use the singular pronoun when telling of their plants. It is always "co-editor" and "our" work. Maybe that explains how the one plus one still equals one.

Each man has his distinct personality, reflected in the Tribune and their related ventures. Each follows the dictates of his ideas, yet, oddly, they seem to "agree" on everything. Never is there lack of harmony. Their ideas, plans and hopes seem to dovetail into one another with the smoothness of a well-oiled gear.

"No star reporter has a better nose for news than Capt. Patterson," they tell you around the Tribune plant. "He takes the keenest interest in Tribune features. It is generally understood that he has suggested themes and characters for various of the paper's famous comic strips, including the 'million dollar comic'—the Gumps. Ideas come from him so fast that he has the entire editorial organization constantly on the alert."

But while Capt. Patterson is busy thinking of new features or names for them, Col. McCormick is more than likely busy with the purchase of presses with which to print them, or with the erection of a new structure to house the presses. Just now it is the Tribune Tower in North Michigan avenue, Chicago, chief unit of new Tribune Square.

Capt. Patterson was the prime mover

## CO-EDITORS, CHICAGO TRIBUNE



Robert R. McCormick.



Joseph Medill Patterson.

back of the organization of the Daily News of New York, one of the most daring ventures in the journalistic field. To enter a city already crowded with newspapers with a publication that violated many of the accepted canons of newspaper publishing was all that these two miracle-workers did—and they now have the biggest daily circulation in America. The paper, an illustrated tabloid, is less than 5 years old, but has skyrocketed to the top of circulation charts.

Now these two young journalists are working on a new enterprise—a weekly magazine which will shortly be issued. It is to be printed entirely by rotogravure and color to presses. It will employ the best known writers of fiction and also carry news pictures and features. It is to be distinct from both the Chicago Tribune and the Daily News of New York, yet under the same general management.

The print paper plant in Thorold, Ont., was Col. McCormick's idea originally, although both editors have worked hard to make the venture a success. They succeeded beyond all hopes, too, and the mills were of tremendous value during the war and afterward. Another one is now being built at Tonawanda, N. Y. These plants are near Niagara Falls power. Great timber resources near the St. Lawrence River provide wood for pulp, brought to the mills in the Tribune's own ships.

The Paris edition of the Tribune was one of Col. McCormick's ideas. At the close of the war he realized the world interest in international affairs and immediately started perfecting the Tribune's foreign news service, which now extends to every part of the world. Once a year he visits Europe, where correspondents are instructed personally with the constant aim of the co-editor: "See foreign news from the American viewpoint and tell it in a straightforward, unbiased way."

Another example of their knack of cooperation is in the Tribune's great Chicago building project—the Tribune tower. For many years the newspaper was located in the heart of Chicago's loop district. The crowded condition of the area convinced them that it was time to change. Col. McCormick selected the new location on upper Michigan Boulevard.

Capt. Patterson suggested the \$100,000 contest for architectural designs, which attracted entries from all parts of the world. Work has started on the Tower, which will rise gracefully 450 feet or more into the air just opposite another of Chicago's newer landmarks, the Wrigley Building.

The harmony with which the two men work may be attributed to the fact that they, together with Col. McCormick's brother, Senator Medill McCormick, have lived and played together through boyhood and manhood.

Both are graduates of Yale University. After leaving college, Capt. Patterson was a correspondent for the Tribune in China during the Boxer uprising, and later was a reporter on the Chicago staff. Although his father, Robert W. Patterson, at the time was publisher, he was treated similarly to other staff men, strict orders from the father governing that point. Later he became an assistant in the Sunday Room of the Tribune, becoming secretary of the Tribune Company in 1909.

Col. McCormick, after his graduation, studied law at Northwestern University, and practiced in Chicago for several years. In 1908 he became treasurer of the Tribune Company.

Both have been active in civic affairs in Illinois. Col. McCormick was for a time an alderman and then was president of the sanitary district of Chicago for a number of years. Capt. Patterson is a former member of the Illinois legislature, and was commissioner of public works under former Mayor Dunne. He enlisted as a private in the army early in the war and rose to a captaincy in the field artillery. Col. McCormick entered the army as a major, serving in the First Division as a battalion commander and was promoted to be head of a regiment. Both saw wide service in France. Capt. Patterson was with the 149th Field Artillery.

Col. McCormick is now living on a farm near Wheaton, Ill., formerly owned by his grandfather, and on which he lived when a boy. He likes swimming, and has built a beautiful swimming pool adjoining the house.

He is a great walker, too. Frequently when he wants to discuss some problem with an aid, he will suggest a walk. That

usually means a hike of 5 or 6 miles, through Lincoln Park and return, and it is usually the other fellow that comes back tired. The Colonel is a polo fan. He takes considerable pride and interest in the pheasants and other birds which he raises on his farm.

Capt. Patterson was among the first city men to take interest in the raising of blooded cattle and hogs. He has some magnificent specimens on his farm near Libertyville, where he makes his home 6 months out of the year.

He also takes a great interest in shooting, and during the winter is frequently at the Lincoln Park traps.

## MARCH LINEAGE SCORE

TOTAL advertising in 132 newspapers in 29 cities showed a loss of 658,500 agate lines during March, according to figures compiled by the statistical department of the New York Evening Post. The total advertising was 121,576,248 agate lines, compared with 122,234,748 during the same month last year.

Out of the 29 cities listed 13 showed a gain and 16 registered losses. Sixty-four newspapers reported decreased lineage, compared with 58 which gained. Biggest gains were in Houston, Tex., Richmond, Va., and Los Angeles, Cal.

The summary follows:

	1924	1923	Gain
New York	14,183,716	14,433,758	250,042*
Chicago	7,317,081	7,406,139	89,058*
Philadelphia	7,684,230	7,704,161	19,931*
Detroit	5,080,656	4,884,418	196,238*
Cleveland	4,089,525	4,238,400	148,875*
St. Louis	4,301,560	4,283,960	17,600
Boston	5,956,414	5,914,108	42,306
Baltimore	4,554,640	4,455,539	99,101
Los Angeles	8,668,310	8,319,202	349,108
Buffalo	3,451,807	3,609,176	157,369*
San Francisco	4,961,875	5,089,907	128,032*
Milwaukee	3,130,258	3,115,935	14,323
Washington	4,544,935	4,450,143	94,792
Cincinnati	3,483,900	3,708,990	225,090*
New Orleans	3,111,938	3,273,022	161,084*
Minneapolis	2,692,112	3,234,972	542,860*
Seattle	2,912,630	2,647,512	265,118*
Indianapolis	3,067,035	3,221,307	154,272*
Denver	2,122,960	2,280,152	157,192*
Providence	2,781,527	2,757,122	24,405
Columbus	3,481,650	3,463,676	17,974
Louisville	3,116,345	2,975,851	140,494*
St. Paul	2,382,730	2,473,954	91,224*
Oakland	2,260,552	2,023,532	237,020
Omaha	2,107,364	2,200,646	93,282*
Birmingham	2,123,226	2,215,486	92,260*
Richmond	1,969,940	2,382,570	412,630*
Dayton	3,080,616	3,152,716	72,100*
Houston	2,956,716	2,318,484	638,232
Totals....	121,576,248	122,234,748	658,500*

\*Loss.

## HEARST SUED FOR \$10,000

Lawyer Demands Payment, Alleging Services During War

Maurice Leon, lawyer, of Irvington, N. Y., filed complaint in a \$10,000 damage action against William Randolph Hearst and the International News Service at White Plains, N. Y., April 17.

In the complaint Leon says: "In March 1918, measures were in force in Great Britain and France, which had been enforced by the Government since January, 1918, excluding the defendant corporation from privileges of using the mails, wireless and cables for transportation of any news from the territory and jurisdiction of Great Britain and France. During March and April, 1918, the plaintiff, at the request of the defendants, rendered services in connection with the application of the defendant corporation to the British and French Governments for restoration of the privileges to the defendant of the mails, wireless and cables."

Then the plaintiff says his bill of \$10,000 has not been paid, although presented to the defendants on June 7, 1921.

Travis, Spence & Hopkins of 60 Wall street, are counsel for Mr. Leon.





## Advertising men tell us that they are sold on The Star as a newspaper and that it is one of a half dozen of the outstanding newspapers of the country.

**They say they know all these things about The Star—**

That its circulation every Evening and Sunday morning completely dominates this field.

That its exclusive route delivery service reaches practically every worth-while home in the city and suburbs of Washington.

That its advertising columns are free from all objectionable advertising.

That The Star last year was second in volume of local merchandising advertising of all daily and Sunday newspapers of the United States.

That The Star prints more classified advertising daily and Sunday than all of its competitors combined.

That The Star as a newspaper is always reliable and free from sensation and holds the affectionate regard of its readers.

**Such a market ought not to be overlooked—and whatever further information you would like concerning Washington will be gladly furnished in detail upon request**

**But they say they do NOT know enough in detail about Washington of today as a market. Maybe they do not know—**

That the number of people making income tax returns in Washington was greater than that of any city in the United States, except Boston, New York, Philadelphia, Chicago and Detroit.

That the actual income tax paid by the people of the District of Columbia, according to the last official figures, was greater than the total income tax paid by the people of eleven States combined, although the population of these eleven States was more than twelve times that of the District of Columbia.

That the number of income tax returns made from Washington was 89,966, which is greater than the number made from thirty-one States and the average income was \$2760.00.

That on the Third Liberty Loan the people of Washington subscribed more than the people of twenty States and on the Fourth Liberty Loan more than the people from twenty-five States, yet Washington occupies less than 70 square miles.

That the Government employes alone in Washington are paid over 4½ million dollars every two weeks.

# The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

New York Office  
Dan A. Carroll  
110 East 42d Street

Chicago Office  
J. E. Lutz  
Tower Building

## COMPLETE LIST OF DELEGATES

### A

Adrian (Mich.) Telegram, Stuart H. Perry; Akron (Ohio) Times, W. Kee Maxwell, Ross F. Walker; Akron (Ohio) Beacon-Journal, I. H. Barry, John S. Knight; Allentown (Pa.) Morning Call, Royal W. Weiler, Clarence J. Smith, P. W. Leisenring; Altoona (Pa.) Mirror, D. N. Slep, H. Edward Slep, Harry L. Johnston; Amsterdam (N. Y.) Evening Recorder, Gardiner Kline; Anderson (Ind.) Bulletin, Thomas McCullough; Anniston (Ala.) Star, J. W. Zorn; Ashbury Park (N. J.) Press, J. Lyle Kimmonth; Asheville (N. C.) Citizen, Charles A. Webb; Atlanta Constitution, Clark Howell, Sr.; Clark Howell, Jr.; J. R. Holliday; Atlantic City (N. J.) Press-Union, Albert J. Feyl, Paul J. O'Neill; Auburn (N. Y.) Advertiser, William O. Dapping; Victor J. Callahan, Charles D. Osborne, Lithgow Osborne; Aurora (Ill.) Beacon-News, Albert M. Snook, John K. Grocm; Austin (Tex.) Statesman, Edmunds Travis.

### B

Baltimore (Md.) Sun, Wm. F. Schmick, Jos. A. Blondell, Paul Patterson; Barre (Vt.) Times, Frank E. Langley; Battle Creek (Mich.) Enquirer & News, A. L. Miller; Beaumont (Tex.) Journal, J. L. Mapes; Beaver Falls (Pa.) Tribune, James H. March; Bethlehem (Pa.) Globe, Harold B. Farquhar, J. M. Litsch, Geo. P. Meyer; Biddleford (Me.) Journal, Julius Matthews; Billings (Mont.) Gazette, Harry Prudden; Binghamton (N. Y.) Press & Leader, R. E. Bennett, Lawrence S. Chubbuck, Frank W. Spaulding; Bloomington (Ill.) Pantagraph, Davis Merwin; Boone (Iowa) News-Republican, S. G. Goldthwaite; Boston (Mass.) Advertiser, Mortimer Berkowitz; Boston Christian Science Monitor, Willis J. Abbot, Norman S. Rose, Charles E. Jarvis; Boston Transcript, William F. Rogers; Boston Globe, Charles H. Taylor; Boston Herald, Robert Lincoln O'Brien; Boston Traveler, Harold F. Wheeler; Bradford (Pa.) Era, J. W. Milligan; Bridgeport (Conn.) Post & Telegram, Edward Flicker, George C. Waldo, Jr.; Bridgeport (Conn.) Times, James L. McGovern, Rufus R. Ness; Bristol (Conn.) Press, Arthur S. Barnes; Bristol (Va.-Tenn.) Herald-Courier, Munsey Slack; Brooklyn Standard Union, R. F. R. Huntsman, H. L. Bridgman, Theodore Bosshard; Buffalo (N. Y.) Commercial, E. J. McCone; Buffalo (N. Y.) Express, James W. Green, Burrows Matthews; Buffalo (N. Y.) News, Edward H. Butler, I. F. Melia; Burlington (Vt.) Free Press, David W. Howe; Burlington (Iowa) Hawk Eye, John F. D. Aue.

### C

Camden (N. J.) Courier, J. David Stern;

Camden (N. J.) Post-Telegram, F. F. Patterson, 3rd; Edgar R. Holme, N. F. Thompson; Casper (Wyo.) Tribune, E. E. Hanway, H. J. Prudden, L. C. Prudden; Charleston (W. Va.) Gazette, W. E. Chilton, H. H. Pfahler, Robert L. Smith, H. A. Wallace, W. E. Chilton, Jr.; Charleston (W. Va.) Mail, B. H. Anderson; Charlotte (N. C.) News, W. C. Dowd; Chattanooga (Tenn.) News, W. C. Johnson; Cheyenne (Wyo.) Tribune-Leader, William C. Deming; Chicago Daily News, Victor F. Lawson; Walter A. Strong, John F. Woodward; Chicago Tribune, Robert R. McCormick, J. M. Patterson, S. E. Thomason; Cincinnati (Ohio) Commercial Tribune, Harry W. Brown; Cincinnati (Ohio) Post, Maurice Levy; Clarksburg (W. Va.) Exponent, W. Guy Tetric; J. Monroe Boyer; Clarksburg (W. Va.) Telegram, J. J. Irvine; Clinton (Iowa) Herald, L. M. Michelsen; Coatesville (Pa.) Record, C. H. Heintzelman; Coffeyville (Kan.) Journal, H. J. Powell; Columbia (S. C.) State, F. C. Withers; Concord (N. H.) Monitor, James M. Langley; Concord (N. C.) Tribune, J. B. Sherrill; Connellsville (Pa.) Daily News, W. D. McGinnis; Corning (N. Y.) Leader, E. S. Underhill, W. A. Underhill, J. F. Riffe; Cumberland (Md.) Times, Joseph B. Finan.

### D

Dallas (Texas) News, George B. Dealey, Ennis Cargill, E. B. Doran; Dallas (Tex.) Times-Herald, Edwin J. Kier; Danville (Ill.) Commercial-News, W. J. Parrett; Davenport (Iowa) Daily Times, E. P. Adler; Davenport (Iowa) Democrat & Leader, Frank D. Throop; Dayton (Ohio) News, D. J. Mahoney, J. H. Cretzsch; Decatur (Ill.) Review, H. C. Schaub; Frederick W. Schaub; Denver (Colo.) Rocky Mt. News and Times, Samuel S. Sherman; Des Moines Register & Tribune, John Cowles, W. W. Waymack; Detroit (Mich.) News, H. Ponting; Detroit (Mich.) Times, Clarence R. Lindner, H. A. Stretch; Dubuque (Iowa) Telegraph-Herald, F. W. Woodward, M. R. Kane; Duluth (Minn.) Herald, M. F. Hanson.

### E

Easton (Pa.) Express, J. H. McGrath, J. L. Stackhouse; Easton Free Press, C. N. Andrews, Evan Dalrymple; East Liverpool (Ohio) Review-Tribune, T. S. Brush; Elgin (Ill.) Daily Courier, D. A. McKenzie; Elizabeth (N. J.) Journal, Fred. L. Crane, Elmer E. Stanton, George W. Swift; Elmira (N. Y.) Star Gazette & Advertiser, F. E. Tripp, W. M. Ingalls; Erie (Pa.) Times, John J. Mead, Sr., John J. Mead, Jr.; Evansville (Ind.) Courier & Journal, Ed. J. Fehn.

### F

Fairmont (Minn.) Daily Sentinel, Frank A. Day; Fairmont (W. Va.) Times, C. E. Smith; Fairmont (W. Va.) West Virginian, Sidney W. Wright; Fargo (N. D.) Forum and Daily Tribune, Norman B. Black; Findlay (Ohio) Morning Republican, R. L. Heminger; Fort Worth (Tex.) Star-Telegram, Amos G. Carter, James M. North, Jr., A. L. Shuman; Fort Wayne (Ind.) Journal-Gazette, L. G. Ellingham, A. Schafer, R. S. Nelson; Frederick (Md.) News & Post, Robert E. Delaplaine, Wm. T. Delaplaine; Fresno (Cal.) Republican, George A. Osborn.

### G

Galveston (Texas) News, Louis C. Elbert; Gary (Ind.) Post-Tribune, J. R. Snyder; Geneva (N. Y.) Times, George B. Williams; Gloversville (N. Y.) Leader-Republican, Frank L. Rogers, Edward H. Mills; Glens Falls (N. Y.) Post-Star, J. I. Fowler, A. P. Irving; Gloversville Morning Herald, Emmett H. Cullings, Flora M. Cullings, Fred. B. King; Grand Rapids (Mich.) Herald, A. H. Vandenberg; Grand Rapids Press, Edmund W. Booth; Greensburg (Pa.) Review, E. Arthur Sweeney; Greenville (S. C.) Daily News, B. H. Peace; Guthrie (Okla.) Daily Leader, L. G. Nihlack.

### H

Hackensack (N. J.) Record, John Borg,

Russell L. Binder; Hagerstown (Md.) Herald-Mail, Wm. P. Lane, Jr., S. E. Phillips, J. C. Byron, Lewis T. Byron, Jr.; Hamilton (Ont.) Spectator, F. I. Ker, James R. Allan; Hanover (Pa.) Sun, Hugh B. Hostetter; Harrisburg (Pa.) Patriot & Evening News, Richard M. H. Wharton, Homer E. Moyer; Harrisburg Telegraph, E. J. Stackpole, Sr., J. P. McCullough, A. R. Michener, G. M. Steinmetz; Havana (Cuba) El Mundo, Vincent Villadano; Haverhill (Mass.) Gazette, Robert L. Wright; Hazleton (Pa.) Standard-Sentinel, Henry Walser; Henderson (N. C.) Dispatch, Henry A. Dennis; Houston (Texas) Chronicle, M. E. Foster, Mrs. M. E. Foster, Miss Madona Foster, Steve Kelton; Houston (Texas) Post, C. J. Palmer; Houston (Texas) Press, W. W. Harkins; Huntsville (Ala.) Times, J. E. Pierce.

### I

Indianapolis News, Hilton U. Brown, Frank T. Carroll; Indianapolis Star, B. F. Lawrence; Iowa City (Iowa) Press-Citizen, Merritt C. Spedel; Ithaca (N. Y.) Journal-News, John W. Baker.

### J

Jackson (Miss.) News, Frederick Sullen; Jamaica (N. Y.) Long Island Daily Press, Benjamin Marvin; Jamestown (N. Y.) Journal, Fred P. Hall, Henri M. Hall; Jamestown (N. Y.) Post, Edward L. Allen. (Continued on page 34)

## Merchandise Your Classified Advertising IT PAYS!

A new series of Classified Promotion Ads covering all standard classifications.

To Release beginning May 1st, 1924, to a limited number of papers.

Send (without obligation) for sample layouts and campaign plan covering any one classified group of your own selection.

### Address

HOWARD ELON WAY

76 Columbia Heights, Brooklyn, N. Y.

(Classified Promotion Manager, New York American from Jan., 1923, to April 30, 1924)

## The Columbus Dispatch

# STEPPING FAST 94,150

### FIRST IN CIRCULATION

Sworn government statement for the six months ending March 31st, 1924, showed a daily average circulation for the Columbus Dispatch of

94,150

Over 850,000 prosperous, responsive people reside in the eighteen central Ohio counties covered by the Columbus Dispatch.

Daily average circulation first fifteen days of April, 1924, was 97,571.

### FIRST IN ADVERTISING

For the first three months of 1924 The Dispatch led all other Ohio newspapers in paid advertising as it did in 1923. First quarter comparison of Columbus papers:

Dispatch	5,126,244 lines
Second paper	2,505,764 "
Third paper	1,882,089 "

The Dispatch exceeded the others combined by 738,391 lines. Its leadership in 1923 over other Columbus papers combined was 3,434,859 lines.

## MAKE COLUMBUS AND CENTRAL OHIO YOUR TEST MARKET

Sales and advertising managers interested in the Central Ohio market should write for the book entitled, "A Sale Landing Field for The National Advertiser," which will be sent gratis to any address.

HARVEY R. YOUNG  
Manager of Advertising

O'MARA & ORMSBEE, INC., National Advertising Representatives  
New York Chicago San Francisco

## OHIO'S GREATEST HOME DAILY





### New Building of The New York Times

**T**HE completion of the fourteen story addition to the Times Annex has doubled the original capacity of the building, one of the largest and best equipped newspaper plants in the world. It has a frontage of 243 feet on West Forty-third Street.

The floor area of the enlarged Times Annex is 317,800 square feet, or 7¼ acres. The enlarged and remodeled building is provided with every convenience and comfort that experience and careful planning could anticipate.

#### PRESSES

*In operation or ordered to be installed: 64 units (32 quadruple) with capacity of 400,000 twenty-four-page papers an hour.*

#### COMPOSING ROOM

*Area of 22,639 square feet.*

#### TYPESETTING MACHINES

*83 intertypes, linotypes and monotypes.*

#### STEREOTYPING EQUIPMENT

*4 double junior autoplates.*

#### ROTOGRAVURE

*5 two-roll presses, printing nearly 3,500,000 sections weekly.*

*A new Rotogravure plant, the largest in the world, is being installed at West 44th Street and Twelfth Avenue. It will comprise ten Rotogravure presses; two copper depositing baths; two copper rollers; two Norton Grinders and five polishing machines, and a large air conditioning plant for carbon and etching room.*

#### Floor Space to Be Occupied:

	Square Feet
Cylinder Making and Etching .....	19,000
Press Room .....	20,800
Mail and Delivery Room .....	8,700
Total .....	48,500

The New York Times is strictly a newspaper with the largest group of intelligent, discriminating and responsive readers ever assembled. The average net paid daily and Sunday sale for the six months ended March 31, 1924, was 378,174 copies; the average net paid daily and Sunday sale for the month of March was 391,887 copies.

A greater volume of advertisements is published in The Times than in any other New York newspaper.

## COMPLETE LIST OF DELEGATES

(Continued from page 32)

## K

Kansas City (Mo.) Journal-Post, W. Lawrence Dickey, E. O. Syman; Kansas City Star, Irwin Kirkwood; Kingston (N. Y.) Freeman, Jay E. Kloock; Knoxville (Tenn.) Sentinel, Wiley L. Morgan.

## L

Lafayette (Ind.) Journal and Courier, Henry W. Marshall; Lancaster (Pa.) Intelligencer & News-Journal, J. H. Steinman, J. F. Steinman, H. C. Carpenter, W. L. Robinson, A. E. McCullough; Lewiston (Me.) Journal, Arthur G. Staples, Hartley L. Lord; Lewiston (Me.) Sun, L. B. Costello; Lexington (Ky.) Leader, Harry Giovannoli; Lexington (Ky.) Herald, Desha Breckenridge; Lima (Ohio) News & Times, L. S. Galvin, C. R. Galvin; Little Falls (N. Y.) Times, John Crowley; Long Island City (N. Y.) Star, LeRoy L. Smith; Los Angeles Times, Harry Chandler; Louisville (Ky.) Herald and Post, C. F. Gladfelter; Louisville (Ky.) Times and Courier-Journal, R. W. Bingham, Emanuel Levi, A. R. Magee; Lynchburg (Va.) News & Advance, Powell Glass, M. K. Duerson; Lynn (Mass.) Evening Item, C. H. Hastings.

## M

McKeesport (Pa.) News, Jess E. Long; Madison (Wis.) State Journal, I. U. Sears; Manchester (N. H.) Union-Leader, J. A. Muehling; Marietta (Ohio) Register, J. D. Chamberlain; Meadville (Pa.) Tribune-Republican, Walter Irving Bates; Memphis (Tenn.) Commercial-Appel, C. P. J. Mooney; Meriden (Conn.) Daily Journal, F. E. Sands, C. H. Tryon; Meriden Morning Record, W. A. Kelsey; Merida (Yucatan) Revista de Yucatan, R. de Zayas Enriquez; Mexico City (Mex.) El Demócrata, Alfonso Teja Zabre; Miami (Fla.) Herald, Frank B. Shotts; Middletown (N. Y.) Times-Press, Benson Crist; Milwaukee Journal, Harry J. Grant; Minneapolis Journal, W. S. Jones, G. B. Bickelhaupt; Minneapolis Tribune, F. E. Murphy, E. P. Stewart; Moine (Ill.) Dispatch, P. S. McGlynn, August Sundine; Morgantown (W. Va.) New Dominion, Charles Edward Hodges; Morristown (N. J.) Jerseyman, Alva E. Lamberton; Muncie (Ind.) Star, H. F. Guthrie; Muscatine (Iowa) Journal, Lee P. Loomis; Muskogee (Okla.) Daily Phoenix, Joel H. Bixby, E. K. Bixby.

## N

Nashville (Tenn.) Banner, E. B. Stahlman; Newark (N. J.) Call, Louis Hanoach, Philip H. Baldwin; Newark News, Eugene W. Farrell; New Bedford (Mass.) Standard & Mercury, Benjamin H. Anthony, James T. Murray, George A. Hough; New Bern (N. C.) New Bernian, J. B. Dawson; New Bern Sun-Journal, Mrs. J. B. Dawson; New Brunswick (N. J.) Home News & Sunday Times, W. B. Boyd, E. B. Boyd, A. H. Boyd; Newburgh (N. Y.) Daily News, Frederick W. Wilson, Frederick H. Keeffe, Harry Cohen; Newburyport (Mass.) Daily News, Fred E. Smith, Edward E. Hicken; Newcastle (Pa.) News, Fred L. Rentz; New Haven (Conn.) Register, John Day Jackson, Hugh B. Kennedy; New Haven Times-Leader, Wm. A. Hendrick; New Haven Union, Philip Troup; New London (Conn.) Day, Theodore Bodenwein, Orvin G. Andrews; New Orleans Item, James M. Thomson, A. G. Newmyer; New Orleans States, Robert Ewing; New Orleans Times-Picayune, Leonard K. Nicholson; New York Daily News, Philip A. Payne; New York Day, Wm. Edlin, L. Gerson; New York Sun, Edwin S. Friendly; New York Herald-Tribune, Howard Davis; New York II. Popolo, Giuseppe Giordano; New York La Prensa, Jose Camprubi, Lester Mercelia; New York World, Herbert Bayard Swope; Niagara Falls (N. Y.) Gazette, A. C. Deuel; Norfolk (Va.) Ledger-Dispatch, S. L. Slover, P. S. Huber; Norristown (Pa.) Times-Herald, Ralph Beaver Strassburger, Frederick S. Fox, John C. Dye; North Adams (Mass.) Transcript, James A. Hardman; Norwalk (Conn.) Hour, Edward J. Thomas.

## O

Oakland (Cal.) Tribune, J. R. Knowland; Ogdenburg (N. Y.) Republican-Journal, A. E. Sansoucy; Oklahoma City (Okla.) Times and Daily Oklahoman, Charles W. Boggs; Olean (N. Y.) Herald, M. C. Ostrom, S. N. Ostrom; Olean (N. Y.) Times, Wm. S. Dodson; Oshkosh (Wis.) Northwestern, O. J. Hardy; Ottumwa (Iowa) Courier, James F. Powell; Owensboro (Ky.) Messenger, Urey Woodson.

## P

Passaic (N. J.) Herald, E. A. Bristor; Passaic (N. J.) News, George M. Hartt, R. E. Lent; Paterson (N. J.) Morning Call, Robert Williams, Jr.; Paterson Press-Guardian, W. B. Bryant; Pensacola (Fla.) News, Percy S. Hayes; Peoria (Ill.) Star, S. A. Oakley; Peoria Journal-Transcript, Henry M. Pindell, Carl P. Slane; Perth Amboy (N. J.) News, D. P. Olmstead, J. L. Clevenger; Philadelphia (Pa.) North American, James P. Considine; Philadelphia Public Ledger, John C. Martin, G. F. Goldsmith, Hugh Burke, Guy S. Osborn; Philadelphia Record, Rowe Stewart, W. H. H. Neville; Pittsburgh (Pa.) Post & Sun, A. E. Braun; Pittsburgh (Pa.) Gazette-Times & Chronicle-Telegraph, Urban E. Dice, C. W. Danziger; Pittsburgh Press, Wm. G. Chandler, H. C. Mikholland, T. R. Williams; Pittston (Pa.) Gazette, Wm. J. Peck, Frank A. Kaiser; Plainfield (N. J.) Courier-News, Charles H.

Frost, A. W. Zimmerman; Port Huron (Mich.) Times-Herald, E. J. Ortaway; Port Jervis (N. Y.) Union, Fred R. Salmon; Portland (Me.) Express, F. H. Drinkwater; Portland Oregonian, C. A. Morden; Portland (Ore.) Telegram, J. E. Wheeler; Pottsville (Pa.) Republican, J. H. Zerbey, J. H. Zerbey, Jr., E. L. Clifford; Poughkeepsie (N. Y.) Star & Enterprise, Arthur A. Parks; Providence (R. I.) Journal & Evening Bulletin, Allison Stone, Arthur L. Poorman.

## R

Raleigh (N. C.) News & Observer, Josephus Daniels, Jr.; Raleigh (N. C.) Times, John A. Park, Wm. N. Penny; Richmond (Ind.) Palladium, E. H. Harris; Rochester (N. Y.) Democrat & Chronicle, F. S. Todd, F. G. Beach; Rochester (N. Y.) Times-Union, Frank E. Gannett, Wm. W. Oliver; Rockford (Ill.) Star, Roscoe S. Chapman, C. Russell Chapman; Rocky Mount (N. C.) Telegram, J. L. Horne, Jr.; Rome (N. Y.) Sentinel, A. C. Kessinger, A. R. Kessinger.

## S

Sacramento (Cal.) Union, James D. Meredith; Saginaw (Mich.) News-Courier, Arthur R. Treanor; St. Johnsbury (Vt.) Caledonian-Record, Herbert A. Smith; St. Joseph (Mo.) Gazette, George A. McClellan; St. Louis (Mo.) Star, Frank P. Glass, Elzey Roberts; St. Petersburg (Fla.) Times, David B. Lindsay; Paul Poynter; Salamancá (N. Y.) Republican Press, Matthew Weber; Salem (Mass.) Evening News, Harry E. Flint; San Antonio (Tex.) Express & News, Frank G. Huntress; San Francisco Examiner, C. S. Stanton; San Jose (Cal.) Mercury-Herald, E. A. Hayes, J. O. Hayes; Savannah (Ga.) News, F. G. Bell; Schenectady (N. Y.) Gazette, A. N. Lietcy; Schenectady (N. Y.) Union-Star, F. R. Champion; Scranton (Pa.) Republican, W. J. Pattison; Scranton Scrantonian, E. Tracy Sweet, M. L. Goodman; Scranton Times, E. J. Lynett, J. E. Bradley, T. D. Leator, James Flanagan, Wm. R. Lynett; Seattle Times, C. B. Blethen; Shreveport (La.) Times, Louis Goldman; South Bend (Ind.) News-Times, J. M. Stephenson; South Bend Tribune, F. A. Miller; Spartanburg (S. C.) Herald & Journal, Wm. W. Hollan, Charles O. Hearon; Spokane (Wash.) Spokesman-Review, W. H. Cowles; Springfield (Ill.) State Journal, S. Leigh Call, Will H. McConnell; Springfield (Ill.) State Register, Thomas Rees, George M. Clendenin; Springfield (Mo.) Leader, H. S. Jewell; Springfield (Mass.) Republican, Richard Hooker, Arthur H. Yunker; Staunton (Va.) News-Leader, H. L. Orr; Steubenville (Ohio) Herald-Star, Charles D. Simeral; Superior (Wis.) Telegram, S. A. Buchanan; Syracuse (N. Y.) Journal, Harvey D. Burrell, M. J. Picon.

## T

Tacoma (Wash.) Ledger & News-Tribune, Frank S. Baker; Taunton (Mass.) Daily Gazette, William H. Reed; Terre Haute (Ind.) Star, J. E. White; Titusville (Pa.) Herald, E. T. Stevens; Toledo (Ohio) Blade, Grove Paterson, Leslie E. Neafie; Toledo (Ohio) News, R. L. Patterson; Topeka (Kan.) Capital, Marco Morrow; Topeka (Kan.) State Journal, Frank P. MacLennan, Miss Mary MacLennan; Troy (N. Y.) Record, D. B. Plum; Tulsa (Okla.) Tribune, Richard Lloyd Jones, William B. Dimon; Tulsa World, F. O. Larson.

## U

Utica (N. Y.) Press, William V. Jones; Utica Observer-Dispatch, Prentiss Bailey.

## V

Vancouver (B. C.) Daily Province, F. J. Burd.

## W

Warren (Ohio) Daily Tribune, Mrs. Zell Hart Deming; Washington Star, Frank B. Noyes, Fleming Newbold; Washington (Iowa) Evening Journal, Orville Elder; Washington (Pa.) Observer, John L. Stewart; Howard L. Christman; Washington (D. C.) Herald & Times, A. R. R. Onyun; Waterbury (Conn.) Democrat, E. Vincent Maloney, John A. Hayden, Rudolph Hennick, Peter B. Lynch, B. S. Platt; Waterbury Republican & American, Wm. J. Pape, I. B. Myers, Charles F. Chapin, E. R. Stevenson; Watertown (N. Y.) Standard, A. B. Parker; Watertown (N. Y.) Times, Charles H. Congdon; Wausau (Wis.) Record-Herald, J. L. Sturtevant, John C. Sturtevant; Westerly (R. I.) Sun, George Benjamin Utter; Wichita (Kan.) Beacon, Henry J. Allen; Wichita Eagle, M. M. Murdock; Wilkes-Barre (Pa.) Times-Leader, Ernest G. Smith; Williamsport (Pa.) Gazette & Bulletin, H. R. Laird; Williamsport (Pa.) Grit, Dietrick Lamade, Frederic E. Manson, Charles D. Lamade, Howard J. Lamade; Williamsport Sun, George E. Graft; Wilmington (Del.) Every Evening, Wm. F. Metten; Wilmington (N. C.) News-Dispatch, J. E. Thompson; Wilmington (Ohio) News-Journal, W. J. Galvin; Woonsocket (R. I.) Cell & Reporter, Samuel E. Hudson, Buell W. Hudson; Worcester (Mass.) Post, John H. Fahay.

## Y

York (Pa.) Dispatch, H. W. Young; Youngstown (Ohio) Vindicator, William O. Brown.

## Z

Zanesville (Ohio) Times-Star, W. O. Littick, C. W. Gibson.

## Pre-eminent Articles

Romantic

Universal

Appeal

## A Commanding Feature

Gertrude Atherton  
Dorothy Canfield  
Lucian Cary  
Edna Ferber  
F. Scott Fitzgerald  
Zona Gale  
Rupert Hughes  
Inez Haynes Irwin  
Will Irwin  
Mary Johnston  
Fanny Heaslip Lea  
Samuel Merwin  
Alice Duer Miller  
Mrs. Gouverneur Morris  
Mary Roberts Rinehart  
Arthur Stringer  
Arthur Train  
Jesse Lynch Williams

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MAXIMILIAN ELSER, Jr., General Manager

150 Nassau St., New York City

Room 146 at the Convention



# Circulation of The Des Moines Newspapers For Six Years

AS SUBMITTED TO UNITED STATES POSTOFFICE

## MORNING REGISTER

Net Paid Average for 6 Months Ending

March 31, 1919.....	63,384	[ <b>GAIN</b> for 5 Years 13,892             ]
March 31, 1920.....	61,022	
March 31, 1921.....	62,273	
March 31, 1922.....	66,049	
March 31, 1923.....	71,784	
March 31, 1924.....	77,276	

## SUNDAY REGISTER

Net Paid Average for 6 Months Ending

March 31, 1919.....	70,745	[ <b>GAIN</b> for 5 Years 61,848             ]
March 31, 1920.....	82,251	
March 31, 1921.....	92,761	
March 31, 1922.....	116,465	
March 31, 1923.....	124,620	
March 31, 1924.....	132,593	

## EVENING TRIBUNE

March 31, 1919.....	48,133	[ <b>GAIN</b> for 5 Years 18,602             ]
March 31, 1920.....	50,948	
March 31, 1921.....	49,287	
March 31, 1922.....	56,025	
March 31, 1923.....	62,500	
March 31, 1924.....	66,735	

## EVENING CAPITAL

March 31, 1919.....	60,655	[ <b>GAIN</b> for 5 Years 1,028             ]
March 31, 1920.....	58,522	
March 31, 1921.....	49,805	
March 31, 1923.....	60,186	
March 31, 1923.....	62,780	
March 31, 1924.....	61,683	

## DAILY REGISTER AND TRIBUNE

(Morning and Evening)

March 31, 1919.....	111,517	[ <b>GAIN</b> for 5 Years 32,494             ]
March 31, 1920.....	111,970	
March 31, 1921.....	111,560	
March 31, 1922.....	122,074	
March 31, 1923.....	134,284	
March 31, 1924.....	144,011	

## SUNDAY CAPITAL

March 31, 1920.....	39,330	[ <b>LOSS</b> for 4 Years 11,435             ]
March 31, 1921.....	32,931	
March 31, 1922.....	33,607	
March 31, 1923.....	28,769	
March 31, 1924.....	27,895	

## EVENING NEWS

March 31, 1919.....	45,325	[ <b>LOSS</b> for 5 Years 17,362             ]
March 31, 1920.....	43,307	
March 31, 1921.....	34,238	
March 31, 1922.....	31,780	
March 31, 1923.....	29,464	
March 31, 1924.....	27,963	

**1st** The Register and Tribune are First in Everything in Des Moines and Iowa—  
 Evening Circulation—Morning Circulation—Sunday Circulation—Total, City,  
 Suburban and Country Circulation—Local, National and Classified Advertising. **1st**

**REPORT OF THE COMMITTEE ON RADIO**

(Concluded from page 28)

newspapers operating radio broadcasting stations. Of this number by far the greatest percentage were small stations not exceeding twenty to fifty watts and serving the local community only. Eight newspapers owned and operated five hundred watt stations and one operated a two hundred watt station.

There were a considerable number of newspapers, in addition to these, participating in radio broadcasting service through stations owned and operated by companies not in the newspaper business.

Today there are only 45 newspapers in the United States operating their own stations but there is now a large percentage of higher power stations as follows:

1	—	750	Watts	Stations
17	—	750	"	"
3	—	250	"	"
2	—	200	"	"
1	—	150	"	"
9	—	100	"	"
12	—	50	"	or less
45 Total				

The stations operated by newspapers in the United States are as follows:

750	Watts	Ft. Worth	Star-Telegram
500	"	Portland	Oregonian, Portland, Ore.
500	"	Los Angeles	Times
500	"	Oakland	Tribune
500	"	St. Louis	Post-Dispatch
500	"	Los Angeles	Examiner
500	"	Salt Lake City	Deseret News
500	"	Detroit	Free Press
500	"	Kansas City	Star
500	"	Dallas	News & Journal
500	"	Louisville	Courier Journal and Times
500	"	Chicago	Daily News
500	"	Pittsburgh	Press
500	"	Memphis	Commercial Appeal
500	"	Atlanta	Journal
500	"	Oak Park (Ill.)	Oak Leaves
500	"	Detroit	News
500	"	South Bend	Tribune
250	"	Tampa	Daily Times
250	"	Norfolk (Neb.)	Daily News
250	"	Kansas City	Drovers Telegram
200	"	Chicago	Daily Drovers Journal
200	"	Omaha	Journal Stockman
150	"	San Francisco	Examiner
100	"	Honolulu	Star Bulletin
100	"	Fond du Lac (Wis.)	Daily Commonwealth
100	"	Seattle	Post Intelligencer
100	"	Hartford	Courant
100	"	Galveston	Tribune
100	"	Paducah	Sun
100	"	Peoria	Star
100	"	Capper	Publications, Topeka, Kan.
100	"	Scranton	Times
50	"	Salt Lake City	Telegram
50	"	Tacoma	Daily Ledger
50	"	Berkeley	Daily Gazette
50	"	Bellingham	Publishing Co.
50	"	Baltimore	American & News
50	"	St. Cloud (Minn.)	Times
50	"	Moore	Radio News Station, Springfield, Vt.
10	"	Reno (Nev.)	State Journal
10	"	Marion (Ind.)	Chronicle
10	"	Muncie (Ind.)	Press
10	"	Fall River	Herald
10	"	Modesto	Herald

Not all of these are members of the A. N. P. A.

Over fifty-five of the smaller stations operated by newspapers have been discontinued. The development of better receiving sets and a more general information on the subject of radio broadcasting has educated the public to want to reach out to the bigger stations at a distance. The crystal receiving set, which was limited to a very small area, has been replaced by better and finer receiving sets. Reports from seven of the newspapers operating 500 watt stations show that their average original cost was approximately \$22,000 and their operating cost varies from \$12,000 to \$50,000 per year. In every one of these cases the newspapers maintain radio

broadcasting as a department of their newspaper enterprise. None of these stations are doing any advertising. The stations are being operated on the average of thirty hours per week.

As an illustration of the experience of some of the smaller stations I quote a letter received from the manager of the newspaper radio broadcasting station of 50 watts capacity at Sioux Falls, South Dakota.

"We have had the glory, advertising and good will incidental to having established the first and only regular broadcasting station in our State. We have also had the experience resulting therefrom for about a year, during the life of our station. Finally, we have done our share to create interest in radio, to serve the multitudes interested in radio, free of charge and at our own expense, and arrived at a point where we quit and are willing to let the big stations pound the air. We are going to sell out for what we can get.

"During the first six months of the life of our station, there were many improvised receiving sets in the hands of amateurs, largely dependent upon nearby broadcasting stations for entertainment, etc. Gradually the situation was changed and many more of the better class of receiving sets prevail. Following in this wake, the average local radio fan wants to 'go fishing' for long distance music and song. With this class, the local station is a 'Bugaboo' for interference, and the good will is lost to the station owner at home.

"At the outset, for several months, we attempted musical concerts and other entertainment by radio regularly three nights a week, with special concerts and programs on Sunday nights. Our talent was local and voluntary. This plan sort of played out for lack of sufficient talent if not for interest. Later months we continued our station broadcasting grain and livestock markets only, excepting baseball scores in the early evenings. While this served a limited clientele, the market end gave commercial advantages and was appreciated by those naturally interested in market news in our surrounding territory. Practically the same market news is, however, available through broadcasting stations at Omaha, Twin Cities and elsewhere.

"If our station was alive today we would have no hesitancy in broadcasting the most important local or general news, if available from any reliable source. We would consider it good enterprise and indirect advertising, although it would not likely be productive of any material new subscription business.

"In short, our broadcasting experience has not been one of absolute disappointment. We have charged the investment to our own advertising account, and whatever salvage we receive in dollars and cents in disposing of our outfit will help to repay us for the cost of operation of the station.

"Some of the larger stations will continue to exist and supply sufficient music in the air from long distances, and this is what the average radio fan wants. The fact remains, that the home station gets little or no encouragement at home from the radio 'bugs.' Nowadays he is mostly interference, excepting on the other end of a long distance receiving set."

The larger stations invariably say that they are doubtful as to the direct returns from radio broadcasting, but also state that the good will has been worth the expenditure of money. It is their intention to keep up the service.



COL. ROBT. EWING

Most of the problems that these newspapers are experiencing at the present time are purely commercial ones. The question of broadcasting news or other competitive information is not a serious one. All of them are broadcasting local sporting news, market reports and other services of one kind or another. The board of directors of the Associated Press has ruled that local markets and sports may be broadcasted. The question of securing music has been solved by the organization of the National Association of Broadcasters, which in addition to supplying musical programs without the payment of a royalty, has been doing some very active work in connection with the copyright law and with the laws on the subject of radio broadcasting.

There is no positive evidence in the experience of the last year whether or not broadcasting stations can be used commercially for the dissemination of news to the public which would in any way affect the publication of newspapers

and the demand for them. At present the radio broadcasting stations of large newspapers engaged in this experiment can still be regarded as an expensive publicity feature producing an intangible but undoubtedly a valuable good will.

There is evidence that the remarkable improvement in the art is increasing the interest in and demand for this service. If this improvement continues no one can tell what further interest newspapers will be compelled to take in it.

The questionnaire sent out by your committee shows that there is no direct material result from broadcasting measured in advertising lineage. In fact, newspapers that do not operate stations have been most successful in making remarkable records in the volume of advertising from the radio industry which has assumed a place in the front rank. This has been especially true in the case of newspapers publishing tabloid sections which are increasing in number and importance.

Most of the irritating problems and uncertainties of operation have been settled satisfactorily to date, but there will be an increasing demand for association action by the newspaper broadcasters. It is generally conceded that newspapers are better equipped than other organizations to judge the interest of the public and to procure talent of all kinds.

Your committee should be authorized, subject to the approval of the board of directors in specific cases, to join with the work of various associations of broadcasters formed for the purpose of considering such subjects as

- Copyright legislation,
- Allocation of wave lengths and control of the air.

**Broadcasting advertising.**

The National Association of Broadcasters, including in its membership most of the newspaper broadcasters members of the A. N. P. A., has just completed a hearing before the Congressional Committee on the Dill bill which will change the copyright law to allow of the broadcasting of music without the payment of royalty, but still preserve the rights of the composer or author. This matter seems to be progressing satisfactorily. It should have the support of the A. N. P. A. committee. The association is a thoroughly representative and honest organization. The final hearing will be held in May.

T. R. Williams, of the Pittsburgh Press, writes that "Mr. Harkness, assistant vice-president of the American Telephone and Telegraph Company, says that they expect an income of nearly a million dollars this year from radio broadcasting advertising, and that Mr. Harkness believes that the outlay will not lessen newspaper advertising but will rather stimulate it." Several stations are operated on a commercial basis and broadcast paid advertising. It is safe to say that all stations are besieged to accept advertising in one form and another. A large percentage of broadcasting is advertising in an indirect form, both for the newspaper and the performer. Your committee confesses its present inability to formulate a policy on this subject. This subject should be dis-

cussed and the committee instructed to digest the opinions stated.

Stuart Rogers, of the American Radio Association, which has adopted the slogan "Free the Air of Advertising," has announced that he will seek the co-operation of the A. N. P. A. and similar organizations in protecting the public against advertising hidden under the cloak of entertainment. Your committee believes that a policy should be established based on the interests and preferences of the listening public and such action taken as will protect its interests.

The rights of the broadcaster, be it newspaper or other organization, must be controlled by this consideration and no other. Federal control on this subject is still vague and incomplete. Your committee should support the intelligent effort of the Federal department where the control properly belongs.

Your committee which was appointed to consider the subject of radio and its

relation to the A. N. P. A., without specific instructions, or authority, respectfully recommends that the subjects suggested above be discussed on the floor of the convention and that a committee for the following year be appointed consisting of at least one member of the board of directors and the manager, L. B. Palmer, and four or five publisher broadcaster members located where their personal attendance at meetings can be relied upon. An advisory council of all publisher broadcaster members would be helpful. Such action as it seemed advisable to take could then be approved by the advisory council and the board of directors. All routine matters and inter-communication should be handled through the office of the manager.



M. E. FOSTER



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.

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**PLAIN DEALER**  
 regularly carries  
**50%**  
 of ALL National  
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 ONE Medium - ONE Cost ALONE Will sell it!

J. B. Woodward  
 110 E. 42d St.  
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Woodward & Kelly  
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**A Security Market**

with complete newspaper financial service.  
 Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-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, \$19,754 total net paid  
 Cover the Buffalo Market with the

**BUFFALO EVENING NEWS**

\*Present average circulation 128,788  
 Edward H. Butler, Editor and Publisher  
 Kelly-Smith Company, Representative  
 Marbridge Bldg. Lyttenton Bldg.  
 New York, N. Y. Chicago, Ill.



In Room 124 at the Waldorf-Astoria



In Room 124 at the Waldorf-Astoria

# Every Feature That This Service Offers Is Regularly Used in the Columns of The World

## THREE SUNDAY COMIC SUCCESSES

"The Man in the Brown Derby"  
—By H. T. Webster

"The Captain and the Kids"  
—By Rudolph Dirks

NOTE—This is the original. All others are imitations. Drawn by the creation of the characters, RUDOLPH DIRKS, the highest paid single drawing newspaper artist in the United States.

"Cicero Sapp"  
—By Fred Locher

### Daily Comics

- Ketten Cartoons
- Webster Cartoons
- Joe's Car
- Little Mary Mixup
- Banana Oil
- Fritzi Ritz
- Little Napoleon

And The Famous "MOVIES." A daily human interest drawing done by a staff of four high class illustrators.

## IF you use it you had—

Forty - eight hours ahead of anybody else the exclusive advance report of the Dawes Committee.

You shared with The World the great news beat on the "Oil Code" that the Government itself couldn't decipher.

The Idaho Grange of War Finance Loans that has led to a Congressional investigation.

Ask About The World's Full Leased Wire Service

Pony News Report

Special Business Service

Sport News Service

Special Query Service

Famous Writers Service

Sunday Advance News Service

# The World Service Is Equipped to Supply Any Sort of News Service or Features That You Need

### Daily Feature Service

Comic strips, sport cartoons and home magazine features by such writers as Fay Stevenson, Margaret Mooers Marshall, Sophie Irene Loeb, Caroline Crawford and Roy McCardell.

### Sunday Magazine Features

Ten tabloid pages, two in color. This magazine is printed close to the news and excels any other newspaper magazine in human interest.

### Celebrated Sport Features

Sport specialists of high reputation, "Monitor" the baseball authority, Hype Igoe, cartoons and fights, Patterson McNutt on golf and William Hennigan on baseball, are available for your sporting pages.

### Weekly Radio Section

of twelve pages to be used in tabloid form or made over for large pages.

### Famous Special Writers

For the World's special clients the services of its brilliant galaxy of columnists and critics are available—Heywood Broun, drama, sport and "It Seems to Me"; F. P. A., the Conning Tower; Deems Taylor on Music, and Laurence Stallings on books, "The First Reader"; and Quinn Martin on films.

### Daily News Mats

of cuts used in the Morning and Evening World.

## A. N. P. A. REPORT OF COMMITTEE ON ADVERTISING AGENTS

THE voluminous report of the committee on advertising agents, detailing the numerous changes in the A.N.P.A. policy in this field, was rendered by William B. Bryant, Paterson Press - Guardian, chairman of the committee whose other members were: Benjamin H. Anthony, New Bedford Standard; Charles D. Atkinson, Atlanta Journal; Hilton U. Brown, Indianapolis News; Edward H. Butler, Buffalo News; A. G. Carter, Fort Worth Star-Telegram; Harry Chandler, Los Angeles Times; F. J. Burd, Vancouver Province; Harry J. Grant, Milwaukee Journal; M. F. Hanson, Duluth Herald; George M. Rogers, Cleveland Plain Dealer; W. A. Strong, Chicago Daily News; Charles H. Taylor, Boston Globe; T. R. Williams, Pittsburgh Press; W. J. Hofmann, Portland Oregonian; Paul Patterson, E. S. Thomson, and Howard Davis. The report follows:

Your Committee on Advertising Agents has during the past year endeavored to render the best possible service to the membership of the American Newspaper Publishers' Association and the advertising agency world as well. It has given careful consideration to 139 applications for recognition; transferred the recognition of 28 agencies to their successors and cancelled the recognition of 24 other agencies.

### FINANCIAL RATINGS OF AGENCIES

Your Committee has also twice during the year made a careful and conscientious study of the financial ratings accorded by it to recognized agencies and has forwarded the resulting changes to the membership for their guidance, issuing a new Rating Book last November, but continuing its activities in this direction right up to its final meeting this week so that the work of the Committee in this respect is always up to date.

### AUDITS

The outstanding feature of the developments in the work of your Committee since the last Convention has been the successful result of your having authorized your Committee to audit the accounts of advertising agencies when, in the Committee's belief, the accounts of members might be in jeopardy.

It has been necessary to make but one audit which disclosed a condition much worse than reported by the agency from which, without an audit, it would have been impossible to draw an accurate conclusion of its condition. The cost was one hundred dollars, the result far reaching.

The mere fact that this authorization placed your Committee in a position to make such audits resulted paradoxically in creating a condition that made audits practically unnecessary. In many instances until we insisted upon auditing an agency your Committee was unable to secure accurate details of actual conditions, which, however, were immediately and fully supplied as soon as the agency realized that it had either the option of being audited or making a clean breast of the situation.

Your Committee has also noted a better spirit of co-operation on the part of advertising agencies generally to furnish

promptly a complete statement of their financial condition and the Advertising Agents Committee hopes that you will renew your authorization of last year granting it authority to draw on the funds of this Association, if necessary, up to the sum of \$1,000 during the coming twelve months.

### LENDING A HELPING HAND

Your Committee does not consider that its course of action should work harm to any agency in financial difficulty and when it believes in such cases the probabilities are that an agency may be saved to aid in the future development of advertising and at the same time preserve the interests of the creditors, it lends a helping hand and in several cases your Committee has suggested the granting of extension of time by creditors. In some instances it has called upon other publishers' organizations for co-operation and your Committee trusts that in this work it has your approval.

### CASH DISCOUNTS

The publishing of monthly lists of agencies which have been reported as passing six or more cash discounts during the previous month has been inaugurated. The securing of this information is made possible only through the co-operation of nearly half of our membership and we hope that in the course of time all members will aid in this work, which enables the committee to detect the weak spots in advance instead of after it is too late to serve a useful purpose. Your committee at this time

urges upon every newspaper executive to secure the real facts concerning agencies' accounts from his auditing department. The results in some cases will be surprising.

With those agencies that have been reported by many as passing discounts the committee has been using its good offices with a view to bringing about an improved condition and it hopes the membership will more and more appreciate the wisdom of enforcing their cash discount date.

As an illustration of one line of endeavor a typical case is presented. Last October the Committee, learning that a certain agency was passing discount dates regularly, practically gave that agency the option of building up its surplus, then less than \$10,000, and adopting a plan of prompt payment, or losing recognition. That agency's surplus today is approximately \$30,000 and it takes all discounts. This class of work is being continued with other agencies and our investigation leads us to believe that in numerous instances the fault does not lie entirely with the agency, but with the lax methods prevailing in some of our own counting rooms, and by that we mean the failure to issue bills promptly at the first of the month and to send checking copies.

### SUMMARY

To summarize, the Committee urges the members of this Association:

1. See that their bills go out promptly on the first of the month to advertising agencies.
2. See that checking copies are promptly mailed.
3. Have your auditing department check up the list of advertising agencies



JAMES J. DEVINE



GARDINER KLINE

sent you from the New York office every month as to agencies passing the cash discount date, forwarding the checked up list immediately to the New York office.

4. When in doubt about credit rating or the credit standing of an agency, communicate with the New York office for further information.

Your co-operation in this respect will create a more ideal condition than ever before.

## REPORT OF THE MANAGER

L. B. PALMER, manager, reported on the work done by the New York headquarters staff during the year as follows:



L. B. PALMER

The following is a report of the business of the New York office for the year 1923:

Five hundred and thirty-eight (538) publications were enrolled as members in this Association on January 1st, 1923, of which five hundred and thirty-six (536) were active and two (2) associate.

During the year ten (10) members were elected of which eight (8) were active and two (2) associate. Two (2) associate members became active members. Of the active members three (3) ceased to hold separate memberships owing to consolidations with other members. One (1) active member consolidated with a non-member. One (1) member suspended publication. Seven (7) members were dropped for non-payment of dues, one (1) afterwards being reinstated. Twenty (20) members resigned, making a total membership on December 31st, 1923, of five hundred and seventeen (517) of which five hundred and fifteen (515) were active and two (2) associate.

New Members — Active. — Augusta (Ga.) Herald, Beaver Falls (Pa.) Tribune, Fresno (Cal.) Bee, Jamaica (L. I.) Daily Press, Lancaster (Pa.) New Era, Long Beach (Cal.) Telegram, Sacramento (Cal.) Union, Washington (D. C.) News.

New Members — Associate. — Elgin (Ill.) Daily Courier, Morrystown (N. J.) Jerseyman.

Transferred from Associate to Active. — Cheyenne (Wyo.) Tribune, Greensburg (Pa.) Morning Review.

Consolidations with Other Members. — Evansville (Ind.) Journal with Courier, Fort Smith (Ark.) Southwest American with Times-Record, New York Globe with Sun.

Consolidation with Non-Member. —

### WORK OF COMMITTEE DURING THE YEAR

One hundred and thirty-nine (139) applications for recognition were received. Forty-six (46) agencies were granted recognition; applications of twenty-eight (28) were refused; recognition previously extended to twenty-four (24) agencies was cancelled; six (6) changes of rating were made; and recognition transferred on request for twenty-eight (28) agencies.

Rochester (N. Y.) Post-Express with Journal.

Suspended Publication.—Pittsburgh Dispatch.

Dropped.—Binghamton (N. Y.) Morning Sun, Idaho Falls (Idaho) Daily Post, New Castle (Pa.) Herald, New Haven (Conn.) Union, Tucson (Ariz.) Citizen, Utica (N. Y.) Saturday Globe, Williams (W. Va.) Daily News.

Re-Instated.—Utica (N. Y.) Saturday Globe.

Resignations.—Albany (N. Y.) Sunday Telegram, Austin (Tex.) American, Canton (Ohio) Daily News, Dallas (Tex.) Dispatch, Dayton (Ohio) Journal, Decatur (Ill.) Herald, Denison (Tex.) Herald, Denton (Tex.) Record-Chronicle, Douglas (Ariz.) Dispatch, Gettysburg (Pa.) Times, Greenville (S. C.) Piedmont, Hastings (Neb.) Tribune, Henderson (Ky.) Journal-Gleaner, Minneapolis (Minn.) Daily News, New Brunswick (N. J.) Daily Home News, Ogden (Utah) Standard-Examiner, Portland (Me.) Press-Herald, Rockford (Ill.) Republic, San Antonio (Tex.) Express, Wichita Falls (Tex.) Record-News.

Of the twenty members resigning during the year 1923, seven offered no explanation, five stated that dues and assessments were in excess of services rendered, five resigned because of business (Concluded on page 40)

## BUY ON THE RISING MARKET

The Average Daily Net Paid Circulation of The Baltimore News in July, 1923, was..... 96,670

Week Ending April 13, 1924, Net Paid Daily Circulation was..... 117,353

**GAIN . . . 20,683**

**No Premiums! No Contests!**

Such rapid growth in any business which employs no stimulants other than the quality of the product sold can spring from only one thing—

## CONSUMER DEMAND

"The Largest Business of its kind in America."

**Hotaling's News Agency**

DISTRIBUTORS

**Out-of-Town Newspapers Exclusively**

If we don't handle your paper in New York we both lose money.

308 WEST 40th STREET  
NEW YORK CITY

**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



# A Record Unsurpassed

Years Represented by  
E. Katz Special Advertising Agency

Hutchinson News .....	26
Erie Times .....	24
Joplin Globe .....	24
Jacksonville Journal .....	23
Lexington Leader .....	23
Oklahoma City Oklahoman .....	21
Ansonia Sentinel .....	20
Muskogee Times Democrat .....	18
Cheyenne Tribune .....	13
Shreveport Journal .....	13
Montreal La Patrie .....	11
Huntington Advertiser .....	7
Ardmore Ardmoreite .....	7
Wichita Falls Times .....	6
Asheville Citizen .....	6
Colorado Springs Telegraph .....	4
Butte Post .....	4
Massillon Independent .....	4
Okmulgee Times .....	4
Waterloo Tribune .....	4
Wichita Beacon .....	2
Coffeyville Journal .....	2
Denison Herald .....	2
Paducah News-Democrat .....	2
Honolulu Advertiser .....	1
Durham Herald .....	19 months
Bluefield Telegraph .....	18 "
St. Joseph Gazette .....	9 "
Danville News .....	9 "

*From any of these publishers you can get the reasons  
for this record*

*At our own offices you can ascertain our business-getting methods*

## E. Katz Special Advertising Agency

ESTABLISHED 1888

*Publishers' Representatives*

58 WEST 40th STREET (between 5th & 6th Avenues) NEW YORK CITY  
CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

## REPORT OF THE MANAGER

(Concluded from page 38)

conditions, two resigned because other newspapers with identical ownerships held memberships, and one resigned because of dissatisfaction with the action of the Association's Committee on Advertising Agents.

### ASSOCIATE MEMBERSHIP

Since the Associate Membership Class was created 133 newspapers have become associate members; 86 have become active; 45 memberships have lapsed, and associate membership terms of two have not yet expired.

**A. N. P. A. OFFICIAL MEASURING RULES**  
During the year 1923, 159 official measuring rules were sold.

### BULLETIN BINDERS

Forty-two Bulletin Binders were sold.

### INQUIRIES

Fourteen thousand nine hundred and sixty-nine inquiries were received and answered during 1923, a decrease of ninety-one (91) under the preceding year.

### COLLECTIONS

Thirteen thousand six hundred and sixty-nine claims were received for collection during 1923, four thousand three hundred and eight (4,308) less than during 1922, amounting to \$399,931.54, a decrease in amount of \$90,550.97.

Six thousand seven hundred and forty-nine (6,749) claims were collected, amounting to \$127,468.19, a decrease of \$27,621.45 under 1922. Of the amount collected \$3,940.33 represented dividends

in Bankruptcy and Assignments, and \$123,527.86 ordinary collections.

Claims reported uncollectible	\$173,689.67
Allowances	3,173.74
Withdrawals	20,295.46

Commissions earned	\$17,219.51	\$14,952.45
A decrease in 1923 of	.....	\$2,267.06

Since January 1st, 1924, three (3) members have been elected, of which two (2) are active and one (1) associate. One (1) member has been transferred from the associate to the active class. One (1) member consolidated with a non-member, the membership being transferred. Two (2) members suspended publication, and two (2) resigned. The total membership at this date is five hundred and sixteen (516), of which five hundred and fourteen (514) are active and two (2) associate.

New Members—Active.—Salem, Mass., Evening News, Marion, Ohio, Star.

New Member—Associate.—Concord, N. H., Daily Monitor & New Hampshire Patriot.

Transferred from Associate to Active.—Elgin, Ill., Daily Courier.

Consolidation with Non-Member.—New York, N. Y., Evening Mail with Telegram.

Transfer of Consolidated Membership.—New York, N. Y., Telegram and Evening Mail.

Suspended Publication.—Utica, N. Y., Saturday Globe, Reading, Pa., Herald-Telegram.

Resignations.—Bethlehem, Pa., Globe, Muncie, Ind., Press.

National forests from the public domain and from other public reservations (Army and Navy) except National parks, National monuments and Indian reservations.

This matter is of such importance that every member is urged to immediately request his representatives in Congress to expedite the passage of these bills through the Senate and the House.

## REPORT OF COMMITTEE ON PRESS

**VICTOR F. RIDDER**, New York Staats-Herold, reported for the committee on press telephone rates, as follows:

Previous to the last convention of the association, an understanding was entered into with the Telephone Company by which they were to give immediate consideration to the question of installing a new system in the New England territory as outlined in the report of the committee last year. After the conference the telephone company carried on a series of studies with specific reference to the requirements of newspapers and as the result of these studies, the telephone company has come to the conclusion that the plan as submitted would bring little benefit to the newspapers and would materially increase the difficulties of the telephone company. Your committee has not gone deeply enough into the matter to be able to say whether or not this is entirely accurate, but it certainly represents the feelings of the telephone officials.

The telephone company points out that as the result of their effort to develop the night rate business, they are now facing a situation in which their night staffs are being overloaded and it is necessary to switch the staffs from the daytime into the night hours.

Your committee at one time suggested

that a special contract arrangement for collect calls for newspapers should be entered into, but the company objected to this on the ground that in the metropolitan districts the short distance calls are merged with the local traffic at the switchboard. For this reason the plans intended for the New England district have not been put into effect.

In fairness to the telephone company your committee reports it has undertaken surveys for individual newspapers throughout the country and that from these surveys and from its experience with the surveys, the committee feels that substantial benefit will accrue to the newspapers where such surveys are made. It does not, however, solve the problem of reduced rates for newspapers or a change of rates and whether such a change of rates could be made effective without long and very expensive hearings before various commissions of the different states is a question which the committee hesitates to answer.

The committee has suggested to the telephone company that the study of the newspaper industry as a whole be undertaken in order to determine underlying facts necessary in perfecting a flat rate arrangement, but we cannot feel that such a study would bring about changes important to the newspapers or satisfactory to the telephone company.

### ALOUETTE SANG AT WALDORF

#### Canadian Bird Gave Name to New Organization of Publishers

Approximately thirty newspaper publishers renewed memories of good fellowship enjoyed last summer when they were guests of the International Paper Company at Three Rivers, Que., by gathering in the Empire Room of the Waldorf-Astoria Tuesday night. They organized the Alouette Fish & Game Club, taking the name from the theme of a French Canadian song, which sounded naughtily but belied its sound by turning into a nursery rhyme about a little bird.

W. B. Bryant initiated the organization. Among those at the tables were:

Bryant, W. B., Press Guardian, Pater-son, N. J.; Lent, R. E., Daily News, Passaic, N. J.; Ford, J. B., Irish World, New York; Rauch, J. W., Reading Eagle, Reading, Pa.; Smith, E. G., Times Leader, Wilkes Barre, Pa.; Stephens, N. M., News Times, South Bend, Ind.; Pyle, C. J., Evening Journal, Wilmington, Del.; Lynett, E. J., Times, Scranton, Pa.; Hudson, S. E., Call, Woonsocket, R. I.; Hudson, B. W., Call, Woonsocket, R. I.; Tobey, E. D., Courier, Poughkeepsie, N. Y.; Martin, J. H., Star, Wilmington, Del.; Boyd, Wm., Home News,

New Brunswick, N. J.; Hester, W. V., Brooklyn Eagle, Brooklyn, N. Y.; Parks, Arthur, Star, Poughkeepsie, N. Y.; Brown, Dick, Star, Poughkeepsie, N. Y.; Kimmouth, J. L., Press, Asbury Park, N. J.; Morin, Edw., News, Burlington, Vt.; Motz, C. H., Times-Star, Cincinnati, Ohio; Rembold, C. H., Times-Star, Cincinnati, Ohio; Lamade, D., Grit, Williamsport; Brown, J. W., Editor & Publisher, New York; Foster, E. M., Banner, Nashville, Tenn.; Yunkar, Arthur H., Republican, Springfield; Stivers, M. A., Middletown; Illinger, Oscar P., News Sentinel, Fort Wayne.

## REPORT OF THE COMMITTEE ON NATIONAL FOREST RESOURCES

**DEVELOPMENTS** in the association's efforts to secure enactment of legislation to preserve national forest resources and to reforest devastated woodland areas were outlined by Elbert H. Baker, Cleveland Plain Dealer, chairman of the committee, which also included Harry Chandler, Los Angeles Times; R. R. McCormick, Chicago Tribune; D. D. Moore, Fort Worth Record; E. B. Piper, Portland Oregonian, and Benjamin H. Anthony, New Bedford Standard. Their report follows:

Last year your committee reported to you the efforts then being made to secure the enactment of an effective National

Forestry Policy for the United States and that your committee was co-operating with the National Forestry Program Committee, of which your chairman is a member, which resulted in the introduction of the Snell Bill in the House and an identical bill in the Senate by Senator McCormick of Illinois; that there had been extensive hearings upon the Snell Bill by the House Committee on Agriculture. It seems to be a particularly happy omen that President Coolidge has recently issued a statement that this week is Forest Protection Week for the fourth annual observance of the national movement to prevent forest fires, the President stating the most formidable force of forest destruction being fires and that most such devastation was caused by human carelessness.

Since my last report there has been introduced into the Senate by Senator McNary (S. 1182) a bill on the same principles as the McCormick Bill and an identical bill in the House known as the

Clarke Bill (H. R. 4830). Both of these bills amplify the policy of Federal leadership and co-operation with the various states and timberland owners as the only practical and reasonable basis for the solution of the problem of a future timber supply and it is for the consummation of that object that many organizations, including our own, have diligently sought. The Clarke Bill is now on the calendar of the House after having been unanimously reported by the Committee on Agriculture, and the McNary Bill is on the calendar of the Senate after having been similarly reported by the Senate Committee on Agriculture and Forestry. Both of these bills have been approved by the President as being in accordance with the provisions of the budget and we are very hopeful they will be passed during the present session of Congress.

We are confident that, if passed, they will receive the signature of the President. The provisions of these bills are identical and are as follows:

Sections 1, 2 and 3, adequate protection from forest fires and protection of water resources. The Secretary of Agriculture is directed to co-operate with the several states in these matters, and in addition to make a study of forest tax laws in the states. For these purposes, chiefly fire protection, an annual appropriation of \$2,500,000 is called for.

Section 4 provides for co-operation with the states in securing tree seeds and forest plant material. It asks for an annual appropriation of \$100,000.

Section 5 directs the Secretary of Agriculture to co-operate in improving farm woodlots. It calls for an annual appropriation of \$100,000.

Section 6 enlarges the scope of the Weeks Law so that the Federal Government may acquire by purchase cut-over or denuded lands upon the watersheds of navigable streams. Appropriations therefor are carried in other bills.

Section 7 authorizes the acceptance of gifts of forest land for additions to National forests.

Section 8 provides for additions to the



B. F. LAWRENCE

### Flag Days Will Soon Be Here

PRESIDENTIAL YEAR ALWAYS BRINGS A BIG DEMAND FOR FLAGS. Make sure of delivery and special low prices by placing your orders now!

We have the largest stock of flags in this country. Advance orders already total over one hundred thousand flags. We will give you special advance dating—no immediate investment.

We offer our famous GLORIA BUNTING Flag, which is made of real bunting, with sewed stripes, printed Unions, guaranteed fast colors. Can furnish any size flag—with or without the pole outfit.

Write Today for Special Low Prices—Don't Delay!

**S. BLAKE WILLSDEN**

"Premiums for Particular People"

29 East Madison St. Chicago

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

### All We Ask!

If you knew that Flexideal Dry Mats could save you time and money, you would use them, wouldn't you?

We know just what Flexideals are doing in other newspaper plants throughout this country and what they can do for you, too. That is why we offer you samples gratis so that you can make your own trials in your plant.

All we ask is a trial—it costs you nothing and you incur no obligation whatsoever.

So do it now!

**The Flexideal Co., Inc.**

Sole U. S. & Canadian Distributors  
13 WILLIAM ST. NEW YORK

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



## New Wealth Production of Texas—1923

All crops .....	\$1,064,775,000
Livestock .....	135,000,000
Dairy products .....	33,000,000
Poultry .....	20,000,000
Eggs .....	26,000,000
Wool .....	7,000,000
Honey and wax.....	1,000,000
Total farm production.....	
	\$1,286,775,000
Petroleum .....	121,956,000
Natural gas .....	14,165,000
Lumber .....	53,152,000
Coal .....	4,322,000
Other mineral products.....	12,718,000
Total new wealth.....	
	\$1,493,088,000

# WEST TEXAS

*Produced Over One-Fourth of This Gigantic  
Amount of New Wealth*

# WEST TEXAS

An empire within an empire—contains 96.8% native born white population, and is possessed of far greater per capita wealth and buying power than any other section of the Southwest.

## Fort Worth Star-Telegram

Thoroughly covers West Texas with more paid circulation than any other three or four papers combined.

**Over 90,000 Daily**

**Over 105,000 Sunday**

LARGEST CIRCULATION IN THE SOUTH

Without the Use of Contests or Premiums

Charter Member A. B. C.

**Amon G. Carter,**  
Pres. & Gen. Mgr.

Include Us in Your Lists.

**A. L. Shuman,**  
Vice Pres. & Adv. Mgr.

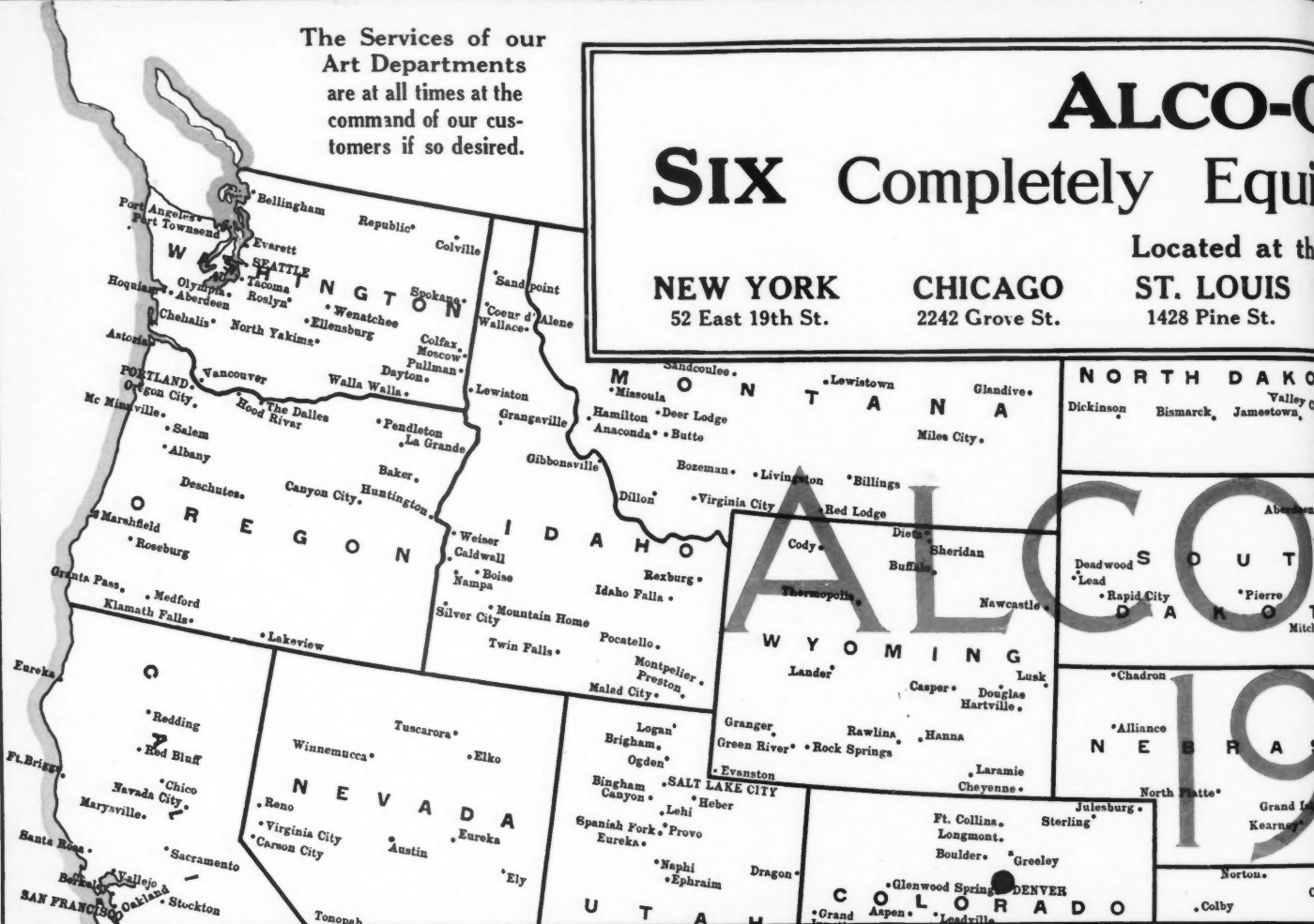
The Services of our Art Departments are at all times at the command of our customers if so desired.

# ALCO-GRAVURE'S SIX Completely Equipped

**NEW YORK**  
52 East 19th St.

**CHICAGO**  
2242 Grove St.

Located at the  
**ST. LOUIS**  
1428 Pine St.



## ALCO-GRAVURE'S Five Completely Equipped Gravure Plants

Located at the Most Strategic Points  
**NEW YORK** 52 East 19th St. **BALTIMORE** 1147-49 Wicomco St. **CLEVELAND** Superior and 26th St. **ST. LOUIS** 1428 Pine St. **KANSAS CITY** Journal-Post Bldg.

Insuring Rapid Transportation to all cities from the Atlantic to the Rockies and from the Great Lakes to the Gulf

# ALCO MAP 1923

Roto Sections now being printed by Alco-Gravure, Inc.

NEW YORK TRIBUNE  
NEW YORK HERALD  
BALTIMORE SUN  
WASHINGTON STAR  
ST. LOUIS GLOBE DEMOCRAT  
DES MOINES REGISTER  
MINNEAPOLIS JOURNAL  
KANSAS CITY JOURNAL  
CLEVELAND NEWS-LEADER  
MEMPHIS COMMERCIAL APPEAL  
BROOKLYN STANDARD-UNION  
SPRINGFIELD REPUBLICAN

CINCINNATI COMMERCIAL TRIBUNE  
WICHITA EAGLE  
OMAHA BEE  
DENVER ROCKY MOUNTAIN NEWS  
CHICAGO JOURNAL  
CHARLESTON (W. V.) GAZETTE  
FOR THE GRAVURE SERVICE CORPORATION  
INDIANAPOLIS STAR  
MILWAUKEE JOURNAL  
SYRACUSE POST-STANDARD  
LOUISVILLE HERALD  
SOUTH BEND NEWS-TIMES

ALCO-GRAVURE, Inc. is the Largest Gravure Printing Company in the United States, with a Capacity of 11,420,000 Eight Page Sections a Week

★ Cities in which Alco-Gravure, Inc. Plants are located.  
○ Cities having newspapers to which Alco supplies Roto Sections.

Each Alco-Gravure Plant is Complete in Itself in Every Respect.

Write or Telegraph us, and Our Representative will call



# ALCO-GRAVURE'S Equipped Gravure PLANTS

the most Strategic Points

**BALTIMORE**      **CLEVELAND**      **KANSAS CITY**  
49 Wicomico St.      Superior and 26th St.      Journal-Post Bldg.

Insuring  
Rapid Transportation  
to all cities from  
the Atlantic to the  
Rockies and from the  
Great Lakes to  
the Gulf



Write or Telegraph  
us, and  
Our Representative  
will call

NOTE  
THE NEW  
**CHICAGO STAR**  
AND  
THE  
FOUR ADDITIONAL BULLSEYES  
● ● ● ●  
CHICAGO-ATLANTA-BIRMINGHAM-HARTFORD  
DAILY NEWS-CONSTITUTION-NEWS-COURANT

- ★ Cities in which Alco-Gravure, Inc. Plants are located.
- Cities having newspapers to which Alco supplies Roto Sections.

Each Alco-Gravure Plant is Complete in Itself in Every Respect.

ALCO-GRAVURE, Inc. is  
the Largest Gravure  
Printing Company in the  
United States, with a  
Capacity of 13,800,000  
Eight Page Sections a  
Week



CHARLES KUHN

Keen, trenchant, clever, versatile—Kuhn's cartoons are a daily front-page feature. Only a national calamity can crowd Kuhn onto the run-over page. A loyal following looks for him daily.



KIN HUBBARD

Abe Martin, the best-known newspaper character in Hoosierdom. Always shrewd, always pointed, sly, ingenious, sometimes sarcastic, but never bitter. Abe Martin is a national character. Syndicated in great newspapers from coast to coast. A staff feature of The News for twenty years.



LOUIS HOWLAND

Dean of the editorial page, writer of sane, forceful, broad, helpful editorials that have made The News famous. Author of "Case and Comment," the Saturday night sermon by a layman that is quoted from a thousand pulpits on Sunday.



WILLIAM HERSCHELL

Poet of the highways and byways, Indiana's own favorite successor to the crown of Riley. Author of "Long Boy," the doughboys' marching song in the stirring days of 1917-18. For twenty-two years a News feature.



One glance at the front page reveals the great newspaper—clean, powerful, vital, a tremendous force in the community and state.



HENRY O'BRIEN

Boss of the market page, dedicated to the service of the farmer and business man, and enjoying their lasting and implicit confidence. Business men say, "If it's in The News, it's true." That's O'Brien's policy.

# Five Reasons Why The News Is Indiana's Favorite Newspaper

Because The News is first of all a great newspaper—editorially—it has become a great advertising medium, the greatest in its field. It is first in daily circulation, first in advertising results and volume, first in the hearts of its thousands of loyal readers. Editorial character first—and the rest followed naturally.

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
110 E. 42d St.

Frank T. Carroll, Advertising Manager

Chicago Office  
J. E. LUTZ  
The Tower Bldg.



## N. Y. UTILITIES PRAISE DAILIES AFTER SUCCESSFUL "GOOD-WILL" CAMPAIGN

Five Months Trial Proves Efficiency of Newspapers to Gas and Electric Group—Complaints Decreased and Stock Sales Mounted—Used 60 Papers

NEWSPAPER advertising is adding another item to its list of accomplishments in selling good-will for public utilities to the citizens of New York State.

Proof that this intangible thing can be sold through use of newspaper space just as commodities can be sold has already been given, after 5 months of trial, to a group of gas and electric companies which for that period have been engaged in a new form of co-operative advertising.

Begun as an effort to acquaint the public with the problems and accomplish-

The advertising which in a few months was able to show this effect is strictly "industry" copy. It is designed to tell the story of the industry—to set forth the fundamental legal and economic conditions which govern public utility company operations, and what has been accomplished in giving and extending service under those governing conditions. Being fundamental, it is equally useful in all parts of the State—indeed, it has been used in other States by the change of a few figures or words only. Being "industry" copy, it is used in addition to the regular new business, service, merchandising or stock-sales advertising of the companies, supplementing and rounding out these other advertising activities.

This copy is prepared by the New York State Committee on Public Utility Information, and is distributed by it to all gas and electric utilities in the State. The companies which desire to use it place it with their local papers, sign it, and pay for the insertions. It is now running in more than 60 newspapers having an aggregate circulation of about 2,000,000. Twenty-four companies, well distributed around the State, and some of them operating in a number of communities, are using the copy, and others are planning to use it as new appropriations become available. In most cases the advertising appears once a week, but some companies use each advertisement twice a week, staggering the insertion dates among their papers.

Each advertisement contains about one hundred words. There are no pictures. The type display is simple and straightforward. The advertising is distinguished by a small box set into the upper left-hand corner of the border, carrying a slogan embodying the central idea of the series:

UTILITY SERVICE  
What Dollar You Spend  
Buys More Value?

The first piece of copy outlined the purpose of the entire series. It carried the caption "For Mutual Understanding."

Other advertisements in the series have been titled: "For Human Happiness," "Successful Utilities—Prosperous Communities," "Working for You," "Public Utilities Are the People's Utilities," etc.

These advertisements are produced and distributed far enough ahead so that each company using them can contract for space and have a change of copy each week.

The New York State Committee on Public Utility Information, which produces this copy, is an association of public utility executives formed to be a clearing-house for facts concerning the gas and electric industry of the Empire State. The chairman is M. S. Sloan, president of the Brooklyn Edison Company. Frederick W. Crone, a newspaper and advertising man, is director, in charge at the headquarters in the Grand Central Terminal office building. The purpose of the organization is to foster public good will toward the utility industry by giving facts about it, frankly and officially.

### Streaks of Gold

"The newspaper business is not a romance. It is just a plain, workaday, business world, warped a little, perhaps, with none too firm foundations, hungry for young life, but filled with uneven, precious streaks of fine gold, that remains after the dross has been washed away."—Philip Kinsley, of the Chicago Tribune staff.

Cigarettes cannot be advertised in Utah or offered for sale except under a high license tax and bond.

### UTILITY SERVICE

What Dollar You Spend  
Buys More Value?

#### SUCCESSFUL UTILITIES PROSPEROUS COMMUNITIES

Without successful utilities, a community cannot be a good place in which to live and do business. Public utility service is so much a part of modern living conditions that utilities and the communities they serve go forward or backward together.

Whether a community has good utility service depends largely on the people themselves. Every utility wants and tries to give satisfactory service; but how good that may be is measured by the conditions under which it has to operate. Costs don't stand still. They vary according to the time and place; and in time of rising costs satisfactory service cannot be maintained unless rates also go up. The utility company which seeks a rate increase does so because increasing costs have made it necessary; and its margin of return to its owners frequently is less under the increased rate than under the old rate with lower operating costs.

A community with a starved utility suffers worse than the utility itself.

It is community wisdom to see to it that its utilities receive rates sufficient to permit them to render good service.

The \_\_\_\_\_ Company

Simplicity and restraint combine to form the tone of this "good-will" copy prepared by the New York State Committee on Public Utility Information. It was run as part of a series. The copy was produced and distributed far enough ahead so that each company using them could contract for space and have a change of copy each week.

ments of a great public service industry, it has not only demonstrated its value in that respect, but it has aroused reader interest to a point where readers have sought and purchased stock in companies using the advertising.

Begun entirely as a New York State enterprise, it has been taken up by public service companies in various other States, where similar results are being obtained.

The experience of one company using this copy is illustrative. It operates in a large city having in one district an overwhelming foreign population, radical in political opinion. The company is efficiently operated and gives good service, but up to the time of entering this advertising enterprise had confined its use of newspaper space entirely to copy for selling appliances. Its branch office in this particular district was known as a center for "kicks." Customers were sore-headed generally. A few months after this advertising had been started, appearing in foreign language and English papers, the branch office manager reported, with considerable amazement, that there had been a change of sentiment in the territory. There were fewer complaints, he said, and the attitude of those who did complain was less belligerent, more reasonable.

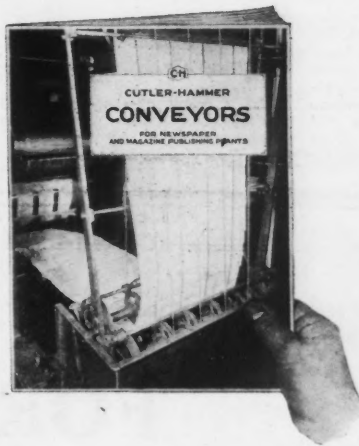
"What has produced the change?" he was asked.

"That advertising you're running," he replied. "It's the only thing the company is doing now which it didn't do before."

# The Philadelphia Inquirer will use "The Safest System in the World"

The new plant of the Philadelphia Inquirer will have a full complement of Cutler-Hammer Press Drives and Control Apparatus, "The Safest System in the World." This equipment safeguards men and machinery and affords extreme flexibility and dependability of control.

Not only is C-H equipment made for the automatic control of large presses such as those in the modern plant of the Inquirer, but it is also made for the control of small presses, and, in fact, every type of motor-driven machine in the printing and publishing industry.



SOLVE  
HANDLING  
PROBLEMS  
WITH  
CUTLER-HAMMER  
CONVEYORS

Many publishers in both large and small communities have recognized the advantages of C-H Conveyors in handling their papers from the press to the mailing and distributing rooms. Speed of delivery and economy in handling are gained by the C-H Conveyor.

Details of construction and operation as well as a list of representative publishers using C-H Conveyors, are given in a new illustrated booklet, copies of which are ready for distribution at the Cutler-Hammer convention headquarters in the Waldorf-Astoria Hotel.

**The Cutler-Hammer Mfg. Co.**  
PRINTING EQUIPMENT DEPARTMENT

Times Bldg. New York City

Branch Offices in Principal Cities  
Factories: Milwaukee and New York City

**CUTLER-HAMMER**

## MEDICAL PROFESSION WOULD WELCOME NEWS WRITTEN BY TRAINED MEN

Present Secrecy Regarding Discoveries Is Result of Inaccurate and Often Overstated Reports, Says Dr. Wilbur, American Medical Assn. President—Believes Co-operation Coming

By ANDREW R. BOONE

JUST what should be the relation of the medical profession and the press? Bound in by ethics which have long



DR. WILBUR

giving out of news of medical advancement, the medical profession recognizes the existence of that wide gap which newspaper men have long attempted to bridge with writers untrained in the sciences.

Sensationalism is more feared by the medical men than the reaction of public opinion to any true statement which might be given out.

While both the journalist and the physician professes a true devotion to the public, as Palmer Smith said in a recent article in *EDITOR & PUBLISHER*, each has approached the problem of disseminating news of advancement and discovery from opposing viewpoints and with seemingly different interests to serve and have thus found no common ground on which to meet.

The medical profession recognizes that the public should be better informed and that the press and the profession should be able to work in more harmonious relations—but, it can't be done with writers untrained in the ways of medicine and medical men—writers who have scant knowledge of the subject.

Dr. Ray Lyman Wilbur, president of the American Medical Association and also of Leland Stanford Junior University, explains the physician's handicap in not giving the press more freedom by the assertion that "his desire to maintain high and proper professional standards, in the face of so much publicity and over-statement from the quack and charlatan causes him to be cautious and accurate."

Over-assertion and the absence of friendly relations between the medical profession and the press—friendly used in the sense of meaning access to the discoveries of that branch of the sciences—would disappear largely, says Dr. Wilbur, if technically trained men replaced those who now write on those subjects, sans knowledge of the things whereof they write.

"Over and over again," Dr. Wilbur says, "the premature over-emphasized announcements of medical discoveries have been a great handicap to medical progress."

"The discoveries of medicine are for the most part built up piece by piece, the work of the one man being added to that of another, so that the element of drama is usually absent. It is possible from time to time, however, for an interesting survey to be reported."

"The physician," he continues, "is primarily interested in the relief of the individual and the protection of the community."

"As a result of the desire to protect the individual and the public and of the usual conservatism of the scientific man the ordinary newspaper items of a medi-

cal character are prepared by a layman and are on a level of accuracy far below that of the rest of the newspaper.

"In general, newspaper men have but little medical training. Some of them, through assignments to emergency hospitals or morgue service or in the following of interesting criminal cases, acquire some conception of disease processes and treatment.

"It requires a broad scientific and biological understanding to grasp the significance of modern medicine."

Arguments which frequently occur in the press, wherein surgeons and physicians of any standing whatsoever in the public eye, take a part, should be avoided, not so much because they alter the facts which are brought to the attention of the public originally, but because they tend to shake public confidence in the work of the profession as a whole—and doubting Thomases can undo a great deal of the work medical men have been careful to prepare, Dr. Wilbur believes. It is his opinion that journalism should not be displeased with and actually resent the "secret tactics" which are sometimes used, but should co-operate by having trained men cover events relating to the medical profession.

Gradually, then, there would come a mutual confidence between the medical men and the press, and the public would receive the benefit of the new confidence.

The chief service the newspaper could render in this relationship, says Dr. Wilbur, would be in the giving of accurate reports of the progress of medical science and not placing sensational flaring headlines over a story at which the profession "gives the laugh."

"Newspapers can be of enormous service," continues Dr. Wilbur, "if they will attain the same accuracy in this field as they attain in covering sports. If newspapers and press services would add staff men of broad training in medicine and in science there would be a cessation of the many foolish and absurd pieces of so-called news that are broadcast."

## NEWS AND THE SCHOOLS

To EDITOR & PUBLISHER:

The interlocking interests of the American newspaper and the public school system demands your attention to the following items of concern recently brought to the surface by the National Education Association, and supported by census figures:

1,437,000 children between the ages of 7 and 13 are not attending "any kind of educational institution."

Three of every five teachers have less training than is generally required by teaching by advanced nations.

There are 1,060,858 child workers between the ages of 10 and 15.

There are 5,000,000 confessed illiterates, which means an economic loss due to illiteracy of \$825,000,000 annually.

The money loss from preventable disease and death due to ignorance is given as \$1,800,000,000 yearly.

1,340,625 men were rejected as unfit for military service.

More than half a million children are in school part time for lack of room in school buildings.

Millions are denied equal opportunity through lack of public support.

The United States is the only advanced country which does not recognize education as one of the fundamental interests of the nation. There should be a Federal Department of Education and its Secretary should sit in the Cabinet.

Half a million dollars went from the Treasury last year for suppression of pink boll weevil, \$161,990 for salaries and educational investigations of United States Bureau of Education.

No interest covered by a newspaper, in my opinion, is greater throughout the year than school news, and I suggest that any editor who will put a good man on the work of investigating the situation in local town and county schools along the lines which the National Education Association is constantly investigating, will find excellent copy.

FREDERICK R. ROBINSON,  
New York

To the Publisher requiring a High Speed Modern  
Octuple Press within the Next Three Months

# FOR SALE

## HOE SUPERSPEED OCTUPLE PRESS

32 page capacity, Superspeed Type, with latest Hoe improved patented ink pumps, Cutler-Hammer electric cylinder brakes, fudge attachment, solid steel cylinders, roller bearings.

Running speed 72,000 papers of 4, 6, 8, 10, 12, 14 or 16 pages with the sheets all inset. 36,000 papers of 16, 18, 20, 22, 24, 26, 28, 30 or 32 pages with sheets all inset.

Page length 22¾ inches, set for 8 columns, 12½ ems.

This press is in splendid condition and is in its fifth year of service. It is offered for sale because of the purchase of more extensive press equipment to be installed in our new plant. For detailed specifications, price and terms write BUSINESS MANAGER,

THE TIMES-DISPATCH

Richmond, Virginia



# Eighty-three Years Old— And Still Going Strong

The Greater  
Brooklyn Daily Eagle  
Building  
1924



AGE is usually a thing to be respected but unfortunately it is not always indicative of progress. Too often there is a tendency to rest on the laurels of the past.

It is with pride that the Brooklyn Eagle reaches another milestone in its history, by announcing the opening of its new, spacious seven-story addition to the main building.

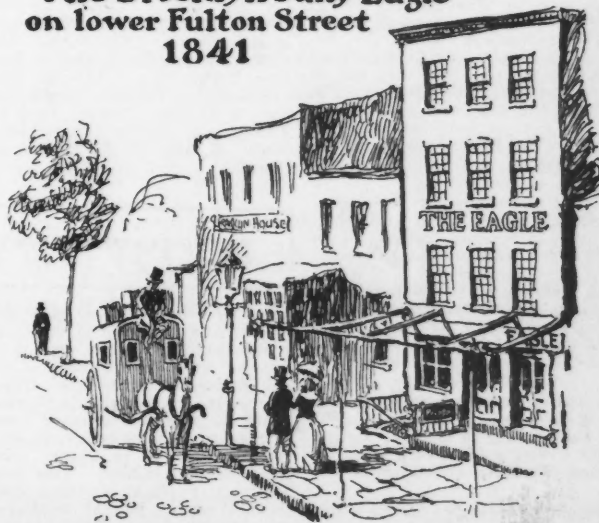
This addition was made necessary by the very substantial growth of the Commercial Printing Department during the past few years, and because of the need for new press equipment to take care of the increasing circulation of the newspaper.

## Milestones of Eagle Progress

### New Buildings Erected

1841	1842	1846	1856
1872	1892	1903	1924

The Brooklyn Daily Eagle  
on lower Fulton Street  
1841



**WHAT'S WHAT IN THE FEATURE FIELD**

**PAT SULLIVAN**, who draws "Felix" the comical cat, for King Features Syndicate, New York, doesn't believe in the black cat jinx.



PAT SULLIVAN

As a matter of fact, "Felix" is Latin for "good luck," and the cat is living up to his name, according to Sullivan. "Felix," it seems, is laying to rest one of the strongest superstitions of the ages. He is blowing up the black cat jinx with the TNT of laughter.

Pat Sullivan is a native of Australia. There he first became a newspaper artist. He came to the United States about 5 years ago, and won considerable attention with his "Sambo" boy life comics. For years he tried to hit on something new as a character for a comic strip. His wife suggested "Felix."

"Dorothy Vernon of Haddon Hall," a fiction story of 60,000 words, in which Mary Pickford stars, is being released by the New York World Syndicate.

Eddie Cantor, who is writing a weekly humorous article on current events for release to newspapers through the United States Feature Syndicate, will be one of the speakers at the American Newspaper Publishers Association banquet Thursday evening.

Edwin Balmer has written a serial story of the "crook" type named "Keegan," which the McClure Newspaper Syndicate is selling to newspapers.

New York World Syndicate announces a series of 8 articles entitled, "The Men Who Have Loved Me," by Marguerite D'Alvarez, the Spanish-American prima donna, to be released starting May 4.

Johnny Held, artist, has moved from New York to his country estate at Westport, Conn. Held draws a daily comic entitled "Oh Margy!", for the United Feature Syndicate.

A new "midget" feature to be released May 1, by the Ledger Syndicate, Philadelphia, is a daily legal quiz, entitled "The Law and You," written by a member of the bar of the Supreme Court of the United States.

J. P. McEvoy is writing the words for a comic strip on "The Potters," to run daily with a full page Sunday, for the King Feature Syndicate, New York. Release of the Sunday page has been set for May 4, and the daily strip will be ready for distribution early in June. The artist who will draw the Potter characters has not yet been selected. McEvoy's play "The Potters" is now running in New York.

Hy Gage, cartoonist for the Ledger Syndicate has created a new comic character, "Miss Information," which will appear six days a week in one-column mat.

Grant Overton, critic and novelist, is writing a column of book reviews to appear once a week under the caption "Book Beams," for the Metropolitan Newspaper Service.

Raymond Carroll has been made head of the Paris bureau of the Philadelphia Public Ledger Foreign Service. Carroll had been writing a New York letter for the Ledger Syndicate, Philadelphia.

Metropolitan Newspaper Service is just releasing a daily woman's page serial entitled "Love Stakes," written by Mildred Barbour, novelist.

Commencing May 1, the Ledger Syndicate, Philadelphia, will release a new sport feature, daily 30 stick-length articles, captioned "The Greatest Play I Ever Saw," written by the star baseball players of both leagues. Those who contribute to the series will include: Ty Cobb, Frank Frisch, Walter Johnson, Cy Williams, Harry Heilman, Ray Schalk, Jake Daubert, Art Fletcher, Joe Bush, Herb Penneck, Lou Blue, Steve O'Neil, Owen Bush and Wally Schang.

Bruce Bairnsfather, creator of "The Better 'Ole," has contracted with King Feature Syndicate, New York, to draw a comic strip about "Old Bill" to appear three times a week. Release date has not yet been definitely set, although it is expected to be in the near future.

Educational Film Exchanges, Inc., announces release of the first moving picture of wit, "The Fun Shop," April 27. The film is being issued under the names of newspapers taking the "Fun Shop," a daily column of humor, of which Maxson Foxhall Judell is editor. The column is syndicated by the Funshop, Inc., New York. Max Fleischer, cartoonist, draws an animated cartoon, "The Modern Mother Goose" for the film, which is scheduled to appear regularly every other week. Judell reports 85 newspapers are now taking the column, and that the film will be shown in the 85 cities under the name of the local newspaper.

**RETAIL AD PROGRAM**

**Jackson Reports Speakers for A. A. C. W. Departmental Sessions**

T. Ernest Jackson has reported that everything is well in hand for the inter-departmental sessions covered by the Committee on Retail Advertising at the A. A. C. W. convention in London next July.

The program follows:

Tuesday afternoon, preceded by a lunch at Harrods; Wednesday morning, a visit to London Stores; Wednesday afternoon (preceded by a lunch at Whiteley's), reception by Mr. Selfridge, and Thursday morning, Lord Waring's luncheon at Wembley.

English speakers at the Retail Advertisers departmental will include: Lord Burnham of the London Telegraph; Sir Woodman Burbidge of Harrods, Ltd.; Sir Sydney Skinner of John Barker & Co., all of London. The American speakers in this departmental will include: Sheldon Coons, Gimbel Brothers, New York; Vern C. Divine, Standard Corporation, Chicago; Claude Hopkins, Lord & Thomas, Chicago; Fred Farrar, Typographic Service, New York; and Joseph B. Mills, J. L. Hudson & Co., Detroit.

**NOVEL CLASSIFIED COPY**

**R**USHED for time, and having no writing paper in reach Harry C. Franz, a Milwaukee contractor, wrote a "home for rent" ad on the waste end of a plank and forwarded it to the Milwaukee Journal in time to make the Sunday edition. The copy was so unusual mention of it was made in the news columns. The results, according to Franz, were far above his expectations. This was the first time a plank had been used for classified copy. Journal employes say, although tin shingles, birch bark, sand paper, and even linen, have found their way into the original copy files.

**Winston-Salem Is The County Seat of North Carolina's Richest County**

With 62 of the 98 counties reporting to the State Department of Revenue showing increases in the valuation of taxable property and the other 36 showing decreases, the entire increase in the State last year was only sixty millions of dollars. The figures are \$2,576,338,426 for 1922 and \$2,636,597,386 with the 1922 figures for Alleghany and Jackson counties shown in the latter total, says the Raleigh News and Observer.

Under the law the counties were last year permitted to do as they pleased in respect to the valuation of property, retain the old values of the 1920 valuation, adopt a horizontal cut or order an entire new valuation. Most of the counties elected to keep the valuations almost exactly where they were and in a vast majority of cases neither the increase nor decrease is substantial, with the total figures showing a net increase of a little more than two per cent.

The larger counties furnish practically all the increase there was, Buncombe county showing the largest and stepping up to join Forsyth, Guilford and Mecklenburg, four counties in the hundred million dollar class. Buncombe increased its valuation from 93 to 116 millions, a gain of 23 millions, or about 25 per cent, as compared with two per cent for the entire state. Guilford also showed a large gain, going from 138 to 152 millions, while Mecklenburg advanced from 125 to 135 millions.

Forsyth made little increase but retained its position as the richest county in the state, going from 152 millions to 155 millions. These four counties accounted for an aggregate increase of 49 millions, as compared with the net increase of 60 millions for the state.

Randolph, dropping from 21 millions to 17 millions, showed the biggest decrease, while Scotland fell from 22 millions to 20 millions and was second. New Hanover decreased from 54 millions to 52 millions and was the only other county with a large decline in valuation.

The valuations for 1923 by counties follow:

Counties	1923	Counties	1923
Alamance	\$ 35,253,471	Johnson	43,813,534
Alexander	8,401,264	Jones	7,293,697
Alleghany		Lee	12,763,229
Anson	21,714,750	Lenoir	29,477,705
Ashe	11,267,824	Lincoln	15,637,280
Avery	5,610,788	Macon	6,154,332
Beaufort	29,507,711	Madison	10,748,277
Bertie	15,392,041	Martin	16,795,987
Bladen	13,879,059	McDowell	21,468,206
Brunswick	8,816,453	Mecklenburg	135,372,650
Buncombe	116,098,496	Mitchell	9,748,403
Burke	16,428,893	Montgomery	14,492,038
Cabarrus	39,438,764	Moore	24,403,378
Caldwell	18,121,521	Nash	32,027,895
Camden	3,684,770	New Hanover	54,542,499
Carteret	12,753,407	Northampton	14,995,594
Caswell	9,034,714	Onslow	11,171,268
Catawba	38,412,291	Orange	17,057,980
Chatham	14,758,402	Pamlico	6,807,660
Cherokee	8,772,322	Pasquotank	19,688,459
Chowan	10,225,438	Pender	11,386,139
Clay	2,521,928	Perquimans	8,218,625
Cleveland	35,858,992	Person	16,916,063
Columbus	21,221,637	Pitt	51,819,030
Craven	29,505,939	Polk	6,614,256
Cumberland	29,962,999	Randolph	20,217,724
Currituck	5,049,338	Richmond	31,282,723
Dare	2,462,439	Robeson	43,197,825
Davidson	33,734,413	Rockingham	43,189,613
Davie	12,846,994	Rowan	54,903,652
Duplin	26,317,592	Rutherford	32,920,027
Durham	86,332,277	Sampson	23,329,801
Edgecombe	33,522,143	Scotland	17,997,007
Forsyth	155,576,512	Stanly	29,488,754
Franklin	14,949,628	Stokes	12,979,411
Gaston	78,954,211	Surry	26,814,822
Gates	7,479,330	Swain	13,633,462
Graham	4,761,412	Transylvania	8,872,646
Granville	21,491,906	Tyrrell	3,784,176
Greene	13,791,376	Union	24,997,460
Guilford	152,001,591	Vance	22,712,719
Halifax	38,962,035	Wake	84,544,213
Harnett	24,670,635	Warren	14,570,698
Haywood	20,100,647	Washington	8,636,947
Henderson	18,849,894	Watauga	8,317,693
Hartford	11,190,964	Wayne	49,215,385
Hoke	10,547,810	Wilkes	15,559,381
Hyde	7,501,607	Wilson	47,029,603
Iredell	43,795,855	Yadkin	9,235,848
Jackson		Yancey	8,811,959
<b>Total</b>			<b>\$2,636,597,386</b>

Winston-Salem is the County Seat of Forsyth, as well as North Carolina's LARGEST City. This clipping is a reprint from the **TWIN CITY SENTINEL**, the DAILY NEWSPAPER that leads all NORTH CAROLINA NEWSPAPERS in HOME circulation.





## "First of All—Newspapers"

We were happy listeners recently when the President of a concern known all over the world outlined to his organization the advertising policy decided upon by his house for the next two years.

He took from a portfolio a familiar looking sheet and to our surprise but great joy read aloud the following:

"Newspaper advertising properly done has a quickness of response, a positiveness of action, a quality of confidence inspiration, and an immediate and constant availability not possessed in like degree by any other type of medium. AND COSTS LESS."

*He said, "That statement has been put to the most severe tests and has stood them all, moreover, we have dug out some amazing facts and figures. I've asked the man who wrote it to come here today, that he may see concrete results from that advertisement," and so forth. And we reprint the paragraph—hopefully.*

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for any one interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

## THE JOHN BUDD COMPANY

*National Advertising Representatives of Newspapers*

9 East 37th Street  
NEW YORK

Union Trust Bldg.  
CHICAGO

Chemical Bldg.  
ST. LOUIS

Healey Bldg.  
ATLANTA

Chancery Bldg.  
SAN FRANCISCO

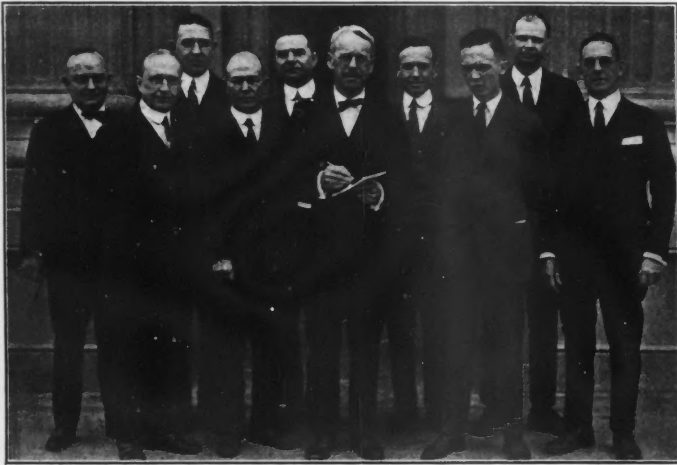
Title Insurance Bldg.  
LOS ANGELES

Securities Bldg.  
SEATTLE

## TAX BILL PROVIDED COMPULSORY EDUCATION OF WASHINGTON CORPS.

Congress Press Gallery Becomes Economics Class Room as Reporters Con Intricate Garner-Mellon Measures  
—Committee Bans Secrecy

By SAM BELL



"Tax experts," photographed with Chairman R. Green, Ways and Means Committee. are: (First row, left to right) John F. Caskley, George F. Authier, Chairman Green, Lewis Wood, Paul McGahan; (second row) Nelson M. Shepard, Francis Stephenson, Alfred H. Kerchafer, W. R. Harris and A. O. Hayward.

COMPULSORY education might be the phrase applied as accurately descriptive of the experience of the squad of newspaper men covering the House of Representatives for the press associations and the big dailies. The education was forced upon the reporters by the tax reduction fight which developed into one of the best of the crop of stories which have been keeping Washington correspondents busy since the opening of Congress.

As much as the seasoned news reporter hates to dig into what is called the technical phases of the "economic" story, members of the group charged with following the tax bill day by day, found themselves confronted with that uninspiring job. With the bulk of the members of the House itself at sea regarding the intricacies of the revenue bill, and the various plans for tax reduction introduced, substituted, withdrawn, and amended almost daily, there was nothing for the reporters to do but become tax "experts."

This group, consisting of what was known as the "Tax Experts" and the "Single Taxers" were:

Francis W. Stevenson, Associated Press; A. O. Hayward, International News Service; Winder R. Harris, Universal Service; Fraser Edwards, United Press; John W. Owens, Baltimore Sun; Arthur W. Crawford, New York Commercial; Clarence Linz, New York Journal of Commerce; Lewis Wood, New York Times; George F. Authier, New York World; Paul J. McGahan, Philadelphia Inquirer, and Ralph A. Collins, New York Herald.

In addition there were a score or more of "in and outers," who wrote taxes on the big days, or the local aspects of the fight, but they failed to qualify for the "Experts" or the "Single Tax Club."

The knowledge these men gained in the House has resulted in a switch in their assignment and they will be expected to follow the tax bill in the Senate—recognition by their organizations of the fact that handling of the tax story requires a sort of knowledge that can only be obtained by study and experience.

### NUISANCE TAX RESTORED

Senate Finance Replaces Telephone Tax on Revenue Bill

The nuisance tax on telegraph messages, telephone calls and leased wires stricken from the revenue bill by the

House in conformity with the recommendations of Secretary Mellon, have been restored by the Senate Finance Committee in the tax reduction measure recently reported to the upper house of Congress. Whether the committee will be able to retain the taxes in the face of the opposition bound to develop on the floor of the Senate is a question, but some members are convinced that these excise taxes should be retained to obtain the \$34,000,000 annual revenue derived from them.

The interest of the publishing interests is in the taxes on telegraph messages and telephone calls, as the leased wire charges do not affect telegraph wires or talking circuits maintained for the "collection and dissemination of news."

Opposition to the telephone taxes has developed from farm organizations and a resolution opposing the tax was adopted by the National Grange and placed in the hands of the members of the Senate urging them to take the same action as the House and repeal the present law, particularly the 5 cent tax on all telephone calls upon which the charge is more than 14 cents and not more than 50 cents.

### Black to Kansas City

George D. Black of Boston, formerly connected with the "Better Business Bureau" of that city has been made assistant manager of the Better Business Bureau of the Kansas City Advertising Club, succeeding Alfred J. Graves, who several months ago resigned to become head of the Tulsa, Oklahoma, better business bureau. Mr. Black will supervise merchandise advertising investigations for the Kansas City bureau.

### Plan New Building

C. S. Storms and W. W. Morrison, owners and editors of the Waurika (Okla.) News-Democrat have decided to contract for the erection of a new brick building, to cost approximately \$15,000. A Duplex press also has been purchased and will be installed soon.

### New Editor for Daily

B. M. Bloodsworth has succeeded the late William Randolph Shelton as editor of the Albany-Decatur (Ala.) Daily. Barrett C. Shelton is managing editor and E. T. Shepard advertising manager. Mr. Shelton died April 16, at Nashville.

## Newark Evening News

Is HOME DELIVERED to Eight out of every Ten families in METROPOLITAN NEWARK with a population of MORE than

# 700,000

An analysis of the advertising records, for the year 1923, of the 1500 six-day newspapers published in the United States, emphasizes the supreme position in its territory occupied by the

## Newark Evening News

### FIRST in volume of Food Advertising

Food manufacturers campaigning wisely in the metropolitan territory mark the Newark Evening News first on their lists.

### SECOND in volume of National Advertising

National advertisers are analyzing their markets today as never before.

The advertising patronage enjoyed by the Newark Evening News is indicative of the importance with which the Newark market is regarded.

### THIRD in volume of Automobile Advertising

The Automobile Industry ranks THIRD in the United States today. Effective advertising alone has made this possible.

Newark and the Newark Evening News have played an important part in establishing this record.

### THIRD in volume of Classified Advertising

The humble Want Ad provides the most searching test of a newspaper's pulling power. That the Newark Evening News stands third in this important class of advertising speaks volumes.

### FIFTH in Total Volume of Advertising

Newark ranks 15th among the cities of the country in volume of population.

The Newark Evening News ranks 5th among the newspapers of the country in volume of advertising.

## Newark Evening News

(Always Reaches Home)

Home Office, 215-221 Market Street  
Newark, New Jersey

EUGENE W. FARRELL

Business and Advertising Manager

O'MARA & ORMSBEE, INC.  
General Advertising Representatives  
New York Chicago San Francisco

FRANK C. TAYLOR  
New York Representative  
320 Fifth Avenue



# If There Were No Newsprint, There Would Be No Convention!

**W**HAT a vital necessity newsprint paper is in these days of rapidly passing events. Plain enough in itself, it forms the very backbone of existence of the modern newspapers. The power of the printed page cannot be overestimated—it is the medium which carries the doings of the world to every conceivable nook and corner and through its influence the destiny of nations is moulded. Without newspapers our present civilization would be impossible — without newsprint paper there would be no newspapers.

We realize the importance of this commodity, and at all times —whether in periods of plenty or in days of shortage and stress — stand ready to keep our customers supplied with adequate amounts commensurate with their various needs.

## H. G. CRAIG & CO.

52 VANDERBILT AVENUE

NEW YORK CITY

P A P E R M E R C H A N T S S I N C E 1 8 6 8

Alvah Miller : Tom T. Waller : Arthur C. Hastings : Edward A. Westfall : Nathaniel L. Miller

# Play the Game-

## YOUR BIGGEST ASSETS ARE GOOD

The Magnetic Player Board Has Done the Trick for 100 Other Newspapers—WHY NOT YOU?

Some of the Papers That Now Use the Magnetic Player Board  
No Has Beens In This List

(\*Purchased outright)

CANADA  
\*Edmonton Journal  
\*Halifax Herald  
\*Winnipeg Free Press

ARIZONA  
\*Phoenix Republican

CALIFORNIA  
\*Fresno Republican  
\*Long Beach Press  
\*Pasadena Star-News

COLORADO  
\*Colorado Springs Telegraph

CONNECTICUT  
\*Bridgeport Times  
\*Hartford Courant  
\*New Haven Union  
\*Waterbury Republican

FLORIDA  
\*Lakeland Star Telegram  
\*Miami Herald  
\*Orlando Reporter Star  
\*St. Petersburg Independent  
\*Tampa Tribune

ILLINOIS  
\*Moline Dispatch  
\*Peoria Journal-Transcript

\*Rockford Republic  
INDIANA  
\*Bloomington Pantagraph  
\*Kokomo Tribune  
\*Marion Leader  
\*Richmond Palladium

KANSAS  
\*Parsons Sun

MARYLAND  
\*Baltimore American-News

MASSACHUSETTS  
\*Fall River Globe

\*Greenfield Recorder  
\*New Bedford Standard  
\*Springfield Republican  
\*Worcester Telegram

MICHIGAN  
\*Detroit News  
\*Pt. Huron Times-Herald

MISSISSIPPI  
\*Jackson Clarion Ledger

MONTANA  
\*Billings (Strand Theatre)

NEW HAMPSHIRE  
\*Manchester Union

1924

Will Be

Baseball's

Biggest Year



THIS IS THE REYNOLDS PLAYER BOARD (BALTIMORE NEWS, 1923)

217,000

Attended

Opening Games

on April 15th

NEW JERSEY  
\*Atlantic City Press  
\*Bayonne News  
\*Bayonne Times  
\*Elizabeth Journal  
\*Hudson Observer  
\*Morristown Jerseyman  
\*New Brunswick Home News

NEW YORK  
\*Glens Falls Times  
\*Middletown Herald  
\*Newburgh News  
\*New York World  
\*Rochester Times Union

\*Syracuse Post Standard  
\*Watertown Times  
\*Yonkers Statesman-News

OHIO  
\*Akron Times  
\*Canton News  
\*Dayton News  
\*Hamilton News  
\*Springfield News  
\*Steubenville Herald  
\*Warren Chronicle

PENNSYLVANIA  
\*Altoona Tribune  
\*Erie Dispatch

\*Harrisburg Telegraph  
\*Hazleton Plain Speaker  
\*Johnstown Tribune  
\*Lancaster Examiner  
\*Norristown Herald News  
\*Philadelphia Bulletin  
\*Pottsville Republican  
\*Sharon Herald

RHODE ISLAND  
\*Pawtucket Times

TEXAS  
\*Fort Worth Record  
\*Houston Chronicle  
\*San Antonio (Palace Theatre)

\*Galveston (Pershing Theatre)

UTAH  
\*Salt Lake Deseret News

VIRGINIA  
\*Portsmouth Star  
\*Norfolk Ledger-Dispatch  
\*Petersburg Index-Appeal  
\*Richmond News-Leader

WEST VIRGINIA  
\*Clarksburg Telegram

WASHINGTON  
\*Seattle Times

Other Live Newspapers Lined Up for 1924,  
Predicted As Organized Baseball's Greatest Year



# -Build Real Circulation

## WILL AND READER-INTEREST

### The Game Played on the Player Board Better Than on the Lot

#### 1924 Rates for Magnetic Player Boards

(Subject to change after July 31, 1924)

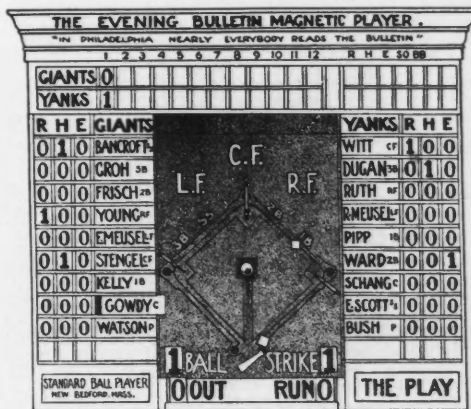
<p>\$100 a year minimum rate (on five year lease) in towns under 15,000. \$25 a year additional for exclusive privilege. Sale outright \$600.</p> <p>\$125 a year (on five year lease) in cities of 15,000 to 25,000. \$25 a year additional for exclusive privilege. Sale outright \$625.</p> <p>\$150 a year (on five year lease) in cities of 25,000 to 50,000. \$50 a year additional for exclusive privilege. Sale outright \$650.</p> <p>\$175 a year (on five year lease) in cities of 50,000 to 100,000. \$50 a year additional for exclusive privilege. Sale outright \$675.</p>	<p>\$200 a year (on five year lease) in cities of 100,000 to 150,000. \$50 a year additional for exclusive privilege. Sale outright</p> <p>\$225 a year (on five year lease) in cities of 150,000 to 200,000. \$50 a year additional for exclusive privilege. Sale outright</p> <p>\$250 a year (on five year lease) in cities over 200,000 plus \$50 and upwards for each additional 100,000 and exclusive privilege. Sale outright</p>
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and upward according to population

Payment for 2 years on delivery of player board will include exclusive privilege and option to purchase outright within 3 months with credit in full of amount paid on lease.

Publishers Agree That the Standard Magnetic Baseball Player Board Is One of the Cheapest and Best Circulation Promotion Stunts.

Magnetically operated moving ball and swinging bat.



Ask for booklet with reprints from some of their Letters.

Don't make any arrangements for football Player Board before you see our latest invention. Will make as big a hit as our Baseball Boards.

Baseball Magnetic Score Board on Exhibition at Elevator Landing Convention Floor during A. P. and A. N. P. A. Convention at Waldorf

## Magnetic Player Board Corporation

George H. Reynolds, Treas., New Bedford, Mass.



IT'S A WHALE

Play the Game—Publishers Who Are Sports Get the Circulation

THEY ARE SAYING

TRY IT ON THE WIFE

I write an advertisement, a poster or a statement about the tracks, I always submit it to five or six women who don't know anything about railway business. If they register blank stares, or switch how I like their bobbed hair, I tear up the copy and start anew. Selling punch. This might be a good plan for all ad writers to whom you have to sell, a woman probably will pass on the purchase order, and you had just as well suit her in the first place.—Lambert, Advertising Director, American Electric Railway Assn., New York.

SMALL END OF THE TELESCOPE

Use interpreting meantly the fact that the world lies at the small telescope for most men, and that a man comes upon the name of a trivial item with a greater excitement than on the news, which is four inches high, of a world principle vindicated. There is no end in such obstinacy.—Benjamin D. Kornfield, Editor and County (N. Y.) Observer.

THE OTHER 90 PER CENT

Advertising to write advertising that is clever—the hardest thing to do that sells goods. Advertising doesn't mean telling. That is the other 90 per cent.—Amos Parrish, the Standard.

THE TIME TO QUIT

A reporter should quit reporting when an opportunity for which he has presents itself. There is only one other reason for a reporter to stay the time ever comes when he doesn't reach for the paper the next morning, if he doesn't wait at the office at night for the press to see if his stuff is in—if he doesn't do that, he's through.—Lambert, Advertising Director, People's Gas Light and Coke Company.

LET 'EM "LAUGH THIS OFF"

Advertisers are convinced that magazines can stock dealers, but a newspaper takes a newspaper. There is no argument about magazines, but when they claim to take the place of newspapers, they are in a battle. Some industrious soul in Washington has figured out that eleven billion copies of newspapers printed annually in the United States. Magazine enthusiasts laugh that off.—Francis Lawton, Jr., Editor, National Geographic Magazine.

PSYCHOLOGY AND ADVERTISING

An advertising man should know something of psychology and, what is more important, how to apply psychological principles. He should know, for instance, that American people today are eye trained. Time was, of course, back in the days of the early Greeks when people were ear trained. These town criers called to the ear rather than to the eye. He should know that researches in psychological laboratories have shown that 85 per cent of our impressions come through the eye, the other 15 per cent coming through hearing, smelling, and feeling.—Thomas H. Shore, San Diego, Cal.

TIPS FOR THE AD SALESMAN

It is trouble to analyze yourself, your work and your proposition. You should know so many calls that you can make in a town. Find out the weaknesses, and the hobbies of every man you call on. It takes some extra work to give you an opportunity to talk the language of the man you are calling on. He is always interested in your discussion on a subject that is important to him. Sometimes it is his views on politics, sometimes it is his family, and sometimes it is his own personal pleasures. Find out what it is and prepare yourself to see him. You are assured then of a favorable audience, and a favorable result. It is all that is necessary to sell a good sound business man the thing you are advertising.—Fred P. Metz, of the John M. Branham Company.

A WONDERFUL IMPROVEMENT

From an intimate experience covering four decades to the wonderful improvement in the general type of all American newspapers as compared with conditions 30 years ago. Today newspapers print less crime, less offensive advertising, and they are far more fit to come into our homes.—Rogers, former publisher, New York Globe.

AN EDITOR'S CRITICISM

They differ with us when we say the lamentable conditions now being at Washington, the general looseness in local, state and Federal government, the prevalence of crime and the generally low moral tone of the nation, in our estimation, to the degeneracy of the American newspaper industry. For the daily newspaper is a vital part of the life of the nation, and it has become a sensational, frivolous, commercial and mischievous institution to such an extent that it is destroying us. Won't your school children be taken out into the world prepared to fight this destructive tendency? Will they be law-abiding and idealistic when their newspapers scoff at the law and political fifth before their readers 365 days a year?—Dougherty, editor, Uniontown (Pa.) Standard, to Syracuse.

One National advertiser writes: "Our Records show that for every dollar invested for space in The San Francisco Chronicle during 1923, \$55 in sales were returned to.....Co." Name given on request.

# A Few Pertinent Facts About San Francisco

Follow a few facts relative to San Francisco, which should interest national advertisers, because they show in undisputable figures the factors which make this city so capable of response to advertising.

San Francisco is a city of home owners, 27.4 of its population owning their homes. It is a rich city, its per capita wealth being \$3771; it is the financial capital of the Pacific Coast, ranking sixth among all American cities in bank clearings.

San Francisco recorded 14,940 real estate transfers in 1923, the largest of any year in its history. The amount of money involved was \$156,188,438, an increase of \$23,960,960 over the year 1922.

San Francisco erected 4106 new buildings in 1923, at a cost of \$46,676,079. More than half of these buildings were either homes, flats or apartments erected for dwelling purposes.

San Francisco's annual payroll for 1924 will be increased \$5,416,284 over that of 1923 by the 924 new industries which were established in 1923 and which give employment to thousands of workers.

The above facts spell buying power and show that San Francisco is in an exceedingly prosperous condition. National advertisers will best reach this buying power through the advertising columns of The

## San Francisco Chronicle

M. H. DE YOUNG

National Advertising Representatives: Williams, Lawrence & Cresmer Co., 225 Fifth Avenue, NEW YORK  
Pacific Coast Representatives: R. J. Bidwell Co., Times Building, 742 Market St., CHICAGO, LOS ANGELES, SAN FRANCISCO

The surest, quickest, most economical way of getting distribution in this market is with the assistance of the Chronicle Merchandising Department. Ask us to tell you about this service.



*The Circulation of*  
**The Baltimore  
American**

*At 10c Per Copy  
On March 30th of This Year Was*

**115,467**

*As Compared With*

**102,738**

*The Average for March 1923  
At the 5c Price*

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**BALTIMORE'S GREAT HIGH GRADE  
MEDIUM FOR SUNDAY ADVERTISING**

## SHOP TALK GATHERED AT RANDOM

Short Stories of This and That Told by Newspaper Men in the Idiom of the World's Best Game

Writing smart alec stuff for a newspaper is ticklish business. It has to be more or less spicy or no one cares for it. And the writer must be careful to whom he applies the spice or he may be wearing his left eye in a sling most of the time. I've been professing to write that sort of junk for a good many years, and during that time I have worked out certain rules. One of them is to never roast anyone but my best friends. Another one is to never roast anyone that won't get as much fun out of the deal as I do. Another is, in personal allusion, to always exaggerate them so much that no one will take them seriously. Another is to keep away from personal habits, peculiarities, etc.

If I know a man is a regular patron of the bootleggers, or is bowlegged, or crosseyed, I never mention such things in connection with him. Another is that I rarely or never roast a woman. I roast the women, but not individuals. Another is that I never roast anyone I don't like, for fear I may let some malice creep in. If I really want to say something mean about a man, I put it in another part of the paper and make it so plain he knows I mean it. And there are other things I look out for. How well I have succeeded is proven by the fact that only twice in all my experience has anyone taken serious exceptions to anything I have written.

No doubt others have been temporarily out of sorts, but they have evidently thought the old grouch is only trying to be smart, and he is such a liar that no one believes what he says, anyhow. But, at best, it is a ticklish business to roast people in print. Things look different and sound different in cold print than they do when spoken. Sometimes I think I'll change over and write nothing but sermons, but if I would try that, I expect I would get into more serious trouble than I do now. This is sure a troublesome old world.—Ole Buck in Harvard (Neb.) Courier.

In the old days farm products used to be regularly-accepted tender for newspaper subscriptions. A canvasser for the Buffalo Express last week tried to revive that old custom to the extent of speculating on one deal. Unfortunately for him, he tried to match wits with a farmer in a horse trade.

The farmer admitted he wanted the paper, but said that he didn't have the necessary cash. However, he led the canvasser out to the barn and pointed out one of his horses. "I'll give you that horse for a year's subscription to the Express," said the honest agriculturist.

Now the horse in question didn't give any signs of eligibility for the Kentucky Derby, nor did it look as if it ever would bring home any blue ribbons from Madison Square Garden. But the canvasser figured that any horse that could drag one hoof after the other would be snapped up in the city at a price that would net him a handsome profit over and above the \$6 cost of the subscription. So he jumped at the offer and hitching his equine acquisition to the rear end of his fliwyer, started off for the city, some 20 miles away.

Then his troubles began. About a mile had been covered at snail's pace when the horse was stricken with what must have been homesickness. At any rate, it refused to budge, and a passing motorist had to be induced to apply persuasion where it would do the most good. The steed was stricken with these attacks of longing for its old home and master about every mile along the route, and the same argument had to be employed each time before it would consent to a renewal of the journey toward Buffalo. On another occasion the canvasser had to stop his fliwyer sharply when another car

## NEWSPAPER MAKERS AT PLAY



You have heard of "Southern hospitality" and you come to know exactly what that phrase means when you enter the portals of this splendid residence of Clark Howell, editor Atlanta Constitution, located on Wesley Road, near the city where Mr. Howell has won fortune and fame through the printed word.

cut across his path. The brakes didn't work on the horse, however, and its head came through the back curtains of the car. It took a lot of time to extricate the head and to persuade the horse to resume the trip.

Finally, at about 10 o'clock that night, a weary canvasser parked a weary horse alongside a weary fliwyer in his garage. Tired though he was, the canvasser had to go out and rustle up a supply of straw, oats and hay for his charger. Just about this time he came to the conclusion that he had made a bad bargain, even if he did succeed in getting a fancy price for the horse.

But next day when he set out to dispose of the animal, he met a succession of crushing blows. Men who knew horses laughed at his suggestion that this particular steed would be a bargain at \$15. Some were so cruel as to say that they wouldn't take the horse for a gift. Rapidly the asking price dropped, until the back his \$6 investment. Night found canvasser would have been glad to get the horse still a guest at the canvasser's garage, and, whatever its other physical defects, that horse certainly had a wonderful appetite. He ate lustily for about 10 days, and then the canvasser, despairing of ever selling him any other way, led the animal to a rendering works, where it was appraised at \$3.

The canvasser figures a net loss of about \$15 on the transaction. Among his New Year resolutions is one to sell subscriptions on a strictly cash basis and shun all swaps proposed by the simple-minded tillers of the soil.—E. V. RAST.

### LIGHTENS AD COLUMNS

#### N. Y. Sun Inaugurates Typographical Regulations—Censor Board Appointed

New York Sun was the latest newspaper to enforce strict typographical regulations in its advertising columns when with the issue of April 21, "lightening of advertisements" was inaugurated.

To let advertisers know of the innovation, the Sun has issued a booklet entitled "The Sun Typography," illustrated. To see that the rules are enforced, Edwin S. Friendly, business manager, has appointed a board of censors.

"The Sun believes that when advertisements are free from black type and illustrations which are naturally unattractive to readers, such announcements have more attention value, and are therefore more

profitable for advertisers," a statement issued by Friendly reads.

"The booklet says that suggestions for other typographical improvements will be heartily welcomed, and that the Sun will be glad to co-operate with any agent or advertiser for the betterment of typographical effects.

"While the Sun's typographical lighting is apparent to its readers, the most

resultful benefit is to its advertisers. Indeed, such was and is the aim and object of the improvement. And agents and advertisers will realize it more and more.

"Censorship of advertising has for a long time been strictly adhered to by the Sun, but the executives believe it can be more effective and helpful through the systematic work and observation of an active committee," Friendly's statement concluded.

## ALONE IN SUPERIOR DOMINATES UPPER WISCONSIN

The Superior Telegram's paid daily circulation for the first three months of 1924 averaged  
20,764

### Where The Telegram Is Supreme

(An Analysis of Telegram Paid Circulation for One Average Issue)

180 Towns in Upper Wisconsin Take The Telegram. Total Circulation ..... 19,099  
91 Towns Have Twenty-Five or More Telegram Subscribers. Total Circulation 10,329

Fifteen Upper Wisconsin Counties.....	11,023
City of Superior .....	8,076
Elsewhere in Wisconsin .....	719
Minnesota .....	579
Michigan .....	177
Miscellaneous .....	305
<b>Total .....</b>	<b>20,879</b>



Get This  
Before You Turn The Page.

## THE ROCHESTER

# Democrat Chronicle

is the Chief Purveyor of the Daily News to the People of the  
"Garden Spot of Western New York"

**AVERAGE DAILY CIRCULATION 67,156**

Government Statement of April 1st, 1924

**AVERAGE SUNDAY CIRCULATION 69,308**

Government Statement of April 1st, 1924

The Democrat and Chronicle advocates actual tests by advertisers in determining the relative value of newspapers used.

The regular subscribers of this newspaper served directly by city and R. F. D. carriers exceed those of any other Rochester newspaper.

PAUL BLOCK, Inc., Special Representative, New York, Park-Lexington Bldg.; Chicago, Century Bldg.; Detroit, Kresge Bldg.; Boston, Little Bldg.

## PRESIDENT PATTERSON'S FULL REPORT

"Members of the American Newspaper Publishers' Association—While the activities of your association, since you were assembled here in convention a year ago, have not been such as to bring it frequently into the limelight, yet it has been a year in which many matters of vital concern to the membership have pressed for attention. Satisfactory results have attended the efforts, in most cases, of your officers and committees in dealing with important and, in some instances, aggravating problems that have arisen.

"It seems to me it is worth while emphasizing to you that the great value of this association lies in the service that is rendered, day in and day out, to its members through the work of the New York and Indianapolis offices and of the various committees.

"I do not believe that one member in a hundred has any conception of the immense amount of business—real business, business as vital to every newspaper publisher as the work of his own business office—that is handled in the New York office. Mr. Palmer and his assistants are working constantly under pressure of detail with a very limited force of clerks and stenographers. The work of the credit department alone calls for a mass of correspondence and detail that in itself would justify the size of the force that is to be found in the New York office. Members who get, each week, the printed reports of this department of the New York office can have no adequate idea of how much work lies behind the preparation of those bulletins. Great care necessarily must be exercised in preparing the information that is given to the membership.

"I think, too, the work of the New York office would be better appreciated if there had been more of the element of self-exploitation on the part of Mr. Palmer and his assistants; if genuine service had been sacrificed for spectacular stunts and valuable time spent in broadcasting so-called efficient ideas with no practical value.

"I am not advocating a change of policy. I feel the substitution of the superficial for the solid methods of the organization would be a serious mistake.

"For the essential thing that I have learned in my contact with them in the four years that I have been so closely associated with the administration of the affairs of the organization has been that your offices in New York are the offices of a business concern, just such business offices as we maintain in our own newspaper organizations.

"The people who man this New York office are so busy attending to the work that presses upon them that they have no time or thought for spectacular stunts that might lead the members to think they were getting more for their money.

"I dwell on this because not infrequently complaint is made by members that they do not think the association is proving useful enough to them.

"I think this criticism is made by those who do not realize how much of the work of the association is along preventative lines. Much of the time of the organization is taken up with heading off things that would be injurious to the interests of the members, large and small, and having that negative value, these accomplishments do not attract the attention of the membership.

### STANDARD NEWSPRINT

"This is well illustrated in the work that has been made necessary during the past year by the existing tariff bill.

"In the application of this tariff measure the Treasury Department felt itself called upon to establish a definition of newsprint paper, by reason of the fact that that commodity was exempted from the duties imposed upon other grades of paper under the tariff act. This called for frequent consultations by your manager with the Collector of Internal Revenue's assistants at the Port of New York and equally frequent consultations by S. E. Thomason, chairman of the

Committee on Federal Laws and our Washington representative with the officials at the Treasury Department.

"Despite these efforts, the Internal Revenue experts tentatively framed a definition of newsprint paper that was so narrow in its limitations as to threaten serious interference with the importation of newsprint, not only from European countries, but also from Canada. It would have led to very serious complications. After many additional conferences and much consultation, modifications of this definition were secured which, in a general way, were satisfactory from the standpoint of newspaper publishers.

"No sooner had this general definition of newsprint been settled upon, however, than a new rule was proposed that would have made the smaller-sized rolls still subject to the duty. Further vigorous representations by Mr. Thomason and Mr. Palmer were necessary in order to make sure the admittance, without duty, of rolls measuring 16, 17, 18 and 19 inches in length. The Internal Revenue officials were finally convinced that rolls of such sizes were used regularly by a great many newspapers, and the 16-inch minimum was finally established.

"Even after this question of inches was finally solved, with a fair amount of reason prevailing, the customs agents still continued to complicate the situation by insisting upon analyzing samples taken from rolls of newsprint at the Canadian border before allowing ear-loads of paper to enter. This called for further complaint and consultation. Official announcement now has been made by the Treasury Department that this practice has been abandoned. It is easy to see what disruption to the natural flow of the necessary supply of paper might result from the continuance of such a procedure.

### LABOR

"As serious as these interferences with the newsprint supply might have become, if not handled properly, they do not compare in importance with the new problems that have arisen with regard to labor. The demands made upon publishers of various parts of the country by the union organizations, the attitude toward existing agreements and formal contracts on the part of some locals and, in certain instances, the international officers, created a situation that has required the most careful and serious consideration.

"Furthermore, the work of the Special Standing Committee and its chairman has been tremendously increased during the past year by reason of the fact that the international arbitration contracts no longer in force, except with the International Printing Pressmen and Assistants Union. The work of the Indianapolis office, by reason of this situation, has been most heavy. There has been a tremendous increase in the number of telegrams and letters received asking for guidance, and the chairman of your Special Standing Committee has been required to visit a great many cities to give his assistance and guidance to members in the handling of their labor problems. It is well to keep in mind that all of this increased work has been taken care of without additions to the very small force of four people.

"It is three years now since the convention of the association authorized the appointment and organization of a special committee to negotiate new international arbitration contracts. This resolution read:

RESOLUTION TO APPOINT COMMITTEE ON ARBITRATION CONTRACTS.

Whereas, Contracts with the International Typographical Union, the International Stereotypers and Electrotypers Union, the International Printing Pressmen and Assistants Union, and the International Photo-Engravers Union, now in effect will expire on April 30, 1922, be it therefore

Resolved, That the President be, and he is hereby authorized to appoint a committee to negotiate new arbitration contracts with the representatives of the organizations named, and be it

Further Resolved, That the Committee con-

clude arbitration contracts under which there shall be no restriction regarding any matter at issue, but that all points of difference between members of the Association and the Unions of the Printing Trades shall be subject to arbitration, and be it

Further Resolved, That the Committee shall have full power to close contracts with the representatives of the organizations named in conformity with the foregoing.

"In the three-year period the Committee on Arbitration Contracts has succeeded in concluding a new arbitration agreement with but one of the printing trades unions, namely, the International Printing Pressmen and Assistants Union. During the last few months what promised to be a serious question of interpretation of the meaning of this arbitration contract arose, but happily the seeming differences have been dissolved. An interpretative memorandum, agreed to and signed by Victor F. Lawson, representing the publishers, and George L. Berry, president of the Pressmen's Union, has satisfactorily disposed of what might have developed into a grave misunderstanding.

"The reports dealing with these labor matters should be read with care and a full attendance should be assured at the sessions when these problems come up for discussion.

### INCREASE IN POSTAL RATES

"S. E. Thomason, your vice-president and chairman of the Committee on Second Class Postage, has pursued the program laid down at the last convention. The entire committee met in Washington in November, had a conference with the First Assistant Postmaster General in an effort to secure better postal service. It is believed that this conference is bearing fruit.

"Prior to the introduction of the Mellon Revenue Bill, the chairman conferred with the Under-Secretary of the Treasury in Washington and urged that provision for the reduction of second-class postage rates be incorporated into the administration bill. This the Treasury Department refused to do. Last month, an amendment to the Revenue Bill, providing for the re-establishment of the 1919 zone rates, was introduced in the Senate by Senator McKinley. The Senate Finance Committee, however, has reported the Revenue Bill to the floor of the Senate without the McKinley amendment.

"As this report is written, the Postal Committee is meeting in Washington in an effort to align support for the McKinley amendment on the floor of the Senate. Meantime, as a result of the proposals for increases in wages of postal employees, the Postmaster General has recommended to Congress drastic increases in the second-class postal rates. His decision is that increases in postal wages must be met by increased receipts of the department. The Postal Committee has urged upon the Postmaster General that increased receipts of the second-class mails are not to be had by so simple an expedient as raising the rates. The increase in the 1920 zone rates resulted in actual decrease in revenues, and any further increase at this time will unquestionably have the same result.

"Moreover, it should not be forgotten that the Post Office Department is called on to carry enormous masses of matter

sent out under the franking privilege by Senators and Representatives. It is wholly unfair to load the burden of this unjustifiable expense upon the legitimate users of the postal service. So long as this practice is permitted some of the expense of the Department should be met out of the general revenues of the Government.

"The Postmaster General contemplates increasing the revenue from second-class matter in the amount of \$4,985,000. To do this he recommends:

"Increasing the rates on advertising matter 1½ cents a pound in the first and second zones; 1¼ cents in the third zone, and ¼-cent in the fourth zone.

"A better idea of what these proposals mean can be had by translating them into percentages. The Postmaster General's recommendation means this:

1st and 2nd zones . . . . . 75 % increase  
3rd zone . . . . . 41¼% increase  
4th zone . . . . . 5 % increase

"In order to illustrate what this is going to mean to the newspaper publishers, I have had worked out the cost to the Baltimore Sun under these proposed increases of rates.

"Our calculations show that if these rates are increased as Mr. New proposes it will mean an increase of \$32,000 a year in the Sun's postal bill. This will be an increase of over 43 per cent. Of course, the percentage of increase will be much greater for morning and Sunday newspapers having large mailing lists than it will be for the evening newspapers circulating to a greater extent, in their cities of publication. This is clearly shown by the table of figures submitted to me by the Sun's accounting department:

Morning Sun . . . . . 42% increase  
Evening Sun . . . . . 30% increase  
Sunday Sun . . . . . 32% increase

"This should give each member an approximate idea of what it means.

(Continued on page 70)

### Capital Corps Plans Golf Meet

Annual spring tournament of the Washington Newspaper Golf Club for the Washington Post trophy will be played over the links of the Washington Golf and Country Club Monday, May 12.

1893 **SERVICE** 1924  
as visualized by  
**BENJAMIN & KENTNOR CO.**

**THE BIG FUNDAMENTAL OF BENJAMIN & KENTNOR CO. service is a knowledge of the market covered by each newspaper represented.**

This knowledge is gained by first hand study, and is always comprehensive, authentic and reliable.

It is as important to **KEEP** accounts as to **GET** them—and any account secured by over solicitation or over statement is always in danger.

**BENJAMIN & KENTNOR CO.**  
Advertising Representatives  
of Newspapers  
2 W. 45th St. 900 Mailers Bldg.  
New York Chicago  
401 Van Nuys Bldg.  
Los Angeles

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 REPRESENTATIVES

The S. C. Beckwith  
Special Agency

New York—Chicago—Detroit—St. Louis  
—Kansas City—Atlanta

### PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co.,  
Inc.

Los Angeles—San Francisco—Seattle



# THE FASTEST GROWING CITIES IN WESTCHESTER COUNTY, N. Y.

MOUNT VERNON  
N. Y.  
TOTAL  
BUILDING PLANS  
Filed since Jan. 1  
over  
**\$3,500,000**

— *USE THE* —  
**TWIN CITY  
DAILIES**

NEW ROCHELLE  
N. Y.  
TOTAL  
BUILDING PLANS  
Filed since Jan. 1  
over  
**\$2,000,000**

**Combined  
Circulations  
over  
17,000  
Daily**

## THE DAILY ARGUS MOUNT VERNON, N. Y.

This newspaper not only serves its home city, but also the Pelhams, Bronxville, Tuckahoe, Sherwood Park, Eastchester and Wakefield. A complete newspaper with local and general service.

## THE STANDARD-STAR NEW ROCHELLE, N. Y.

This is the merger of the former Evening Standard and the Daily Star. It, too, is a complete newspaper and besides serving its home city, also has a constantly growing circulation in Pelham Manor, Larchmont and Mamaroneck.

**The Daily Argus and the Standard Star are the only Daily Newspapers Printed or Published in their respective cities.**

You May Cover This Great Territory of Close to 150,000 People, reaching from the East Line of Yonkers to the East Line of Mamaroneck by using these two papers.

**PUBLISHED BY WESTCHESTER NEWSPAPERS, Inc.**

FRANKLIN A. MERRIAM, President

MOUNT VERNON, N. Y.      NEW ROCHELLE, N. Y.

Foreign Representative—Geo. B. David & Co., 110 E. 42nd St., New York City  
A. R. Keator, Chicago, Ill.

## "BIG SIX" WANTS FUND TO FIGHT NEWSPAPERS

Believes Bank Balance Would Permit "Firm Stand" When Newspaper Contract Expires in July, 1926

Dissatisfaction with the contract recently signed between the New York newspaper publishers and Typographical Union No. 6, was made evident by the latter at a meeting April 20, at which a committee was appointed to devise ways and means to collect a large "defense fund" to be available when the contract expires in July, 1926.

Severe criticism of the contract terms, by which the union members employed on newspapers receive increases totalling \$5 a week by the end of 1924, was voiced at the meeting. One member suggested that the union might be better prepared to take a firm stand and demand more consideration from the publishers if it had a large fund and moved that the 9,500 members be taxed \$1 weekly until the end of the newspaper contract. This motion was not pressed and the collection of funds was placed in the hands of a committee of five.

Negotiations with the publishers for the new contract started last fall, the union presenting a demand for reduction of hours to six a day or night and an increase of \$14 in the weekly wage. This was definitely refused by the publishers, who offered a smaller increase, with the option of arbitration if agreement could not be reached on the amount named. The union would not arbitrate. The publishers then offered a three-year contract with increases distributed over that period, but without the union's desired change in hours. The final settlement was on a 30-month contract, expiring July 1, 1926, with three increases this year totalling \$5 a week and running the contract's life. Hours were changed by removing the luncheon period from the working day, but not shortening the hours of work.

The union's intransigent stand against arbitration last week called forth a demand from the National Publishers Association, speaking for the Printers' League, that Typographical Union No. 6 definitely record its stand on arbitration, prior to negotiations for a new wage agreement October 1. The union referred the letter to its executive committee.

Members of the old Herald chapel lost their appeal to the union from the executive committee's decision holding that the Tribune's purchase of the Herald was not a merger and that the Herald printers enjoyed no priority rights in the new organization. They will now appeal to the International Union Executive Committee.

### A. P. EDITORS VISIT WALL STREET

#### 200 Delegates Lunch at Stock Exchange—Cromwell Speaks

Led by Frank P. Noyes, more than 200 delegates to the Associated Press convention invaded Wall Street at noon Monday and were heartily welcomed to the haunts of the Bulls and Bears.

Seymour L. Cromwell, president of the New York Stock Exchange met the early comers and took them on the floor of the exchange where they could get close-ups of the operators, both sheep and lambs. Other members looked on from the gallery and seemed to wonder whether the exchange workers were trying to put a paper to press or imitating one of the big offices of the A. P. on a busy day.

Following a buffet luncheon in the Stock Exchange Club restaurant, President Cromwell made an address in which he explained the workings of the exchange. In regard to short selling he said:

"Though opinions may differ on short selling I believe that it is proper, ethically, legally and economically.

"After an extensive study of the question I have concluded that the short

interest is always largest when the market is high and that it dwindles when the market recedes. Hence, it is apparent that the much talked of 'raiding' to bring down prices does not present a true picture."

Mr. Cromwell outlined several things on which the Stock Exchange was not generally understood by the public, including its relation to legislation, the question of manipulation and odd lot trading. He strongly advocated the Martin Fraud Law and declared Attorney General Sherman had proved it to be all the Stock Exchange claimed.

#### Changes On Cleveland Times

Changes in the editorial organization of the Cleveland Times have been announced by Walter I. Robinson, managing editor. Edward H. Hilt, formerly connected with Youngstown, Columbus and Cincinnati newspapers, has been named night editor. James D. White, a former Pittsburgh newspaper man, has been placed in the "slot" as news editor, and James Grube, former city editor of the Toledo Times and later secretary of the Builders' Exchange of Toledo, has been appointed city editor. H. M. Alderson, one of the veteran copy readers, is expected to resume his duties in the early future, after being away from

## 4,500,000 MEN

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

**NEW YORK EVENING JOURNAL**

## SONGS OF THE CRAFT

Copyright, 1924, by EDITOR & PUBLISHER

By Henry Edward Warner

### THE MAKE-UP MAN

The Make-Up Man is a royal old scout,  
Putting stuff in and chucking junk out,  
Filling with bang when the news runs thin,  
Then chucking junk out and putting news in!  
He in his apron and I in my sleeves,  
Chopping and killing, no matter who grieves,  
See many a good yarn foundered at sea  
When the Make-Up Man tips the wink to me!

A jolly old bird is the Make-Up Man  
Shifting his galleys as fast as he can,  
Sliding a column or dumping a stick  
With a motion that's practiced and smooth and slick.  
And who is the master? . . . and who stands alone  
But the aproned Chief Judge of the Supreme Stone?  
"Fill 'er up, Jack!" and I mosey away  
While he loads in the end of a perfect day.

Dump 'em and jump 'em, hurry 'em through!  
Empty those galleys, you tarrier, You!  
The chase isn't rubber, and Luck stands the gaff  
For the murder of a lead or a paragraph!  
So he in his apron and I standing by  
Cut, dump and fill without batting an eye,  
Till down shoots the form when the stone is clean—  
Down to the Guy with the Molding Machine.

Then scrubbing his hornies and swabbing his jowl,  
Adding fresh ink to the grease-garnished bowl,  
Mopping his face with a towel that is bent,  
What should he care when the starter is bent?  
And here's to the fellow who hustles about,  
Putting news in and chucking junk out;  
A long peace at "Thirty" to him and his clan,  
For a royal old scout is the Make-Up Man!

the office about three months, due to illness. Recent additions to the reportorial staff are Earl Williams, formerly with the Indianapolis News, and Miss Helen House and A. H. Sinks, both of Cleveland.

#### "Stupendous"

To EDITOR & PUBLISHER—The only word I can use after looking over for an entire evening EDITOR & PUBLISHER'S INTERNATIONAL YEAR BOOK NUMBER is "Stupendous!"

The book is a gold mine of information and an invaluable reference book.

CHAUNCEY S. S. MILLER,  
Publicity Director  
NORTH BRITISH & MERCANTILE  
INSURANCE COMPANY

Newspapers printed in Michigan are prohibited under State law from publishing news of betting odds on races or other contests.

### Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER  
Sec'y-Treas., I. C. M. A.

**Peoria Star Co.**  
Peoria, Ill.

## NEWSPAPER MAKERS AT PLAY



M. H. de Young, owner San Francisco Chronicle, in front of the M. H. de Young Memorial Museum in Golden Gate Park, San Francisco. This was his gift to San Francisco and the collection installed there represents nearly thirty years' effort spent in all parts of the world.

### Praise from Ireland

BELFAST

To EDITOR & PUBLISHER: In your paper, to which we have now started to subscribe, we notice in the editorial section a portion of Scripture reproduced; we wish to say how pleased we are to notice this and would respectfully offer you our congratulations on thus displaying the Word of God, trusting the reproductions of the Scriptures may indeed be helpful. If we had the riches of Henry Ford we would gladly reproduce the Scriptures in newspapers the world over. With best greetings.

IRENE ADVERTISING SERVICE,  
SAMUEL H. STRAIN, Director.

## There's Money in the Melting Pot

Whether you are able to claim it or not depends upon you and the kind of metal pot you are using on your slug casting machine or on your Monotype Caster.

## FORTIFIED

Interchangeable Electric Metal Pots occupy the same place in melting pots as machine composition occupies in the type-setting field

- save money by saving time
- reduce overhead by increasing output
- gives the operator as high as 25% more time to devote to other duties
- conserves health by eliminating entirely the poisonous gas fumes.

You are paying for a Fortified Interchangeable Electric Pot whether you own it or not. With a Fortified Pot you are enabled to take money from the pot instead of wasting it in the older and less efficient metal pot.



HANDY  
HELPER  
FOR  
COMPOSING  
MACHINE  
OPERATORS

FORTIFIED MFG. CO.  
KANSAS CITY, MO.

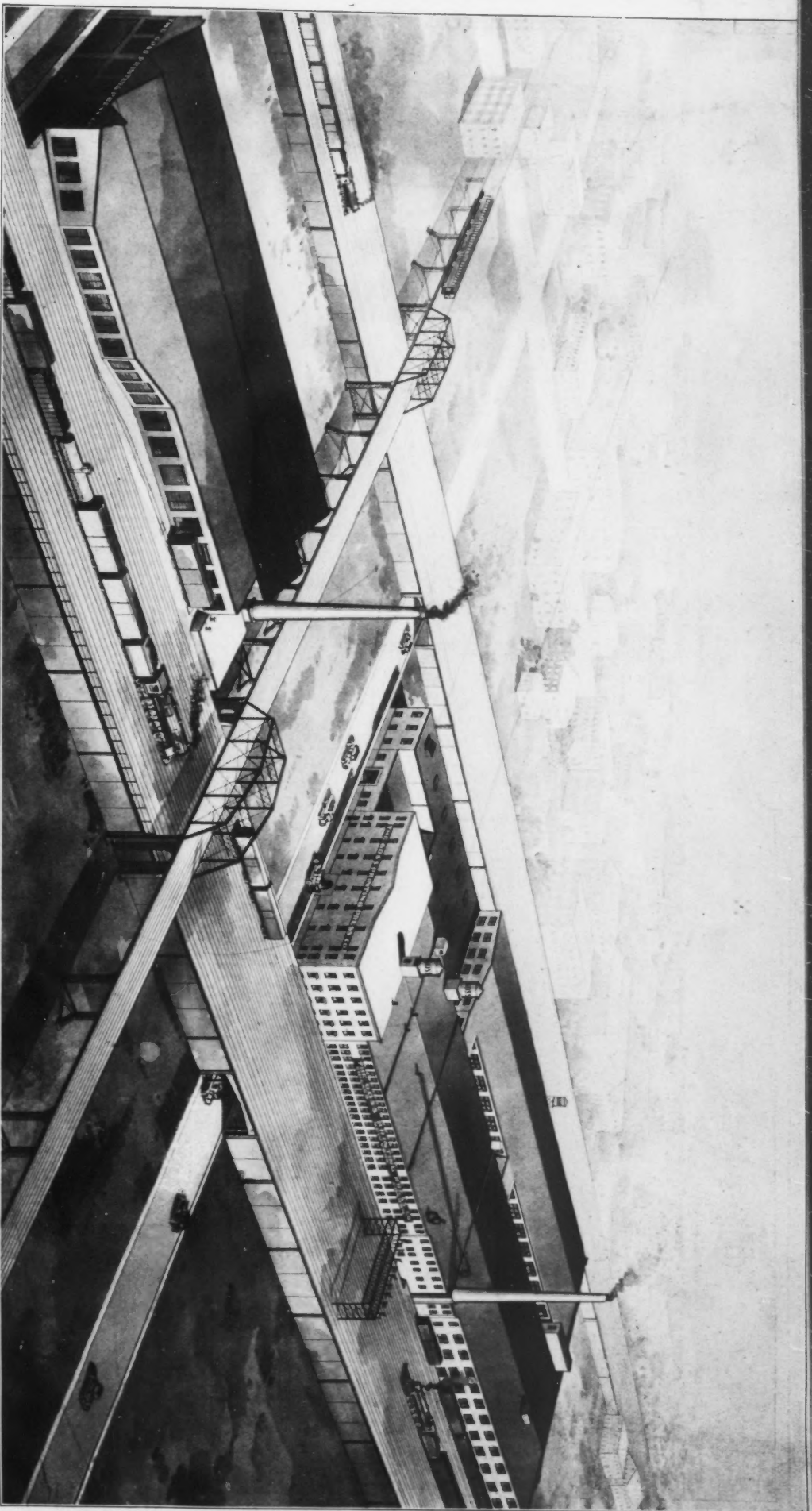
contains valuable information about how to adjust machine troubles, metals, formulas, "toners," a wealth of facts and figures that will reduce your labor and increase your output.

This book is free upon request to

**FORTIFIED MFG. CO.**

14th & Agnes Avenue, Kansas City, Mo.  
"Fortified Means Satisfied"





# THE PLANT BEHIND THE PRESSES THAT PRINT THE PAPERS

OUR SHADOW has lengthened four hundred and seventy-five feet this year. Thanks are due our many and valued publisher friends for so tangibly and so generously expressing their opinion of Goss Presses in that undeniably gratifying and universally popular form—*orders*.

Having entirely utilized our immense site which extends eastward from South Paulina Street, Chicago, it was necessary to cross the street and acquire an entire city block to erect the latest plant addition.

THE GOSS PRINTING PRESS COMPANY  
NEW YORK · CHICAGO · LONDON



THE NEW four hundred and seventy-five foot long, saw-toothed structure you observe in the foreground, has just been completed and will house many new big tools. Needless to state no opportunity will be overlooked to expedite production.

With ground available for further expansion, it shall continue to be the one aim of this thirty-three years *young* organization of ours to serve the publishing fraternity faithfully and well, and to keep pace with requirements.

# TRADE **LINOTYPE** MARK



Visitors to the A. P. and A. N. P. A. are invited to visit the Linotype Factory to see the original and interesting machines and to appreciate the accuracy and long-life for Linotype.

*Personally conducted parties will be arranged in the East Room of the*

## MERGENTHALER LINOTYPE

Brooklyn, New York

SAN FRANCISCO

CANADIAN LINOTYPE LIMITED

Agencies in the Pacific Coast Cities of



© TRADE **LINOTYPE** MARK ©



A. N. P. A. Conventions are cordially  
Linotype Factory and to see the many  
machines and processes which insure  
Linotypes and Linotype Matrices.

ies will be arranged at the Linotype Exhibit  
East Room of the Waldorf

**THE LINOTYPE COMPANY**

Brooklyn, New York

NEW ORLEANS

IN LINOTYPE LIMITED, TORONTO

es in the Pro Cities of the World

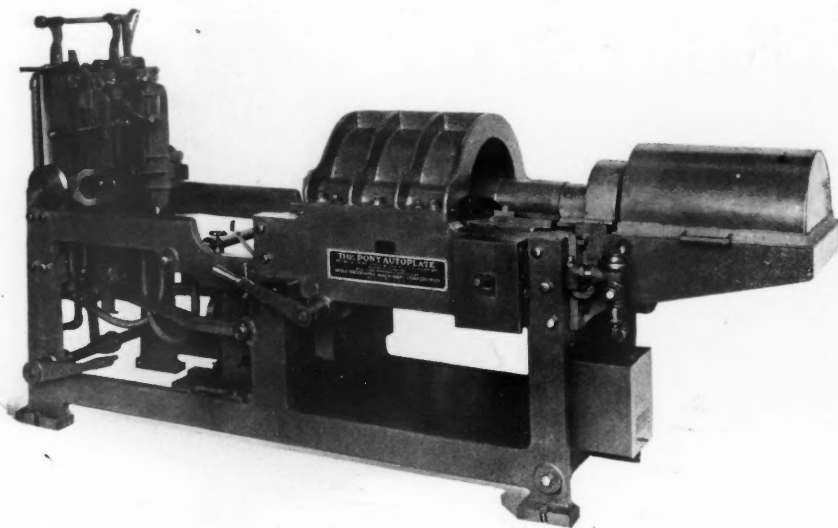


rely on the **LINOTYPE** in the Benedictine Series

# THE PONY AUTOPLATE MACHINE

puts the foundry of the one or two press newspaper upon an ultra-modern basis.

It does for such a newspaper all that the AUTOPLATE MACHINE has done for the metropolitan daily.



With it one man can perform all the functions of plate making, with an economy of space, effort, and time otherwise impossible.

Plates made by AUTOPLATE MACHINES reduce paper breakage and print waste, and turn out better printed newspapers than plates made by hand.

Because it consumes only part of the room and labor usually devoted to the making of plates The PONY AUTOPLATE MACHINE sets free valuable men and costly floor space.

In no other way can so much work be done so easily, at so low a cost, in so small a space, and in so short a time.

The PONY AUTOPLATE MACHINE costs only \$5,500, and may be purchased upon terms covering 20 months.

**WOOD NEWSPAPER MACHINERY CORPORATION**  
501 Fifth Avenue, New York City



NEWSPAPER MAKERS AT PLAY



Babies, a Russian wolf-hound, the shade of towering elms—these are elements which Herbert F. Gunnison, Publisher Brooklyn Eagle, draws to himself when seeking relaxation from the duties incident to the publication of the great Daily and Sunday of the City of Churches and homes and rattling trolleys. The pretty kiddies are grandchildren.

LONDON'S GREETINGS TO A. P. MEETING REACH WALDORF IN 30 SECONDS

Speed of Modern News Transmission Shown as 35-Word Message Flashes Under Atlantic—Printed and Distributed in Ten Minutes

SPEED of modern newspapering was graphically demonstrated to A. P. delegates at the Waldorf Hotel Tuesday, when Western Union transmitted a 35-word message from London to New York in the remarkable speed of 30 seconds.

The message sent to Associated Press officials in New York by Robert M. Collins, chief of the A. P. London Bureau, was received by a siphon recorder installed at the hotel, and in charge of E. W. Meyers, district commercial manager, and E. F. Wright, district cable manager. It was filed in London at 11:30, New York time, and received at the Waldorf at 11:30½.

Rushed to the exhibition headquarters in the hotel of the Intertype Corporation, Intertype machines set the message in one and a half minutes. Inside of 10 minutes 100 copies had been printed by the R. O. Vandercook Press, also on exhibition.

The message, signed by Collins, follows:

"The London Bureau Associated Press sends greeting from the Thames Embankment to the Waldorf-Astoria with the hope that the annual meeting will

be the most successful in the long history of our beloved organization."

The siphon recorder used in transmitting the greeting was similar to the machines installed in the Associated Press offices recently to bring the 40,000-word Dawes report from Paris to New York in record speed. This lengthy document was transmitted in 8 hours.

U. S. Pulp Men Protest Embargo

A memorandum on behalf of the pulp and paper manufacturers of the United States asserting that it would be preferable to seek new sources of supply in the United States or abroad than to move the American mills to Canada in the event of an embargo on the exportation of pulpwood has been filed with the Royal Commission, which is completing its report to the government on the question. The moving of the American mills to Canada "would either involve the scrapping of large investments in the United States or duplication of a part or all of them in Canada," the memorandum said, adding that the growth of this industry "will be the result of economic laws and not of statute law."

PASSAIC

New Jersey's fastest growing City

Each decade for the past forty years Passaic has shown the largest percentage of increase in population of any City in the State of New Jersey.

TRADING POPULATION  
167,395

including following communities in trading area: Clifton, Garfield, Rutherford, East Rutherford, Carlton Hill, Lodi, Wallington, Lyndhurst, Carlstadt, Hasbrouck Heights, Woodridge and Nutley.

THE PASSAIC DAILY NEWS

is read in every other home in this important territory, and in the finer residential sections the Passaic Daily News is supreme.

ADVERTISING TELLS THE TALE

The following figures showing total advertising lineage carried during the past three years by The Passaic Daily News show conclusively the News' leadership in Passaic:

	Agate Lines All Classes	Lead Over Other Paper
1921	6,411,951	321/2%
1922	6,758,326	341/3%
1923	7,089,659	321/2%

THE DAILY NEWS is the Automobile medium of Passaic.

THE DAILY NEWS is the Department Store medium of Passaic.

THE DAILY NEWS is the Classified advertising medium of Passaic.

Let us give you further details of Passaic and The News as an ideal try-out combination.

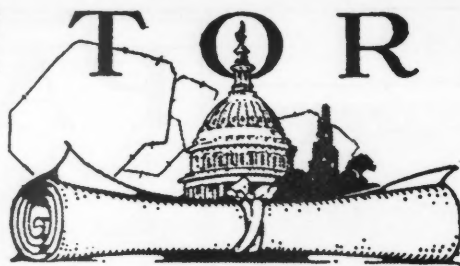
NEW JERSEY NEWSPAPERS, Inc.

National Advertising Representatives

NEW JERSEY NEWSPAPERS EXCLUSIVELY

25 East 26th St. Madison Square 6634 New York	123 W. Madison St. Central 3021 Chicago	487 Orange St. Branch Brook 6924 Newark
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# EDITORIAL



## MR. COOLIDGE UNDERSTANDS

THE address that President Coolidge delivered in the Grand Ball Room of the Waldorf-Astoria on Tuesday, in the presence of one of the most ruminating audiences that could be brought together in this country, was not only a notable contribution to the practical thought of the day concerning affairs and responsibilities of our people and our nation, but a spiritual experience which will endure immeasurably influence American journalism. The keynote was struck when he said: "The danger America is not in the direction of the failure to maintain its economic position, but in the direction of failure to maintain its ideals."

Again, he said, "Fundamentally, America is sound. She has both the power and disposition to maintain it in a healthy economic and moral condition. But she cannot do this by turning all its thoughts on itself, by making its material prosperity its supreme vice. Selfishness is only another name for suicide. \* \* If America wishes to maintain its prosperity, she must maintain its ideals."

Uphold it again, in a discussion of means and measures which to keep in the right direction, the President said: "We need a faith that is broad enough to let people make their own mistakes. Let them come to knowledge and understanding by their own experience. Little progress can be made by merely attempting to repress what is evil, our great hope lies in promoting what is good. One newspaper is better than many criminal laws."

There, indeed, is the philosophy of the modern newspaper: Publication of the facts, all the facts, the good and indisputable facts of life in all its variations, complexities, retrogressions and advancements, that help to this democracy may act, mistakenly or correctly, as they will, but always with the faith that throughout their stumbling journey the American people mean to make, and usually do make, sound judgments, when the truth is before them.

Mr. Coolidge understands the spirit of our press. The right of a man to go wrong, the right of a nation to experiences for good or evil, are acid tests of freedom. This principle is fundamental, but not always commonly comprehended nor appreciated. Particularly, in this day, on many sides we see opposing that intolerable philosophy of leadership which demands in the name of right, amounts to dictatorship in political and economic life and to stifled, egotistic, self-appointed and often self-intellectual trusteeship in social affairs. The true type of American newspaper has as among its first tenets toleration of the honest beliefs of all men, while positively at the top of the list of its responsibilities is the duty to lay out for the reading public the facts as they are found, "the devil take the fustest," consequences be what they may.

As newspapers fall away from such established principles their higher usefulness wanes. President Coolidge's address serves to remind American newspaper men as a body that the posts of honor and true service are old-established and easily available to honest minds, true hearts, free souls, with abiding faith in humanity.

Mr. Coolidge's speech was a service.

## GREEDY BIRDS

DURING his recent visit here Sir George Fenwick, famous New Zealand publisher, showed us a photograph of a queer mountain bird which is said to subsist entirely on vegetable matter found near the snow lines of the tall peaks of Northern New Zealand, but became carnivorous after it had tasted tidbits of flesh found on sheep's hides which the mountain herders threw on the ground to dry. The taste of blood transformed this bird from a harmless creature of the air into a barbarous pest of the land, for to satisfy its lust it began to attack living sheep with its dirk-like beak, alighting on the helpless creature's back and literally devouring its living vitals. The Government is now trying to exterminate the species.

The story somehow suggests an analogy to a type man. Born and reared in the clean, pure atmosphere of this democracy, he needed only the taste of graft to make him a ruthless enemy of society. How can our government exterminate that bird?

## LEGITIMATE PUBLICITY

E. A. HUNGERFORD, of the Bureau of Information, Y. M. C. A. of New York, writes that he read a recent editorial in these columns concerning press agents and asks if we have any suggestions as to "what constitutes an acceptable standard of conduct for one who is helping to interpret to the public, in a legitimate way, a legitimate enterprise."

There is, of course, no complaint against legitimate publicity from legitimate enterprises.

As we have previously stated, there is a great work to be done by experienced newspaper men for the press and for men of large affairs or unwieldy organizations which need to be understood by the public.

The complaint newspaper men of this country are making is against press agents who attempt to exploit newspapers and deceive readers.

What would constitute an acceptable code for press agents would be most authoritatively answered by the editorial associations and societies and individual editors of this country, but EDITOR & PUBLISHER has a suggestion which, in our opinion, sums up the whole business. Acceptable press agency is that which makes legitimate news, bearing the name of its authority plainly written upon its face, easily available to the representatives of the press who shall in no way be hindered or prevented from making independent investigations.

This is a fundamental. Much else could be suggested, but until those who employ press agents come back face to face with the inquiring reporter, and stand responsible before the public for their words and acts, little can be gained from suggested details.

EDITOR & PUBLISHER is well aware that there are many press agents working on this principle. Their idea is not blindly to force something into a newspaper, or suppress news, or threaten or cajole newspaper men, but to make it possible for reporters to do their legitimate work.

The exploitation of the press by publicity men and their employers who do not accept this principle, has become well nigh unendurable. Flowing over almost every copy desk in the country, every day, is a turbid stream of deceitful, cowardly, side-stepping, puffing, camouflaging, faking propaganda, representative of almost every conceivable interest, a high percentage of which is designed either to cheat the advertising columns or make the editors stand before readers with opinions not their own.

## THE SYNDICATE IDEA

DAVID LAWRENCE aptly puts the newspaper syndicate idea thus: "It is simply an apportionment of the cost of production. Deprived of it many newspapers would be unable to print the material from the best writers and artists. The wide field which syndication offers to writers and artists of talent stimulates their effort. The obligation to be fair, impartial in the news and meritorious is bound to be heavier upon a syndicate organization than upon an individual newspaper. The syndicate in no way limits the opportunity of individual expression through editorial comment or the handling of local problems and news."

We may add, in view of the fact that most of the criticisms of syndicates are being urged on the public by magazines, that it was when the syndicate idea took force in this country that the newspapers supplanted the weekly and monthly publications as purveyors of the highest literary and art material the market affords.

## TIMELY NOTICE

ENTIRELY apropos is the fact the week April 21 to 27 marks the conventions of organized newspaper men, since it is also known by Presidential proclamation as "Forest Protection Week." Who has greater interest in forest protection than the publishers of this country?

Before Congress and the Senate now are two bills looking toward formation of a national forestry policy. Publishers will do well to let legislators know they are vitally interested in timber protection and, in the words of President Coolidge, "abhor fire in our woods, just as we now abhor fire in our homes."

## UNITY

PSALM CXXXIII—1 to 3

BEHOLD, how good and how pleasant it is for brethren to dwell together in unity!

It is like the precious ointment upon the head, that ran down upon the beard, even Aaron's beard: that went down to the skirts of his garments;

As the dew of Hermon, and as the dew that descended upon the mountains of Zion: for there the Lord commanded the blessing, even life for evermore.

## HIGH COSTS

VISITING publishers seem agreed that general business conditions across the country are fairly well holding their own. There are a few bad spots.

National advertising lineage records for March showed slight reductions, in instances, but no one could be found at the conventions who was not talking confidently of 1924 as satisfactory to date, with the prospect for continued prosperity as better than good.

In many cities total lineage figures ran ahead in the first quarter of those of the same period in 1923, while nearly everywhere circulation figures were reported as improved.

Among our callers during the week have been several publishers who frankly were dissatisfied with conditions which govern the costs of production. In some of the larger cities costs have continued to mount until they are out of control. Big papers are being produced, expenditures are lavish, the price of news print has remained staple for two years at twice its 1914 level, while wages to organized workmen have been increased.

On the other hand, advertising rates have not been increased beyond the amount made necessary by increased circulation. The advance in costs has not been considered. Advertising rates are too low for the value newspapers can render. They could not, for instance, be adjusted to cover a possible gap caused by any sudden loss of volume.

Talk we have heard this week concerned measures to secure lower prices for news print and regain control of the labor payroll.

April 26, 1924

Volume 56, No. 48

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen F. Peav, Editor.

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett, Philip N. Schuyler

Rosalie Armistead Higgins.

James Wright Brown, Publisher.

J. B. Keene, Business and Advertising Manager.

Frederic Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

S. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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



**PERSONALS**

**F**RANK B. WILSON, general manager of the Rochester (N. Y.) Journal and Post Express while in Washington recently was the recipient of a letter of greeting for the Rochester Chamber of Commerce Annual Cruise from President Coolidge.

William A. Reade, president of the Ludlow Typograph Company, sailed from New York this week on the S. S. Berengaria for a business tour of Europe.

Henri Gagnon, managing director of the Quebec Le Soleil, has been elected a member of the French Academy.

A. E. Sansoucy, owner and publisher of the Ogdensburg (N. Y.) Republican-Journal, and Mrs. Sansoucy, are parents of a son, Arthur Eugene, Jr., born April 11.

Virgil L. Highland, one of the owners of the Clarksburg (W. Va.) Telegram, has been named on the entertainment committee for the Republican National Convention at Cleveland.

**IN THE BUSINESS OFFICE**

**J** MONROE BOYER, advertising manager, Clarksburg (W. Va.) Exponent, has resigned, effective May 1, and will become general manager of the Morgantown (W. Va.) Post.

James Dunbar is now manager of the mailing department of the Salt Lake City Deseret News, succeeding Ralph Whitney who has become a field manager. James Kirkham has joined the Deseret News as assistant manager.

Charles Peace has been made national advertising manager of the Greenville (S. C.) News.

T. O. Huckle, business manager, Ypsilanti (Mich.) Press, and Mrs. Huckle are parents of a son, George Theodore.

**IN THE EDITORIAL ROOMS**

**G**EOERGE F. WESTON, for 8 years with Associated Press and for two years with the New York Journal of Commerce, specializing on marine news, has left newspaper work, joining the real estate firm of Fred G. Randall, 110 East 42nd street, New York.

James T. Sullivan, automobile editor of the Boston Globe, has been appointed a member of the Public Safety Committee of Massachusetts by Governor Cox. The committee was organized for the purpose of receiving suggestions as to ways and means of diminishing highway accidents.

Wade Pepper, sports editor, Clarksburg (W. Va.) Exponent is editing the West Virginia Wild Life Magazine in addition to his regular work.

Earl Weller, automobile editor, San Francisco Examiner, has resigned to become publicity director of the California Automobile Club. Henry Flynn, of the copy desk, has succeeded him.

Leo C. Kautz, for 3 years in the Moline (Ill.) office of the Davenport (Ia.) Times, has been advanced to sports editor of the Times, succeeding Harry A. Zook, resigned.

Miss Marie Crawford has joined the reportorial staff of the Canton (O.) News.

Sam T. Mallison, former city editor, Clarksburg (W. Va.) Telegram, has engaged in the insurance business.

Albert F. Kroepke, Jr., formerly of Detroit, and Oscar Stendall are new reporters on the Chicago Daily Journal.

Jack Carberry, formerly with the Kansas City Post and recently with the International News Service is now managing editor of the Newark (N. J.) Ledger.

A. R. McCleneghan, formerly Chatham, Ont., correspondent for the Windsor (Ont.) Border Cities Star, has joined the local reportorial staff of that paper. Joseph P. Emmott, formerly of the Chatham News, replaced McCleneghan in Chatham for the Star.

**HOLDING NEW POSTS**

**J.** L. S. SCRYMGEOUR, from Ann Arbor (Mich.) Times-News, to reportorial staff, Windsor (Ont.) Border Cities Star.

Charles R. Leavelle, from staff Jackson (Miss.) Clarion-Ledger to Monroe (La.) News-Star.

M. K. Zimmerman, from staff, Steubenville (O.) Gazette, to manager, East Liverpool (O.) Review and Tribune county news bureau at Lisbon, O.

Paul Reed, from East Liverpool (O.) Review and Tribune, to staff, Alliance (O.) Review.

Lowell M. Harter, from composing room foreman, Canton (O.) News, to mechanical force, Columbus (O.) Citizen.

Joseph Tuttle, from editor, Blaine (Wash.) Press to local editor, Maple Falls (Wash.) Leader.

Everett Brown, from Ogdensburg (N. Y.) News, to job department, Ogdensburg (N. Y.) Republican-Journal.

Charles Simindinger, from composing room foreman, Ogdensburg (N. Y.) Republican-Journal to composing room, Jamestown (N. Y.) Post.

**WITH THE SPECIALS**

**T**HOMAS F. CLARK COMPANY, New York, has opened a new office in the Wurlitzer Building, Philadelphia, with Maxwell C. Gilbert in charge.

Arthur G. Neitz, former advertising manager, Northwest Newspaper Association, has opened offices at 514 Leary Building, Seattle, Wash., and will act as a publishers' advertising representative.

Hamilton-Delisser, Inc., has been appointed national advertising representative for the Naugatuck (Conn.) News.

**IN THE AGENCY FIELD**

**C.** P. CONSTANTINE, Bostonford-Constantine Advertising Agency, Seattle, has been named chairman of the Seattle delegation to the A. A. C. W. London Convention.

**NEW PLANTS AND EQUIPMENT**

**N**EWARK (N. J.) NEWS put into operation April 16, one of two double sextuple Scott printing presses installed in the newspaper's new press room. The second press will be ready for test shortly.

Spokane (Wash.) Chronicle has enlarged its business offices.

Ontario Press, Inc., publishers of the Canandaigua (N. Y.) Messenger, has purchased the building formerly occupied by the Rex Optical Company, and will remodel it for use by the Messenger.

Sheffield (Ill.) Times plant has been moved from the Duke building, South Railroad street, to the Robert Masters block on Main.

**WITH THE ADVERTISERS**

**J.** G. HAM, who placed Castoria advertising for more than 40 years, returned from his winter vacation in Florida.

Miss Agnes H. James is the new advertising manager of Dort Motor Car Company, Flint, Mich.

A. Schlarbaum, former advertising manager of Movie Weekly, has joined the advertising staff of the Mid-Week Pictorial, published by the New York Times.

William Dwight Loomis, formerly with the Cadillac Motor Car Company, has been appointed manager of the export department of the Gray Motor Corporation.

Lieut.-Gov. Dennis Murphree, formerly one of the publishers of the Pittsboro (Miss.) Calhoun Monitor, has been named advertising manager of the Mississippi Fire Insurance Company, Jackson, Miss.

**CHANGES OF OWNERSHIP**

**E**LKINS (W. Va.) Inter-Mountain, has been sold by its founder, Herman G. Johnson, to an Elkins corporation. The consideration was \$30,000.

W. W. Gillies, former editor, Deer Park (Wash.) Union, has purchased the

**FOLKS WORTH KNOWING**

**HON.** WILLIAM C. DEMING, publisher of the Cheyenne (Wyo.) State Tribune Leader, is also president of the United States Civil Service Commission.



WILLIAM C. DEMING

Deming was born in Kentucky, the son of the late Judge O. S. Deming, a well-known lawyer of that State. William C. Deming attended Allegheny College, Meadville, Pa., from which he was graduated with the degree of Bachelor of Arts. Later he received an M. A. degree. He studied law in his father's office, was admitted to the bar of Kentucky, and practiced two years.

Being of a literary turn of mind, Deming, when asked to help organize a new company for the purchase of the Warren (O.) Daily Tribune, gave up his law practice and became editor of that newspaper. His brother, Thomas H. Deming, is now editor of the Tribune.

In 1901, Deming went to Cheyenne and bought the Wyoming State Tribune. He purchased the Cheyenne State Leader in 1920 and consolidated it with the State Tribune, which is now published every evening and Sunday morning. From the same office is issued the Wyoming Stockman-Farmer, which was founded by Deming in 1912.

Sandpoint (Ida.) Review from W. Wild. C. A. Lynch, editor, Rosalia (Wash.) Citizen-Journal, has sold his interest in the Palouse (Wash.) Republic to the two remaining stockholders, C. F. Brown and A. K. Harrington.

**MARRIED**

**JACK** M. WILLIAMS, Federal court reporter, Danville (Ill.) Commercial News, to Mrs. Phoebe L. Bacon, of the Danville office of the United States Veterans bureau, April 12, in Danville.

Miss Ruth Wiley, society editor, Pomona (Cal.) Bulletin, to Donald A. Cole, a Pomona student. The marriage took place Feb. 19, but was not announced until this week.

Miss Sara Robinson, former reporter on the Des Moines (Ia.) Tribune staff, to Berthold L. Goldberg, April 15, in Des Moines.

**ASSOCIATIONS**

**N**EWSPHOTOGRAPHERS' Association of New York is holding its annual dinner at the Hotel Martinique, New York, April 26. John Hemmer is president of the association and Martin J. McEvelly, vice-president.

**St. Paul Town Criers Club** held its 20th anniversary meeting, April 16. Paul Bohn, president, occupied the chair. All the speakers were former presidents of the club. Harry Breslin was elected delegate to the London A. A. C. W. Convention, with Miss Florence Bowles alternate.

**Alliance (O.) Advertising Club** has elected J. P. Colopy president to succeed G. E. Graf, resigned. Fifteen new members were admitted.

**Iowa Allied Printing Trades Council** held its annual convention in Des Moines, Ia., April 19, 20, 21. Speakers included: Charles A. Sumner, international secretary, International Stereotypers and Electrotypers Association; Thomas Reynolds, international vice-president, R. L. Reddick, international president of the Book-Binders Union of America.

**Detroit (Mich.) Adcraft Club** has elected the following directors: Clinton F. Berry, advertising manager, Union Trust Company; Frederick Dickinson, advertising manager, Hupp Motor Car Company; Richard C. Fowler, vice-president of Campbell-Trump & Co.; and Ward H. Marsh, president McKinney, Marsh & Cushing, Inc. Directors will elect club officers early in May.

**East Michigan Tourist Association**, organized to advertise and promote the tourist and resort interests of the eastern part of the state, has filed articles of association with the secretary of state at Lansing. Headquarters are in Bay City, where the secretary, T. F. Marston, is in charge. The new association expects to spend several thousand dollars this season in newspapers advertising the state.

**Advertising Club of Portland, Ore.**, is forming an automobile caravan to go to the annual meeting of the Pacific Coast Advertising Clubs in Fresno, Cal., May 25 to 28.

**Grand Rapids (Mich.) Advertising Club** will post the roads leading into Grand Rapids for the guidance of tourists this summer.

"We have used the Haskin Service for quite a number of years and have found it to be one of the steadiest and most productive features in the Star-Gazette." George B. Crandall, Editor, The Elmira Star-Gazette.

**Oklahoma City Advertising Club** has elected Arthur O. Fuller of the Warden Printing Company, president, succeeding Stanley Heyman, resigned.

**Kerens (Tex.) Ad Club** has been formed with the following officers: R. H. Daniel, president; J. C. Wells, secretary and treasurer. The Kerens club will be affiliated with the national organization.

**Technical Publicity Association** has elected W. A. Cather, of the Worthington Pump & Machinery Corporation, New York, president. Other officers are: L. N. McDonald, Anaconda Copper Mining Company, first vice-president; Allen Brown, Bakelite Corporation, second vice-president; C. L. Packard, Western Electric Company, secretary; W. C. Cash, Ingersoll-Rand Company, treasurer.

**Birmingham, (Ala.) Advertising Club** is making arrangements for the organization of a Better Business Bureau. A committee has been appointed with Frederick J. Holberg as chairman.

#### PRESS ASSOCIATION NOTES

**KARLY ELISH**, who has represented the International News Service in Kansas City and in Berlin, is now editor of the trade weeklies published by the Electric Light Association.

#### SPECIAL EDITIONS

**CALUMET (Mich.) Gazette**, three special Sunday editions March 30, April 6, and April 13, of 20, 24 and 32 pages respectively, the first two covering the Calumet Automobile Show, the latter a Spring Fashion edition.

Binghamton (N. Y.) Press, a 104-page 20th Anniversary edition, April 14.  
Oil City (Pa.) Derrick, a 38-page Better Homes edition, April 11.  
Bellare (O.) Leader, a Spring Number, April 12.

#### SCHOOLS OF JOURNALISM

**R. W. JONES**, acting director, University of Washington School of Journalism, had charge of the installation of Sigma Delta Chi at the Washington State College, Pullman, Wash., March 1. Journalism department of DePauw University, Greencastle, Ind., is compiling a history of Indiana journalism. Nebraska and South Dakota will be visited in the second annual field trip of the School of Journalism of the University of Missouri to be conducted during the summer session of the university from June 8 to August 2.

An anonymous offer to provide an annual award of \$100 for the most outstanding woman student of the School of Journalism, University of Missouri, was accepted by the Board of Curators of the University at a meeting held in St. Louis last Saturday.

#### Obituary

**THOMAS D. PARKER**, 68, at one time night editor of the San Francisco Examiner, died last week in San Francisco. He had worked on the Boston Herald, New York Times, Herald, and the San Francisco Chronicle.

**REV PAYSON W. LYMAN**, a prominent Congregational pastor, for more than 30 years editorial writer on the Fall River (Mass.) News, died April 15, at Brookline, Mass.

**FRANK PRESTON SMART**, 54, veteran newspaperman of Parkersburg, W. Va., died Friday, April 18. For the past 25 years he has worked on Parkersburg publications, being city editor of the State Journal which ceased publication in 1916.

**VIRGINIA PEARSON**, 8, daughter of Ray C. Pearson, sports writer for the Chicago Herald and Examiner, was killed by an automobile, April 13.

**GEORGE MARTYN**, 84, veteran San Francisco newspaper man, died in Oakland, Cal., April 10.

**REV. PETER TANGJERD**, 60, editor of the Lutheranen, the official paper of the

#### MISS BROWN A BRIDE

**Daughter of Editor & Publisher President Weds Hiram B. Young**

Miss Helen Wilson Brown, daughter of Mr. and Mrs. James Wright Brown, and Hiram Belding Young, were married in the company of a large number of friends at the Waldorf-Astoria on Wednesday night.

Several publishers, attending the annual convention, intimate friends of Mr. Brown, who is President of EDITOR & PUBLISHER, were among the guests.

The Waldorf apartments were aglow with floral decorations of the Easter season and the impressive Presbyterian service was used. A bevy of beautiful girls, friends of the bride, attended her.

The young couple on Saturday sail for a European honeymoon. On their return they will reside at Northampton, Mass.

#### Pennsylvanians Meet Oct. 6-7

Meeting in New York this week, the Pennsylvania Associated Dailies executive committee voted to hold the Fall convention at Stroudsburg, Pa., Oct. 6 and 7. John L. Stewart of the Washington (Pa.) Observer, president of the association, called the special meeting.

#### National C. of C. to Cleveland

Twelfth annual meeting of the Chamber of Commerce of the United States will be held in Cleveland, May 6-8.

Norwegian Lutheran church of America, died in St. Paul April 15.

**JAMES PARKER**, 62, an employe of the business department of the New York Times, died April 18, in New York.

**ALLAN J. BAXTER**, 26, formerly city editor of the Windsor (Ont.) Border Cities Star, and latterly of the staff of the Milton Alexander Advertising Agency, Detroit, died April 17.

**S. G. NORRIS**, 75, veteran Kansas journalist, died at Garden City, Kan., April 15. With his brother he had published the Garden City Weekly Herald since 1891.

**James J. May**, 25, reporter on the Oswego (N. Y.) Palladium, died recently in his home after a three weeks illness.

**FRANK L. FELCH**, 72, at one time manager of the old Springfield (Ill.) Monitor, died April 8.

**FRANK WALKER**, 69, for many years editor and publisher of the Hamburg (N. Y.) Independent, died recently.

**W. H. HAINLINE**, 83, principal owner and editor of the Macomb (Ill.) Journal, died April 8. He had served as editor for 54 years.

**GEORGE W. MERRIMAN**, a former prominent newspaperman of Pittsburgh, died there April 10.

**MAJOR JAMES MORGAN**, 90, one time editor and owner of the Florence (Ala.) Herald, died April 12.

**SAMUEL JOHN PRYOR**, 59, who had served American and English papers as editor and correspondent for 30 years prior to 1914, died recently at Highgate, England. He had been connected with the New York Sun, New York Morning Journal, London Daily Mail, London Express, St. James Gazette, Evening Standard, Tribune and Times. From 1918 to 1920 he was press secretary of Buckingham Palace.

**ALFRED E. GILMOIR**, one of the pioneer photo engravers of Pittsburgh, Pa., died at his home there, April 20. At the time of his death he was connected with the Gazette-Times photo engraving department.

**MRS. N. C. HARRIS**, 73, of Jefferson City, Mo., mother of Edgar Harris, editor of the Laurel (Miss.) Daily Leader died recently.

**FRED SMITH**, formerly connected with the Des Moines (Ia.) Register and Tribune, died last week at Houston, Tex.

#### WEEK'S PRESS FLASHES

"Speaking of operations," too many of them are organ recitals.—*New Orleans Times-Picayune*.

A free country is one where they pinch a man for not having any visible means of support, and then pinch him again if they happen to find it.—*C. W. Harris in Fort Worth Star-Telegram*.

Hiram Johnson, playing to small audiences in the provinces in a pathetic little sketch, "The Boy Stood on the Burning Deck, Whence All but He Had Fled," wishes it understood that he is not concerned with the receipts but with the art of the performance.—*New York World*.

He—"I have ordered the ring, dear. What would you like to have engraved on it?"

She (a publisher's daughter)—"Well, 'all rights reserved,' I think would be rather nice."—*Boston Transcript*.

While these are ticklish times for President Coolidge he is not laughing about it.—*Sapulpa Democrat News*.

Ordinarily a woman is afraid of a mouse, but not if she has promised to love, honor and obey him.—*Youngstown Vindicator*.

Stinnes advises his family to stick together. He left them enough glue.—*New Orleans Times-Picayune*.

I picked up a little paper, the other day, printed by the convicts in a penitentiary, and it was almost entirely devoted to good advice.—*Ed Howe*.

Bah! They call it a free country, and the Grand Jury is forever interfering.—*New York Telegram and Mail*.

Now that Flo Ziegfeld is going to abandon outdoor advertising the country can expect a big decrease in automobile accidents.—*New York World*.

Nowadays, it's a wise Munsey newspaper that knows its own name.—*Life*.

"I hope my proposal for the hand of your daughter hasn't taken you by surprise, sir."

"Well, to tell you the truth, it has. You've been so infernally long in getting around to it I thought it wasn't coming off at all."—*Boston Transcript*.

About the only trailer traveling under its own power is a husband.—*New York Telegram and Mail*.

"Did Jamie inherit anything from his uncle?"

"Yes and no. There was nothing in the will for him, but he married the daughter of the lawyer who handled the estate."—*Boston Globe*.

Apparently the radio people don't care who writes a nation's songs as long as nobody makes laws to pay the composers a royalty.—*F. P. A. in New York World*.

It's getting so that if anybody so much as looks fixedly at us high-minded Ohio men we fidget around uncomfortably for a little while and soon say with an air of injured innocence: "What are you looking at us for? We didn't steal anything."—*Ohio State Journal*.

The first essential in training a child is to have more sense than the child.—*Vincennes (Ind.) Sun*.

# NEWSPRINT

DOMESTIC  
CANADIAN

## ROLLS and SHEETS

WHITE and COLORED  
CONTRACT and SPOT

**Beaver Pulp & Paper Co., Inc.**

8 West 40th St.

New York

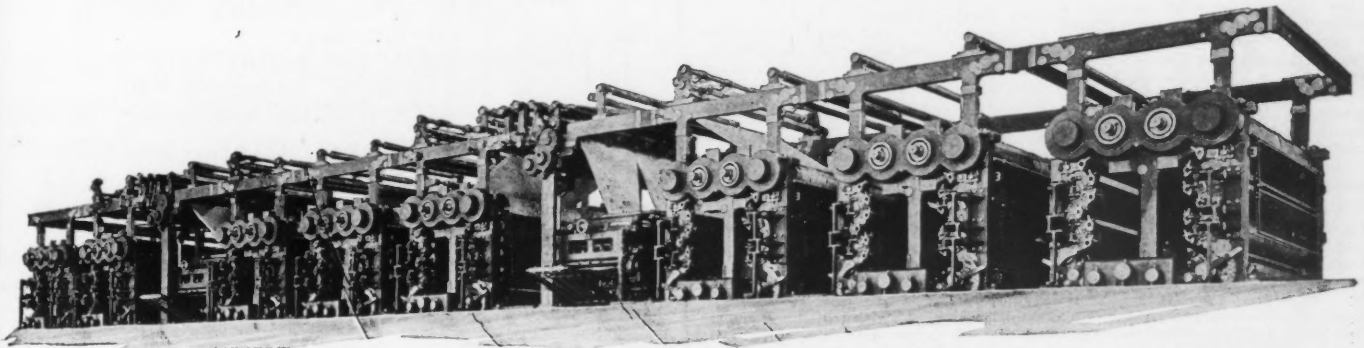
TELEPHONE LONGACRE 9 8 2 4



OUR CUSTOMERS WRITE OUR ADS

# NEW HEAVY DUTY METROPOLITAN DUPLIX UNIT TYPE PRESS

FOR  
THE NEW YORK WORLD  
AND  
THE BOSTON POST



New Double Octuple as built for The New York World

Heavy duty superspeed construction, all units interchangeable, any units desired can be operated together, silencing all the others.

## WHY THIS CHOICE ?

Again—“Our customers write our ads.” Performance of previous installations is evidence that cannot be denied. We quote from a letter before published: “The Duplex last night averaged 46,280 per hour. Out of the reduced holiday run of 348,000, with two deliveries to the eight others, she printed 111,780 copies!

Very truly yours,  
DON C. SEITZ”

Analyze the above: Duplex product—per folder 55,890.  
Other presses— “ “ 29,528.

All publishers and others interested are cordially invited to visit our offices (417 World Building) and our space in the Waldorf Convention Headquarters and we will gladly arrange for a visit to the World pressroom where the first of the new battery of presses is now under erection and approaching completion. Not only can complete units be seen but details of construction can be especially well examined and understood.

You can then SEE many other reasons.

**THE DUPLEX PRINTING PRESS COMPANY**  
BATTLE CREEK, MICHIGAN

New York  
World Building,  
I. C. Squier, Mgr.

Chicago  
77 W. Washington St.  
Chas. S. Brown, Mgr.

San Francisco  
Chronicle Building,  
F. H. Boynton, Mgr.

## PRESIDENT PATTERSON'S REPORT

(Concluded from page 58)

proximate idea of what will happen in his individual case. This whole question will be presented to you in greater detail in the report of the Committee on Second Class Postage.

### PRINTING TRADES SCHOOLS

"Very thorough constructive work has been done during the year by your Committee on Printing Trades Schools. The progress necessarily has been slow. A great deal of preliminary work had to be done before the committee could get its real work under way. A very complete preliminary report, however, was submitted to the Board of Directors, and the basis for further study of the available printing trades schools was determined upon.

"Following this, at a recent meeting of the Board, a definite endorsement was extended to several schools and financial assistance voted to them.

"The details of what has been accomplished will be outlined to you at a later time by the committee itself.

### RADIO

"No topic which came up for discussion at the last convention aroused more general interest than that of radio. Following the very extended consideration of this new phase of newspaper activity, a committee made up largely of members who were particularly active in radio matters, was named. This committee will report to you on the developments that have occurred during the year in this connection, and the subject of radio and its importance to newspapers, both from the circulation and advertising standpoints, will be fully presented for your information.

### COMMITTEE ON ADVERTISING AGENTS

"The work of the Committee on Advertising Agents has been tremendously improved by the authority given at the last convention to arrange for the audits of the advertising agencies whenever conditions seem to warrant such action. This has enabled the committee to secure much more prompt attention to its requests for information and submission of necessary financial statements. Furthermore, it has aided the committee in its efforts to induce agencies to provide the necessary working capital and to avoid the passing of discounts.

## AUTOMOBILE FIRMS ARE SELLING 1924 CARS ON 1908 PUBLICITY

It's Sad, Says Waterman, the Bales of Handout Material Reaching the Newspapers—"Who Reads It," He Demands

By LOREN T. WATERMAN

SOONER or later the automobile industry is going to find itself faced with the necessity of bringing out new model publicity. Each year that industry has brought forth a scintillating array of motor cars, earnestly meriting the Oh's and Ah's of the multitudes, and each year the science of manufacturing and operating has registered progress that bewilders some of the older and perhaps more sedate industries. Of the wholesome effect of the automobile attained in economic and industrial life, there have been no doubters. But the infant has outgrown its high-chair.

Perhaps the metamorphosis in motor car publicity will arrive as the result of editorial insistence, or maybe there will develop a sense of humor among the important motor car executives which will bring about the same effect.

The debut of a 1924 automobile, garbed in 1908 publicity is humorous. In some instances it is downright sad. Through the spectacles of the average editor, the current brand of automobile publicity is little short of atrocious.

The value placed on this sort of copy by newspapers is illustrated by the fact

### PAPER

"The Paper Committee has not been presented with as difficult problems as have engaged its attention in previous years. Nevertheless, it has continued active in watching the situation closely and was instrumental during the last contract period in furnishing the members with accurate information as to the conditions of the market, for their guidance.

"The newsprint situation, at present, is one that is wholly favorable from the publishers' standpoint. The supply of newsprint paper is more than ample to meet the present demands of publishers. There seems to be no question that if all the mills were producing to their capacity the market would be glutted. Spot-market quotations have softened materially since the first of the year, and there is nothing to indicate there will be a stiffening of the market at any time soon, as the capacity of the machines now in commission is considerably greater than any conceivable increase in consumption for the remainder of the year.

### SUMMARY

"I have made this summary of the year's activities as brief as possible because I feel that time can be given more advantageously to the detailed reports of your various committees.

"But I do not feel I should close without expressing my admiration and appreciation of the way in which your committees and the permanent organizations here in the New York office and in the Indianapolis office carry on the duties and activities of the association. No one who has not had the opportunities afforded your officers and directors can appreciate the vast amount of real business being done by the association on behalf of and for the interests of its members. I feel certain that there are very few similar organizations that deal with so large a volume of business matters, year in and year out.

"In closing, I wish to thank most heartily all those who have given so freely of their time to the work of the association and the support they have so cheerfully accorded me during the two years I have had the privilege of serving you as president."

New York has only Estonian paper.

tariff in Jugo-Slovakia as related by a returning foreign necktie buyer of the town's largest department store.

Department stores use more daily advertising space in a week than automobiles do in a month, and yet a store official has to leap out of a 10th story window or become the discovered angle of a society triangle to get his name and business connection into the public print.

One of the pathetic features of the whole situation is that public fancy "kids" itself into thinking that the newspapers are ignorant of the imposition. The condition has grown up from the proverbial small beginning, like other publishers' problems. Thus, it may be assumed, that like other problems it will be eradicated in due time, which is not so far distant.

At practically every meeting of newspaper publishers and wherever newspaper executives gather, the question comes up for a moment or so. Thus far, however, more important issues have buried this subject after a series of grave looks and some wagging of beards. But this cannot go on forever.

Automobile publicity emanates mainly from the large agencies handling the accounts of the bigger companies. It is written for the most part by really competent former newspapermen. Right there the situation is ambiguous, or at least so on the surface. The explanation is that

the agency, operated by executives who never worked a day in their lives in an editorial department, decide to hire one or two of the town's best newspaper men. Usually this is easy. Their budgets are larger than the average city editor's, and so, with a little more currency in the pay envelope, they get their men.

Then the really competent newspaper men go to work. They write lots and lots of copy, and it is really competent copy. But lots and lots of things happen to the copy before it gets in the mail. Mister Blah, the publicity director of the agency must see it first. He discovers the copy has news in it and shudders. But perhaps it is a pretty good story and, afraid of the responsibility of its getting into print, submits it to Mister Gump at the factory. Mr. Gump puts a buck-slip on the copy and it travels the rounds of factory executives winding up in the advertising department, all marked up with blue, black and red pencils.

At this juncture it is consigned to the care of a bright young man, who works in what is seriously referred to as the advertising department.

The bright young man then gets to work. A day or two later automobile editors in various localities receive a story from the factory telling that the company is now building the best auto  
(Continued on page 81)

### FIRST THREE MONTHS' 1924 RECORD

The LARGEST City Circulation  
The LARGEST Local Advertising  
The LOWEST Advertising Rate  
THAT'S The Topeka State Journal

PAUL BLOCK, Inc.

Special Representative

Send for the "Scrap Book" Edition: "Four Weeks With The Navy." By mail 12 cents.

## Meriden, Conn., 50,000 Population

Including Wallingford which adjoins  
—only six miles from center of Meriden  
to center of Wallingford.

## The Record

Gives Complete Coverage  
in the Homes

RECORD advertisers get not only  
THE LARGEST QUANTITY of  
CIRCULATION, but the BEST  
CHARACTER of Circulation as  
well.

The Record's Milline rate is the lowest in Meriden

Member A. B. C. Since 1915.

GILMAN, NICOLL & RUTHMAN

Advertising Representatives

New York

Boston

Chicago

San Francisco

that most daily papers handle it as an entirely different commodity than any other copy in the paper. Usually there is a man or two from the editorial department assigned to find space for the bales of material that come in each week from the big agencies and factories, and few will deny that this is distinctly a sop to the business office. The automobile section of more than one Sunday paper is larger than the feature section, and not so many weeks ago a paper in the middle west devoted 90 pages of a Sunday edition to automobiles.

Who read it?

The answer is as easy as the question —the authors of the outbursts and possibly a competitor or two. It was designed to sway public opinion and stimulate the retail sale of automobiles.

One of the most general and asinine explanations for the publication of so much flub-dubb is that the huge volume of advertising warrants an equal display of so-called publicity. If that were so the meek and sometimes gentle subscriber would be expected to let his breakfast coffee grow cold whilst he read a column or so daily on the effect of conventional



# CARTOONOGRAPHS

[In Matrix Form]

## Vital Facts in the Universal Language

**P**ICTURES! They attract every reader—and every reader understands them!

**C**ARTOONOGRAPHS dramatize important data in fascinating form. Combining the cartoon and the graph, they illuminate statistics covering every interesting phase of American life.

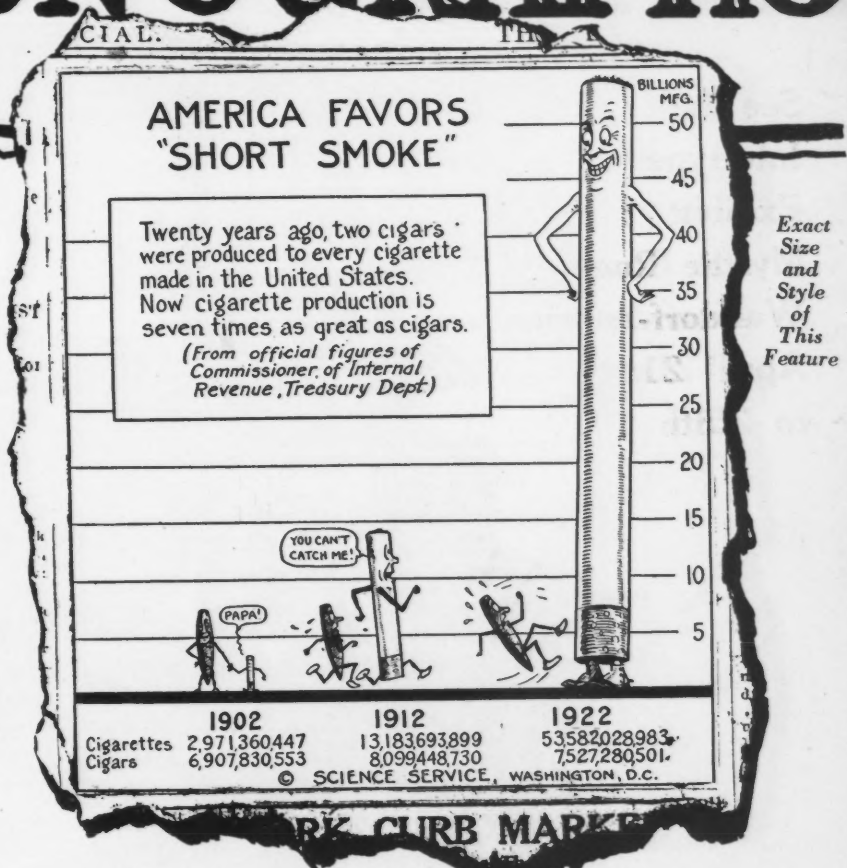
**O**RIGINALITY arrests reader interest; day-to-day “newness” sustains it.

**C**ARTOONOGRAPHS are in matrix form, mailed daily.

**T**HEY require only minimum space. You have only to cast the mats. No release dates bother you—but Cartoonographs are always up to the minute in timeliness.

**C**ARTOONOGRAPHS “fit” any page—particularly do they “lighten” a financial page.

**T**he PRICE is NOMINAL.



## Exclusive Features Produced by Science Service

### THE DAILY NEWS BULLETIN—

A dozen exclusive science stories and features mailed daily, first class. Totalling 5000 words weekly. Used by scores of representative newspapers.

### HALF-PAGE SCIENCE FEATURE—

Released weekly, in matrix form (or proofs and photos). Intensely interesting. Scientifically accurate. Covering Science from Anatomy to Zoology.

### WHY THE WEATHER—

A daily stickful, explaining the “why” of rain and snow, clouds and gales—and all the other absorbing phenomena of the weather. Synchronizes with the seasons.

### TEST YOURSELF—

A series of 30 short psychology tests, “disguised” to combine the fascination of a puzzle with attractive mental instruction. A “best seller” among features.

### YOUR FOOD: A featurette.

### APPLE-TOP FARM: A popular serial.

**SPECIAL WIRE SERVICE** on Scientific Meetings.

Better Wire Reservation Now—Your Territory May Be Open

# SCIENCE SERVICE: WASHINGTON

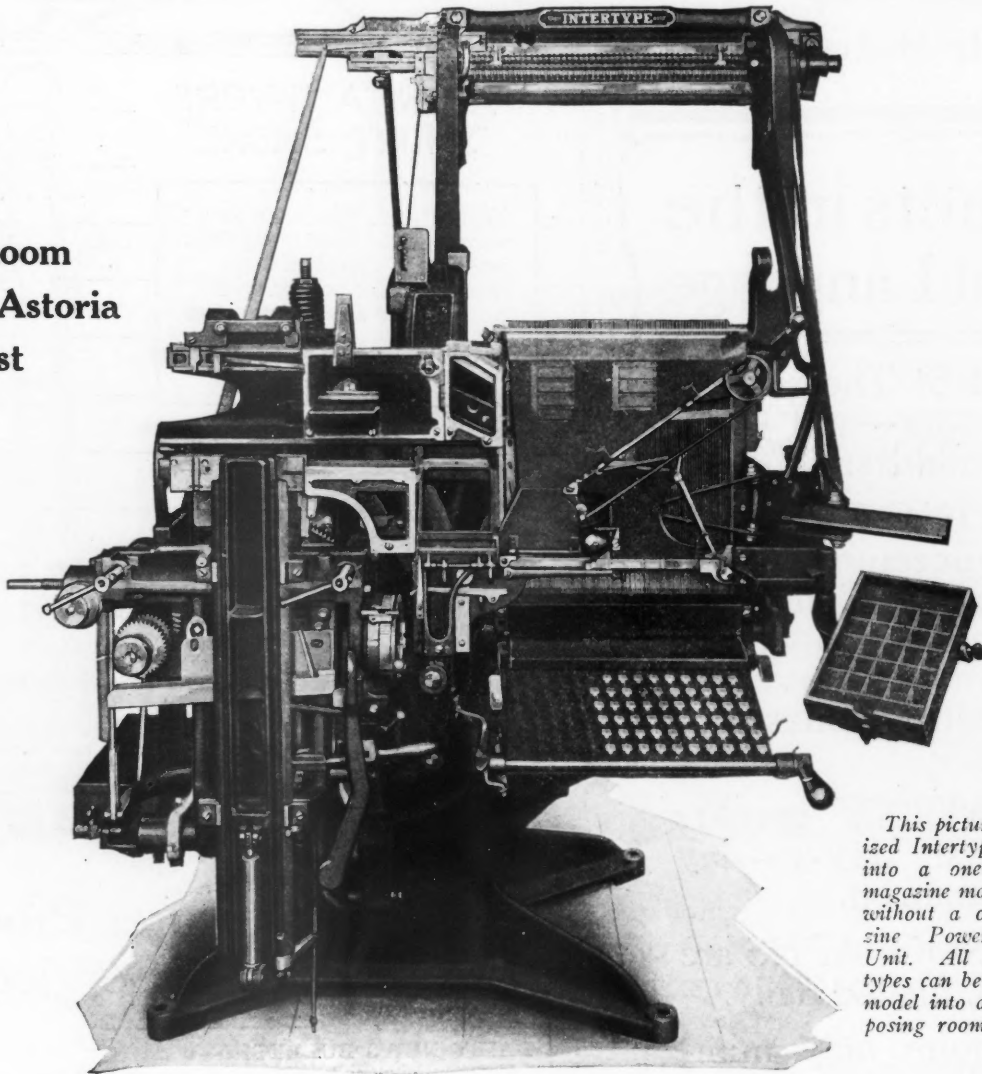
DR. EDWIN E. SLOSSON, Director

WATSON DAVIS, Managing Editor

OFFICES: ACADEMY RESEARCH BUILDING, 21st and B STREETS, N. W.

# STANDARDIZATION M

See the  
Intertype  
Exhibit  
Myrtle Room  
Waldorf-Astoria  
April 21st  
to 25th



*This picture shows a Standardized Intertype ready to be built into a one-, two-, or three-magazine machine, either with or without a one- or three-magazine Power Keyboard Side Unit. All Standardized Inter-types can be converted from one model into another, in any composing room, by any machinist.*

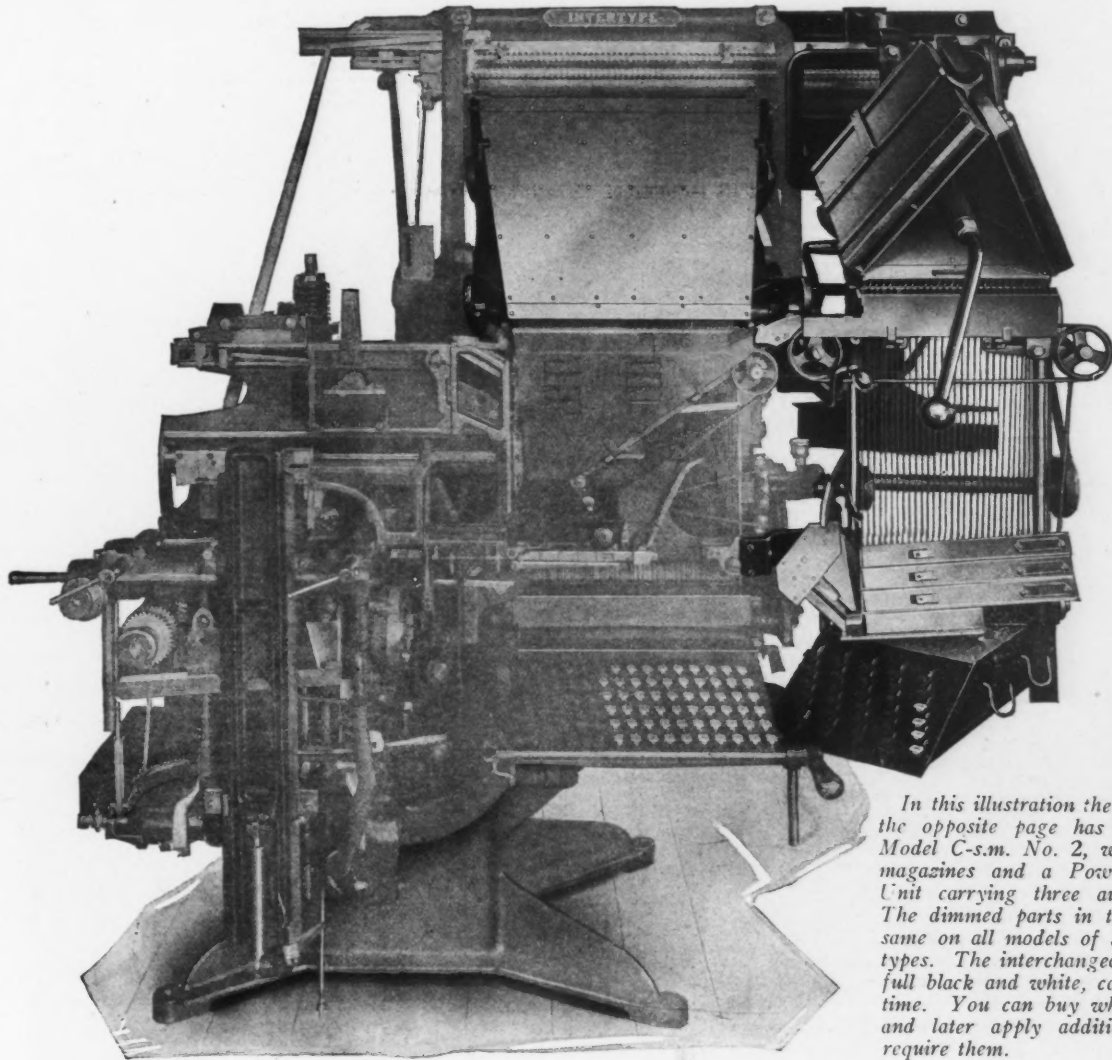
## NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

In the Myrtle Room of the Waldorf-Astoria this week you will see the first Intertype ever built. Installed eleven years ago by the New York Journal of Commerce, this old Intertype No. 1 has been kept up to date with various Intertype improvements developed since 1913. It was converted in 1917 from a single-magazine Intertype into a Model C three-magazine Intertype, and it stands today as modern as any brand new Model C. Be sure to see this machine, loaned for the exhibit

# INTERTYPE



# NON-OBSOLESCENCE



*In this illustration the machine shown on the opposite page has been built into a Model C-s.m. No. 2, with three standard magazines and a Power Keyboard Side Unit carrying three auxiliary magazines. The dimmed parts in this picture are the same on all models of Standardized Intertypes. The interchangeable units, shown in full black and white, can be added at any time. You can buy what you need today and later apply additional units as you require them.*

through the courtesy of the Journal of Commerce, and when you do remember how much you could have saved in the past—and how much you can save in the future—with Standardized Non-Obsolescent Intertypes.

## INTERTYPE CORPORATION

General Offices and Eastern Sales Department: 50 Court Street, BROOKLYN, N. Y. Branch Offices: CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 569 Howard Street. Sales Offices: BOSTON, 49 Federal Street; LOS ANGELES, 1240 S. Main Street. Canadian Representatives: Toronto Type Foundry Co., Ltd., TORONTO. British Branch: Intertype Limited, 15 Britannia Street, Kings Cross, LONDON, W. C. 1.

# INTERTYPE

# LISTENING IN ON A. N. P. A. AT THE WALDORF-ASTORIA

## Wireless Pick-ups by Editor & Publisher Men

**J. K. GROOM**, the advertising manager of the Aurora (Ill.) Beacon-News-Elgin (Ill.) Courier and Joliet Herald-



J. K. GROOM

News, is in town again, finding out how many of his old friends he can remember, and getting ideas as to how to sell his papers more effectively. J. K. is some kid, and will be a humdinger when he reaches his majority. He gave his wife a vacation this year by leaving her at home.

**JUDGE R. W. BINGHAM**, publisher of the Louisville (Ky.) Courier-Journal and Times was lined up at the Waldorf-Astoria desk bright and early Monday morning.

"We knew him when"—he was Judge of the District Court of Jefferson County when he was Mayor of Louisville and when he practiced law there.

He is one of those men who do not grow old, and who retains his "perfect 36" without apparent effort.

**A. G. NEWMYER**, general manager of the New Orleans (La.) Item, deserted that city long enough to attend the convention and say "Howdy" to the less fortunate humans who have to exist outside the Crescent City.



A. G. NEWMYER

A. G. is one of the niftiest "Greeters" in the business and, no matter how often it happens, he has a faculty of making the other fellow think that A. G. is getting all the fun out of it.

**S. A. OAKLEY**, editor of the Peoria (Ill.) Star, graced the occasion, and gave a charming demonstration of what good fellows they have out in central Illinois.

**T. R. WILLIAMS**, business manager of the Pittsburgh (Pa.) Press, stalked "Peacock Alley" with murder in his eye. He was out, dagger et al. for certain printing press manufacturers who are working night and day to furnish new equipment for his now over-taxed press room.



T. R. WILLIAMS

"We are printing 48-page newspapers daily and we can't get in all the advertising we have on hand," Williams mourned. "On Sunday's our circulation mounts to 275,000," he declared, "and runs to 132 pages. Even then we are forced to leave out business. We leave out advertisements regularly every Thursday and Friday. We could fill a 64-page newspaper with advertising alone every Friday—IF we only had the necessary press room equipment. Last Friday we left out 60 columns of advertising."

The Pittsburgh Press now has 10 sextuple Goss presses and 1 Hoe sextuple press.

EDITOR & PUBLISHER had intended to ask Mr. Williams about business conditions in Pittsburgh. Recital of his need for presses to print advertising made the question unnecessary. But Williams volunteered that every month this year was showing a gain, and that April would show a gain. Steel mills, he said, were working at 100 per cent capacity, the bituminous coal industry normal, and the coke industry good.

**CYRUS H. K. CURTIS**, publisher of the Philadelphia Public Ledger and the New York Evening Post, never misses meetings of the Associated Press and the A. N. P. A. Affable as usual, he walked down Peacock Alley, shaking hands with old friends and making many new ones. Sprightly and lively as ever, he speaks optimism without uttering a word. New York Evening Post is slowly gaining and is going to get over big, is his dictum.

**FRANK G. HUNTRESS**, general manager of the San Antonio (Tex.) Express and News reached New York Sunday, via St. Louis and Chicago. He brought his wife with him, and promises to keep busy attending to the convention affairs and paying bills for finery Mrs. Huntress is sure to see in the Fifth Avenue shops and take home as souvenirs to her friends.



F. G. HUNTRESS

Mr. Huntress controls two out of three daily newspapers in the largest city in Texas.

**EX-HIZZONER FRED L. RENTZ**, of New Castle, Pa., who, one short year ago was the Lord Mayor of that prosperous city, but who, now is merely the managing editor and general manager of the New Castle News, attended the convention, and was apparently pleased that his term of office had expired, and he had finished with official life. Fred Rentz is one of the best natured men that comes to the conventions—and that is saying a lot.

**AL SHUMAN** brought Col. Amon G. Carter, or Col. Amon G. Carter brought Al Shuman up from Fort Worth, Tex., to attend the convention. It makes a big team whichever way you take it. Al Shuman is one of those fellows that simply cannot help being "regular" by and large, up and down and in and out.

He may be from Texas but he can't get lost in New York, or St. Louis either.

**WILLIAM F. METTEN**, publisher, general manager, business manager and advertising manager of the Wilmington (Del.) Every Evening is here on his annual journey to New York.

He makes the "annual journey" about every 30 days, and never misses the convention—principally because, as a rule there are some ball games being played in New York at that time.

**HARRY MILHOLLAND**, vice-president and advertising manager of the Pittsburgh (Pa.) Press; golf player extraordinary and good fellow par-excellence, was one of the sensations of Mon-

day, appearing in the Waldorf-Astoria dolled up in a frock coat, striped trousers 'n everything. One must needs look twice to be sure it was he—but it was.

Perhaps it was a hangover from Easter, but, whatever it was, he surely looked like a prosperous newspaper man—dignity, poise and all that sort of thing, if you know what I mean.

**PROMINENT** among convention visitors is W. H. Bagley, co-publisher with Kimball G. Colby, of the Lawrence, (Mass.) Telegram. Mr. Bagley has strayed far away from his native haunts, as he is a native of North Carolina, and was a Southern publisher for a number of years. He was with the Raleigh News & Observer for about 15 years, and during a greater part of that time was managing director. From 1917 to 1921, he lived in Texas where he was publisher of three newspapers, the Fort Worth Record, the Ranger Times and the Wichita Falls Record. Then his health suffered from his too arduous duties, and he spent nearly a year abroad. Six months ago, Mr. Bagley bought a half interest in the Lawrence Telegram, and he is most enthusiastic over that section of the country. Mr. Bagley's partner, Mr. Colby, was a classmate at Amherst College of President Coolidge, and is a delegate from Massachusetts to the Republican National Convention.

**ACCORDING** to J. B. Sherrill, editor and publisher of the Concord (N. C.) Tribune, a daily, and the Concord Times, semi-weekly, his business is double what it was this time last year.

"We are printing 10 to 14 pages every day, and there is prosperity on all sides. That's a pretty good size paper for Concord, a city of about 13,000."

There is not a better known or better liked newspaperman in the Tar Heel state than J. B. Sherrill, and doubtless the reason is that he has lived according to Theodore Roosevelt's maxim that "every man owes something to the up-building of the profession to which he belongs."

For 32 consecutive years, he served the North Carolina Press Association as secretary and treasurer. At the end of that time, he was elected president, serving two terms. He was chosen a third time but he declined. Mr. Sherrill is modest and insisted that he was no subject for an interview, but another native North Carolinian gave these sidelights on his history.

**JOSEPHUS DANIELS, JR.**, business manager of the Raleigh (N. C.) News & Observer, and son of former Secretary of the Navy Josephus Daniels, says North Carolina is in better shape than any state in the South, and that the entire South is in good condition. Mr. Daniels is one of the few members of the Associated Press who is a bachelor. He has two brothers who have married within the past few years. With the exception of his youngest brother, he is the only son of the former Secretary of the Navy who is still unwed.

**LANCASTER COUNTY**, Pennsylvania, is just living up to its name "The Garden Spot of the World," according to Henry Carpenter of the Lancaster (Pa.) Intelligencer and News Journal. Crops are way ahead, and agriculturally Lancaster is as usual the "top county," Carpenter said.

(Continued on page 76)

## The BOWATER PAPER CO., INC.

ENQUIRIES SOLICITED FOR NEWSPRINT, HALFTONE NEWSPRINT, ROTAGRAVEUR AND ALL CLASSES OF BOOK PAPER.

Sole distributors in the United States for

THE NEWFOUNDLAND POWER & PAPER CO.

(under construction capacity 400 tons daily)

342 Madison Avenue, NEW YORK, N. Y.

Telephone Vanderbilt 7186



# *This display ad was set and made up complete on the Ludlow in 26 minutes*

**A** PUBLISHER'S representative timed the setting of this McCarthy advertisement. The eighteen lines in six different sizes and nine different faces were all set and cast on the Ludlow and the matrices all distributed in twenty-one minutes. Then the lines were spaced out and the ad enclosed in the border in five more minutes—twenty-six minutes in all, including two corrected lines.

**Publisher's estimate of time required for keyboard display machine—45 minutes**

This publisher estimated as forty-five minutes the time required for setting the ad on the keyboard display machines with which his plant was equipped. At the same time he admitted that five of the largest lines would have to be reduced in size to come within the range of his machines, and even then that five or six magazine changes would be required.

Like other publishers, on the following points, he readily recognized the superiority in the Ludlow system:

### **High-Quality Composition**

- Beauty of type faces.
- Full range of type sizes.
- A large selection in all important type families.
- Unbreakable Italics.
- Typefaces in abundance—always new.
- No worn, battered or broken letters to print from.
- Of best possible service to advertisers.

### **Economy in Operation**

- Low initial cost.
- Low operating cost.
- Minimum floor space.
- No distribution of dead forms.
- Slugs stand up under dry mat pressure.

On all these points, without exception, this publisher admitted that the Ludlow held first place. But **SPEED**—that was the point on which he had been doubtful.

### *We are ready to prove the Speed of the Ludlow*

If you are in doubt as to the speed of the Ludlow, let us demonstrate this point to your entire satisfaction.

We are ready to prove to you by actual test that the Ludlow System is the fastest method in existence for meeting actual day-by-day newspaper display requirements.

## **Ludlow Typograph Co.**

2032 Clybourn Ave.

**CHICAGO**

San Francisco  
Hearst Bldg.

New York  
World Bldg.

# **McCARTHY'S**

Special Purchase and

# **S A L E**

Of the Entire Surplus Stock of a  
Leading New York Manufacturer of

# **TWO- TROUSERS SUITS**

*These Strictly New Style, High-Grade  
Garments at Big Reductions*

**\$25** With Extra  
Trousers

*New Spring Styles, Colors,  
and Fabrics.*

*Extra Trousers  
with Each Suit*

# **McCARTHY'S**

256 West Pennsylvania Avenue

## LISTENING-IN ON A. N. P. A.

(Continued from page 74)

AMONGST the "regulars" present was Urey Woodson, editor of the Owensboro (Ky.) Messenger. The convention would not be 100 per cent without him, and besides that, he is worth while listening to. He always has a good idea which he can pass over to his fellow journalists.

"WAGES paid in Michigan this year are by far the highest in the history of the state."

This was the juicy bait Ralph H. Booth, president of the Booth Publishing Company, which publishes 8 newspapers in Michigan, had on hand to hold out to national advertisers as he walked down the alley.

"Prosperity, as expressed by the newspapers, is flourishing," he added.

The 8 newspapers are the Grand Rapids Press, Flint Daily Journal, Saginaw News-Courier, Kalamazoo Gazette, Jackson Citizen-Patriot, Bay City Times-Tribune, Muskegon Chronicle, and Ann Arbor Times News. A nice enough string to show for 35 years fishing in the newspaper pool.

Starting as cashier on the Detroit Tribune, when 17 years old, Booth has been climbing steadily upwards during those 35 years. Since 1896 he has missed an Associated Press or A. N. P. A. meeting. From cashier, he went to business manager of the Tribune, and at 23 he was editor and publisher of the Chicago Journal, being advertised as the youngest man to hold such a high position in the country.

"Essential fairness" is what Booth says his newspaper success is due. "And finding out what the public wants and giving it to them," he adds.

W. J. PATTISON of the Scranton (Pa.) Republican remained through all the long hours of the Associated Press meeting Monday afternoon, but when he left the convention hall, he still had breath enough to report that business conditions were good at Scranton.

"You see," he pointed out, "there can't be any general strike in the anthracite field until 1925. Miners are making money and spending it. There is very little unemployment. I can't predict what the mid-summer will bring forth, that is the bad time in our territory, but aside from that, I look for a good year."

W. H. WHALEN, assistant business manager of the Chicago Tribune, reports the Tribune's coloroto weekly is now being rushed through the presses and that the date of the first issue has been definitely set for May 10. Mr. Whalen, during the convention, spend most of his time in the Chicago Tribune exhibition room on the main floor of the Waldorf. There, at 3 shows daily, a moving picture was thrown on the screen, summing up important news events covered by the Tribune. A coloroto press, was also on exhibition.

D. D. MOORE, "Uncle Dan," general manager of the Ft. Worth (Tex.) Record, helped things along greatly by lending his magnetic presence to the occasion. He did lots of things besides simply being there, but "just being there" gives a lot of pleasure to Uncle Dan's unnumbered friends.

HEALTHY salt breezes of the north Jersey shore blew into the Waldorf with J. L. Kimmouth, editor and proprietor of the Asbury Park (N. J.) Press, who is all optimistic about the future of his territory. Business of Ashury Park, he said, was developing wonderfully, although the "resort end was dragging a bit." One new hotel was being built and a great number of moderate sized cottages were springing up, furnishing readers for his pet Press. He reported a

healthy growth of circulation, the lists increasing at a rate of about 600 a year. Within 2 miles on all sides of Asbury Park the population, he figures, now numbers 70,000. Kimmouth looks far ahead to the future. But he says it's not so far away, when all cities within 50 or 60 miles of New York will be part of the metropolis.

"WITH \$5,000,000 hanging over their heads, I can't understand the lethargy of newspapers," Frederick Hume, secretary of the National Publishers Association, paused to say. He

## GIFT TO A. P.



"Harding's last type," set during the late President's visit to Alaska, was presented to the Associated Press. The gift came from W. F. Thompson, editor of the Fairbanks (Alaska) News-Miner, where (above) the type was set.

was referring to Postmaster General New's proposal to raise second class mail rates to meet the increase in wages for postal clerks. Hume is commuting between New York and Washington, spending a great deal of his time at the Capitol trying to stir up action to reduce second class rates and at least prevent an increase.

FRANK G. BELL, general manager of the Savannah (Ga.) News, was on hand as usual.

Mr. Bell is always strictly typical of the old time Southern gentleman—very dignified, very affable, courteous, soft-voiced, and pleasant—a veritable throwback to the good old days, and always pleasant to meet.

CLARENCE N. ANDREWS, editor and general manager of the Easton (Pa.) Express showed up in all the glad scenery of Easter—long tailed coat, vestee, necktie, clean collar, fresh shave and all the niceties of Beau Brummel.

C. N. has fully recovered from his great bereavement in the loss of his old companion—the bulldog.

BREAKING records has become a habit with the Northern Illinois group, according to Col. J. K. Groom, director of national advertising. The group consists of the Aurora Beacon News, Elgin Courier and Joliet Herald-News. Last year advertising in the three newspapers totaled 22,750,000 lines, Groom said. That was one record breaker, but it is doomed to be broken again this year. In its record breaking, Groom pointed out, the newspapers he represents are only keeping pace with Western Illinois in general, where prosperity is now the rule. In the 3 towns last year about \$10,000,000 in building permits were issued, and the Colonel predicts this year will be much greater than that. A. M. Snook, general manager of the group, was also seen strolling down the alley. The Colonel, who next year celebrates his 70th birthday and 48th year of newspaper service, points to Snook as "the secret of our success."

FARM prospects are particularly bright in Kansas, according to Frank P. MacLennan, publisher of the Topeka Kansas State Journal. These "poor farmer," he remarked, is coming into his own. Crops are ahead of schedule. Just re-elected a member of the Associated Press Board of Directors, MacLennan was feeling justly proud. But he does not talk about himself—it is of Kansas and the great wide open spaces of the West.

"WHAT do they want me for?" questioned C. P. J. Mooney of the Memphis Commercial Appeal when

summoned before the Associated Press Board of Directors to be told he had been elected a vice-president.

"Well, this certainly is a grand organization to be connected with," he remarked, immediately following the Board sessions.

Mooney was all enthusiastic about conditions in Memphis. Advertising is gaining steadily and circulation is showing a healthy growth.

## EDITORS TO ATLANTIC CITY

## American Society Will Meet Immediately Following A. N. P. A. Sessions

Preparations are complete for the second annual meeting of the American Society of Newspaper Editors at Atlantic City, Friday and Saturday, April 25 and 26, immediately following the close of the A. N. P. A. convention in New York.

President Casper S. Yost will open the convention with an address reviewing the activities of the past year.

One of the questions to be discussed by the editors is the advisability of holding the annual meeting at a date removed from that of the A. N. P. A. convention. Although many editors at the present time find it convenient to go directly from the A. N. P. A. sessions to the meeting of the Society of Editors, it is pointed out that many are prevented from attending because publishers of their papers are attending the A. N. P. A. meet.

The sessions will adjourn Saturday.

## A Motor Car for Every Second Family in Rhode Island

There were 69,753 automobiles, 15,727 trucks and 1,606 motorcycles registered in Rhode Island in 1923. New Car registrations showed an increase of 46.95% over 1922. There are approximately 140,000 families in the State, an average of a motor car for every second family.

Two hundred and fifty accessory and supply dealers and eight jobbers supply this productive market with Providence as the distributing center. These dealers know the value of advertising in The Providence Journal and The Evening Bulletin and are glad to co-operate with national advertisers who use these newspapers.

Manufacturers and distributors can reach nearly every automobile owner in Rhode Island by the use of The Providence Journal and The Evening Bulletin. These newspapers carried 2,473,858 lines of Automotive advertising during 1923—sufficient proof of their value as advertising mediums for automotive products.

### Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles



## *“An Extraordinary Story”*

**T**HE DETROIT TIMES (then evening only) came under present ownership in October, 1921.

Its circulation was less than 26,000.

Today the net paid sale is more than 200,000 of which all but less than 19,000 is in the local trading territory.

The Sunday Detroit Times was “started cold” in August, 1922.

Now, nineteen months later, its circulation is more than 250,000—and there were two other long-established Sunday newspapers in the field.

This, we believe, comes near being a record for newspaper growth.

In this short period of its existence The Detroit Times has won some notable victories for the people of its community.

The Detroit Times smashed a court “bloc” against the combined efforts of Detroit’s other newspapers—electing an unknown lawyer far ahead of the whole ticket,—

The Detroit Times enjoined the local gas company from an overnight raise of rates, forcing arbitration in behalf of 240,000 consumers,—

The Detroit Times caused the “boulevard stop” traffic plan to be adopted in Detroit—and this has been credited with the saving of many lives,—

The Detroit Times has just succeeded in having passed an ordinance for the erection of fully protected “safety zones” on streets where surface cars run,—

Month by month The Detroit Times builds prestige on public service.

Its growth has indeed been “just like magic.”

But if you lived in Detroit and saw the influence of The Times in its own community, “magic” might give way to “merit” in your estimate of the situation.

# RIGHT WAY TO USE NEWSPAPER SPACE—PART 3

Elementary Steps to Market—A Study in "Printability"—Plain Lessons for the Users of Newspaper Advertising Space—Final Article in Series Authorized by A. N. P. A. Bureau of Advertising.

This is the final of a series of authoritative and informing articles on newspaper advertising technique which EDITOR & PUBLISHER is presenting by courtesy of the Bureau of Advertising, American Newspaper Publishers Association. The Bureau of Advertising has published and is distributing this information in the form of a book.

WHAT are the logical steps in marketing a product through newspaper advertising?

A general outline under this head should be useful as a guide for the new advertiser and as a means of disclosing the modern system of merchandising which newspaper advertising makes possible.

We will assume that the product is advertiseable—that it has a legitimate place in competitive selling. If it is not wholly new, it must be as good as, or better than similar articles sold at or near the same price.

It should be marked or packed dis-

He will find, as the result of a careful search along these lines, that a given number of states and a certain list of cities represent his best opportunities for doing business. And he will find this to be the case even though he have a product that can be sold "wherever people live." He will probably be able to divide his markets into groups, grading them from the most promising to the least attractive and those that may be dropped from his consideration.

Having found his markets, the next step is to get his product into them. It may be that in approaching advertising he will wish to undertake a "test cam-

purely selfish aim may go hand in hand with useful work for the whole field of merchandising.

In the ten years of its existence it has seen newspaper national advertising quadrupled in volume, chiefly because newspaper advertising fitted closely the demand for better selling methods.

The Bureau has invited advertisers to "bring in their problems." It has established contacts with hundreds of firms who feel its suggestions, based upon unusual opportunities for practical observation, are worth considering.

Assisted by its membership, the Bureau answers constant inquiries concerning market conditions. It is asked to "make a survey" of an industry to disclose the opportunities that may await a new product or help the better merchandising of an old one. It submits a series of questions to its newspaper members, analyzes and summarizes the replies received and turns the result over to the manufacturers who may be interested—"with the compliments of the newspapers of North America."

The chief point here is that the national newspaper advertiser is enabled to pick from the country at large the spots where local buying habits insure him good potential markets, and to consider each market as an individual proposition.

Newspaper advertising, properly done, will insure consumer interest and dealer support. His product will have to do the rest.

A periodical check-up of sales should be made in each market where the manufacturer is advertising. Here again, the elasticity of newspaper advertising permits special treatment to meet special conditions. Increased opportunities for sale may invite the advertiser to make a harder drive for business or unfavorable local business conditions may suggest the wisdom of "letting the market rest for a while." And, of course, newspaper advertising can be started or stopped over night—by wire if necessary.

The Bureau of Advertising, conducted in behalf of all newspapers, is an organization of service.

Its purpose is to increase the volume of national newspaper advertising.

Its daily job has become largely a matter of responding to calls for advertisers who need help.

The Bureau has come to believe that the best method of creating newspaper advertising consists of helping to make advertising pay the advertiser. Thus, a

answers constant inquiries concerning market conditions. It is asked to "make a survey" of an industry to disclose the opportunities that may await a new product or help the better merchandising of an old one. It submits a series of questions to its newspaper members, analyzes and summarizes the replies received and turns the result over to the manufacturers who may be interested—"with the compliments of the newspapers of North America."

The Bureau of Advertising has nothing to sell; it cannot take orders for advertising; it cannot recommend a newspaper or a list of newspapers as opposed to others. It knows nothing about the individual merits of publications. In its relationship with advertisers, it makes no distinctions as between the newspapers that are its members and those that are not. It contemplates newspaper advertising as a whole. It never has had, and never will have a voice in determining the destination of newspaper advertising which it may help create.

Its services are rendered without obligation and without fee.

Its services are rendered without obligation and without fee.

Its services are rendered without obligation and without fee.

Its services are rendered without obligation and without fee.



THIS WILL NOT PRINT WELL



THIS WILL

A newspaper artist shows how too great detail spoils for printability an illustration which may look well in the original.

tinctively—so that it can be readily identified. If possible, it should be packed attractively. Its name should be one that the consumer can pronounce easily—one striking enough to insure being remembered. And wherever the name is shown, it should appear in legible letters.

After satisfying himself about the qualifications of his product, the manufacturer should then consider the question of markets. Very few products can be said to have "the map for a market." Manufacturers are not looking for sales alone; they are looking for sales with profit. Many factors will determine whether or not it is profitable to push a product in a given locality.

In discussing this question, it must again be assumed that the advertiser is looking for consumer sales and counting upon the jobber and the retailer as natural allies in such an enterprise. He will not concern himself much with those byways of advertising, variously labeled "prestige building," "placating the jobber's salesmen," "making a flash to the trade." His is a straight road—to market.

His search for logical markets will be conducted with the knowledge that consumer buying habits vary widely in various sections of the country, owing to climatic, social, industrial and financial differences in conditions. He will therefore ask: "Where do the people live who can and will buy my product?"

He will consider carefully the location of each supposedly favorable market. The distance his product will have to be hauled is a factor in determining the price the consumer will be asked to pay for it and this has a direct bearing upon the competition he must face.

He will ascertain what, if any, competition from local brands exists in a particular market. He will also estimate the amount of sales the market can be expected to absorb.

There are not only fixed differences in climate, section by section, but differences in the beginning and the duration of seasons. He will ascertain what bearing this has upon buying habits in various markets.

paign," picking out a number of places, preferably of varying size, to see how the consumer reacts to what he has to offer. But whether he decides upon a test campaign in a small number of places, or a general campaign in all his good prospective markets, his procedure will be identical.

In any chosen market, let him make an appropriation for newspaper advertising, based upon the business he can reasonably expect from that market. This newspaper campaign, as indicated in another chapter, should provide for a schedule of frequent insertions throughout the selling season or seasons.

Whether he sells through jobbers or direct to the retailer, it is highly advisable for him to send representatives direct from the plant to call upon the retailers. These representatives will naturally be able to discuss the merits of the product intelligently. They should also be well posted upon the newspaper advertising plan for the market.

Some advertisers feel this important job can be done just as effectively by local specialty men. We believe the experience of most successful advertisers will strongly point to the necessity of having at least one man from the factory in charge of the dealer campaign.

In the campaign for distribution, the retailers will be "sold on the advertising" and on the merits of the product at one and the same time. They can be shown that the manufacturer is not only offering them a saleable product and a fair margin of profit, but that he is doing his utmost to make customers in the market by using newspaper advertising.

It can be laid down as a safe general rule that none of the advertising should be run until satisfactory distribution is obtained.

On the strength of the newspaper advertising, it is probable that a great many dealers may be induced by the salesmen to make window displays and of course the manufacturer will be expected to make provision for that, as well as for store cards, "store literature" and the like. He may wish to add store demonstrations,

## WHITING'S COLUMN

By special arrangement there is now available for simultaneous nation-wide release this most successful daily feature of recent years.

Robert Lincoln O'Brien, Editor of the "Boston Herald," says

"Whiting's Column is our best feature, the most useful service we have ever had in the Herald."

It will duplicate this record for your paper.

For territorial rights wire collect to  
**HOUGHTON MIFFLIN CO.**  
 Syndicate Bureau 2 Park St., Boston



# The Sun's Growth

In New York, The Sun gained 2800 columns of advertising—*three quarters of a million lines*—in the first three months of 1924 over the corresponding period a year ago.

This unprecedented gain of The Sun was made on top of more than a million lines gained in the year 1923 over 1922.

More than 450 advertisers now make their announcements exclusively in The Sun among New York evening newspapers.

The Sun published 439,950 lines of Radio advertising in the three months of 1924, more than all other New York evening newspapers combined, more than all New York morning and Sunday Newspapers combined.

The Sun attracts its readers from the more intelligent and prosperous of all classes in the world's richest community.

The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

**The**  **Sun**

280 Broadway

New York

*Net paid circulation more than 250,000*

## MIDAS TOUCH OF NEWSPAPER ADS BUILT BISCUIT SALES 800 PER CENT

**Pacific Coast Biscuit Company Gives Credit to Dailies for Its Phenomenal Growth—Using 40,000,000 Individual Ads This Year Promoting Output of 7 Plants**

By WARREN E. KRAFT

Botsford-Constantine Advertising Agency

NEWSPAPER advertising has brought growth, leadership and profit to the Pacific Coast Biscuit Company.

Out of the West has arisen this live organization now said to be the third biscuit company in size in America. Western men, western capital, western ideals and western newspapers have been responsible for its being and development. Its 7 plants are located in metropolitan cities close to the source of demand, namely, in Seattle, Spokane, Tacoma, Portland, Sacramento, San Francisco and Los Angeles. The territory in which P. C. B. products are distributed contains a large proportion of the population in that section of the United States west of the Mississippi River.

In formulating an advertising policy years ago, Moritz Thomsen, the president and founder of the company, naturally turned to newspapers for the backbone of his campaign. The reasons for this choice still hold true, and are adhered to by Thomsen's son, Charles M. Thomsen, now general manager and vice-president. Basically they are three in number:

1. Being semi-national in character, the company cannot profitably make use of nationally circulated magazines. Hence geographical conditions constituted one factor in favor of the newspapers. This was augmented by the fact that the company is not a centralized unit but is geographically divided into 7 plants, with different conditions in each territory.

2. The campaigns of the company are necessarily timely and seasonal. Whereas sweet cookies for picnics and outdoor use might profitably be featured in California in February such a campaign would be ill-timed in the rest of the territories. On the other hand marshmallows and chocolate cookies, which are somewhat subject to influence of heat, could well be displayed in the northern territories during July and August, while such treatment further south might involve the firm in difficulties of replacement.

3. Newspaper advertising permits of rapid preparation and insertion to meet special conditions, such as the introduction of a new product or necessity of maintaining a leadership over competition in some line.

This year approximately 40,000,000 individual newspaper advertisements are appearing with the P. C. B. signature. Each year the campaigns have grown in size and efficiency. An 800 per cent increase in the sale of the P. C. B. leader, "Snow Flakes," has accompanied the use of newspaper advertising during the past few years. Moreover, increases in all other items of the line are reported to be in proportion to that figure.

Such husky development of a western industry has been due naturally to no one cause, but to several. Before an inch of advertising was run, the quality was right. Then the matter of prices was tackled.

The third factor of success has been salability. That is, there has been a strong demand for these products at a good profit to the merchant. Here is where newspaper advertising has helped.

In addition to creating consumer demand through the copy appeal in the ads, the newspapers have helped move the goods off the dealers' shelves in many other ways. From time to time during the course of the Pacific Coast Biscuit Company's campaigns in the West, newspaper advertising managers in various cities have inaugurated market surveys which have proved practical in bettering the distribution of these products. At the outset of each campaign the newspapers distribute reproductions of the larger ads to the dealers, where they are pasted in the show windows. Before and during the campaign the

### NEWSPAPER MAKERS AT PLAY



The very same eye that saw that ball within ten feet of the cup has also seen the Washington Times leap to new heights of success, now located in its new building and thriving as never before. G. Logan Payne is, of course, the subject of this sport scene.

larger newspapers reproduce the ads in the merchandising newspapers they issue to the trade. Often these are accompanied by news stories announcing the campaign, and urging dealers to tie up with it.

Naturally, the matter of merchandising the advertising is felt to be of high importance by the Biscuit Company. In preparing a campaign a complete broadside is always included to reveal to the trade the ads as they will appear, and to show the advantage resulting from co-operating with a campaign that has the influence of powerful newspaper advertising behind it. The salesmen in each of the Company's branches are trained to carry attractive portfolios of each campaign. These include comprehensive circulation statements detailing the exact number of newspapers reaching each city and town. Regularly the salesmen are coached in the proper way of selling the newspaper advertising to the merchants. This is done by a representative of the advertising agency, the Botsford-Constantine Company, of Portland and Seattle, at the regular salesmen's meetings in the different cities.

The type of copy used in P. C. B. advertising has proved unusually effective. After some experiments with tryout cam-

paigns on different products it was decided to concentrate the advertising appeal on one leader—"Snow Flakes."

During 1923 a successful campaign was conducted on the "Board of Approval" idea. Thousands of women were selected to test P. C. B. products. Their reports were unanimously favorable and brought out a wealth of copy material for subsequent newspaper ads.

### FORESHADOWED EVENTS

April 28—New York Employing Printers' Assn., dinner, Hotel Astor, New York.

May 2—Third District Republican Editors of Kansas, meeting, Fort Scott, Kan.

May 9-10—Advertising Affiliation, convention, Lafayette Hotel, Buffalo, N. Y.

May 12-17—Journalism Week, Columbia, Mo.

May 12-13—Second District, A. A. C. W., convention, Philadelphia.

### Daily Opens Employment Bureau

Finding boys to work for readers is a new newspaper service inaugurated by the East Salt Lake City (Utah) Times. Each week the Times publishes without charge a roster of names and addresses of boys wishing work. Boys submit their names to the newspaper, together with a brief recommendation from a scoutmaster or some other competent person.

### NEWSPAPER MAKERS AT PLAY



C. K. McClatchy likes many good things in the Great Valley of California, among them the two Bees that he publishes in Sacramento and Fresno, his beautiful home near the former, and the American eagle, carved in marble, which is one of its chief decorations.

## Church News and Church Interest

Newspaper publishers are more eager for real news about the churches than the churches realize. The Church Advertising Department is endeavoring, through denominational channels, to accomplish a little in the long process of educating ministers to know news when they see it, and write it so it will look like news when it reaches the city editor.

It is also endeavoring to stimulate interest in church-going by furnishing the advertising department with copy designed to attract the unchurched man and thus increase interest in the church news the papers publish.

The Department has no source of income but the sale of its copy—and this averages three dimes a week for the papers which care to use the material.

Proofs are available from Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

### 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



**AUTOMOBILE PUBLICITY**

(Concluded from page 70)

mobile in the world. The men who painted the car have been painting automobiles for the company for 14 years. Joe Blow Zero, the Pinksox extra outfielder has owned one of them for 10 years and wouldn't have any other. All of which is carefully guarded by a release date set a week or so in advance. The subtle threat is that a paper that violates the release date won't get any more of this news.

Going back to the really competent newspaperman at the agency for a moment, it may be said, that he requires but little time to get tired of the procedure. This, combined with the fact that a really competent newspaper man can land on his feet regardless of where he is thrown, finds him in or at the head of a newly created department of research or something or other in the agency within mighty few weeks. Then there are vacancies in the publicity department and it begins all over again.

Not long ago a man who draws down what is considered large pay for being the advertising manager of one of the best known automobile manufacturing companies caused a hard-working reporter to be summoned to his presence. The interview, without missing any of the high points was thus, with the advertising manager opening:

"We've decided to inaugurate a real publicity department here at the factory and your name has been recommended very highly by several reliable people. What we want to do is to get away out of the rut of ordinary motor car publicity. We want to get printed the real news of our company without resorting to the bunk that is now so familiar. We want to go to the city editors of newspapers with real news and not to the automobile editors with the canned stuff that they are so sick of. We want every piece of news that goes out from this factory to stand up on its own legs as a news story, with the element of publicity of secondary importance. We have begun to realize that the stuff that appears in the automobile sections is labeled as bunk by the fact that it is printed there. And so I have been authorized by our directors to employ a good newspaper man and give him the run of the place. Let him use his own sense of news values and develop the news as he recognizes it as news. No publicity will be sent out unless it goes through his hands. What do you think of coming on with us?"

"That sounds better than anything I have heard in months," replied the scribe.

"What do I start on?"

"The first thing we want to do," said the official, "is to sell our president. We want to sell him to the public rather than the car. He has a striking personality and his name being the same as the car's, will have the desired effect, so far as publicity is concerned. He is a fine man and everyone in the place has the utmost respect and admiration for him. He calls most the older employees by name and spends most of his day out in the shops."

"But where's the news about him?" queried the aspiring reporter.

"Well, we can begin on his college days. He was one of the best athletes at Peter Pan University. In 1889 he saved the baseball pennant by batting out a home run with the bases full. One of his most prized possessions is a bronze plaque bearing testimony of this feat. He keeps it over the fireplace in his office all the time."

"But that happened in 1889, and therefore is slightly decadent," argued the reporter.

"Young man," said the advertising manager, "it's time you learned that news is news until its printed—"

But the scribe was gone before he finished the sentence.

Far fetched, as the story appears, it is gospel truth and provable in that both principals of the interview are still alive. The reporter is still a reporter and the advertising man is still drawing his pay as such.

The automobile section of the daily newspaper as an institution will be with us as long as there are automobiles. But before many reductions in the income tax are effected it will take its place alongside the real estate section and the market section. There will be fewer advertising solicitors marking incoming publicity with the cryptic "must", which, until the advent of the automobile, was reserved exclusively for the publisher and managing editor.

**MILTON, CHATTANOOGA NEWS PUBLISHER, DIES**

**Stricken Suddenly After Addressing Murfreesboro Rotary Club—Formerly Owned Knoxville Sentinel—Was Political Leader**

(By Telegraph to EDITOR & PUBLISHER)

CHATTANOOGA, Tenn. April 23.—George F. Milton, Publisher of the Chattanooga (Tenn.) News died suddenly at the Jordan Hotel, Murfreesboro, at 1 A. M. April 23. He was one of best known newspaper men in the state and a political leader.

His death followed an address delivered by him at the Murfreesboro Rotary Club. He left the meeting for the railway station and upon arriving took suddenly ill.

He was born in Macon, Ga., July 10, 1869. He bought a two-thirds interest in Knoxville Sentinel and in 1901 acquired the remaining stock. In 1909 he bought two-thirds interest in the Chattanooga News, and the next three continued to manage both papers, until his sale of the Sentinel.

He was a member of the Ford Peace Party during the war. He served as an officer in the Spanish-American War.

GEORGE FORT MILTON, editor and publisher; born Macon, Ga., July 16, 1869; son Harvey Oliver and Sarah Floyd (Fort); graduated from Chattanooga High School 1885; student at Chattanooga University 1886, University of the South, Sewanee, Tenn. 1887-1889; (hon. B. Litt. University of the South) 1915; married Caroline McCall of Chattanooga, February 8, 1893; died 1897; second wife, Abby Crawford of Milledgeville, Ga., September 19, 1904. Established the Taxpayer (monthly) Chattanooga, 1894. Became editor Knoxville Sentinel 1895 and owned controlling interest 1899-1912. Bought and controlled interest in Chattanooga News 1909; president Chattanooga News Company. First Lt. Sixth U. S. Voluntary Infantry 1898 Spanish American war. Delegate Democratic National Convention 1900-1904-1912-1920. Member com. resolutions Tennessee Democratic State Conventions 1904-1906-1908-1910. Special Tax Commissioner of Tennessee 1915. "Ford Peace Party" which visited Europe December 1915 and January 1916. Kappa Alpha. Author—The Constitution of Tennessee 1896; Compulsory education in the South 1908. Contributed to magazines.

**Browne Succeeds Hodge at Pittsburgh**

S. M. C. Browne, has succeeded J. S. Hodge as resident manager of the Pittsburgh branch of the Western Newspaper Union. Prior to coming to Pittsburgh, Mr. Browne was resident manager at the Buffalo, N. Y., office of the Western Newspaper Union. He is a native of England and came to the United States in 1901. He started with the Western Newspaper Union at St. Paul, Minn. The Pittsburgh branch will after May 1 be located on the sixth floor of the Pittsburgh Plate Glass Company Building, Duquesne Way. Present quarters are the Phipps Power Building.

**A DATE TO REMEMBER**

**→ JUNE 21 ←**

**EDITOR & PUBLISHER**

**On to Britain Number**

The largest, most influential and most unusual international feature edition ever attempted by a trade publication in the fields of journalism and advertising.

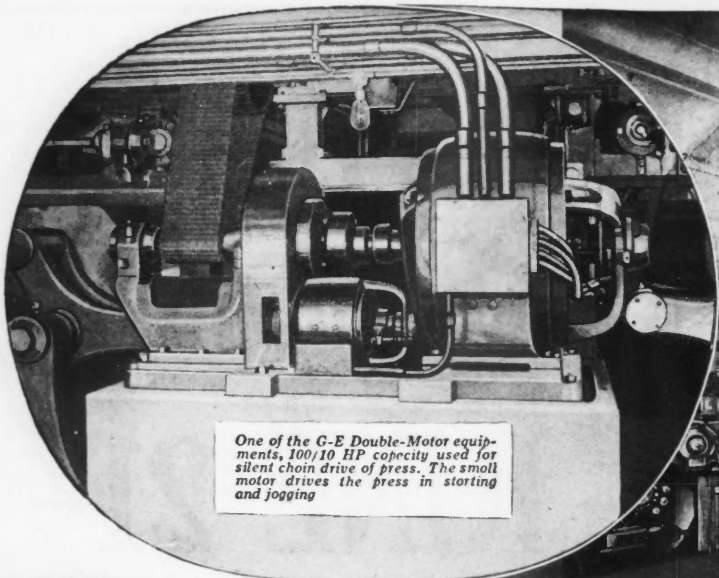
Will reach and influence the executives who control national and international advertising accounts.

**Newspapers Advertising Agents National Advertisers**

are reserving space

—Wire Your Reservation

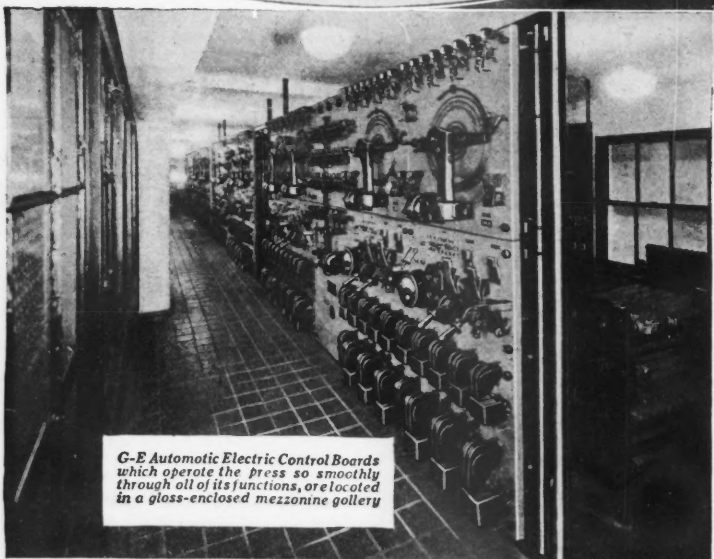
**NOW**



One of the G-E Double-Motor equipments, 100/10 HP capacity used for silent chain drive of press. The small motor drives the press in starting and jogging



One of three rows of 12 press units—each operated by G-E Motors and Control. These presses produce 12 editions, consuming over 100 tons of paper per day—and can print 360,000 24-page papers per hour



G-E Automatic Electric Control Boards which operate the press so smoothly through all of its functions, are located in a glass-enclosed mezzanine gallery



The wiring in the back of the G-E Automatic Control Boards is a striking illustration of the high grade workmanship employed in the G-E equipment throughout the plant

## The PUBLIC LEDGER

Rapid production—the foremost thought of publishers of metropolitan dailies—is a reality in the plant of the Philadelphia PUBLIC LEDGER.

The handling of paper, from rolls to mail trucks, fits the scheme of getting the news to the street in the shortest possible time.

When the gigantic presses of the PUBLIC LEDGER go into action there is *smoothness* and *reliability* in their performance, as news whirls from plate to sheet.

This results in rapid production, economy in operation, and good printing.

Whether starting, accelerating, running, retarding or stopping—the operation goes smoothly and evenly.

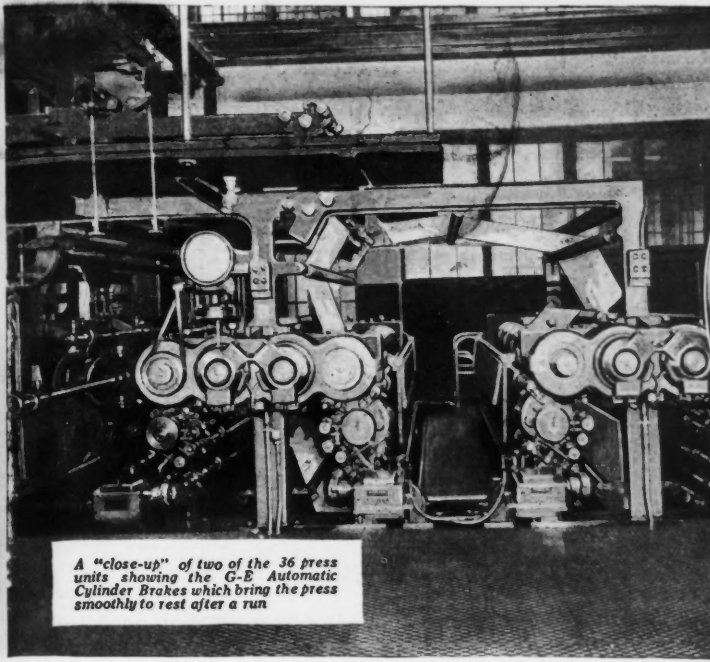
Precise electric control keeps the paper at uniform tension. This control is a feature of General Electric equipment.



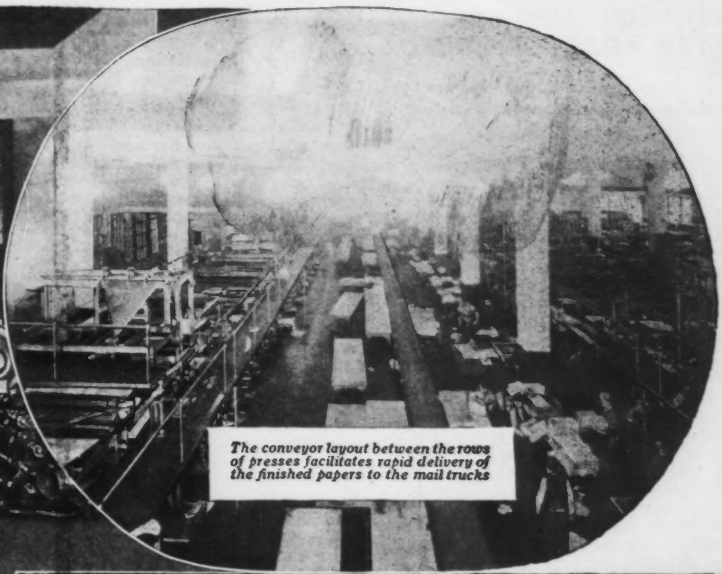
Operators of old and new plants will find it worth while to talk with G-E specialists, trained in the application of electric equipment used in the printing and publishing industries. Write our nearest office for this service covering both alternating- and direct-current systems.

# GENERAL

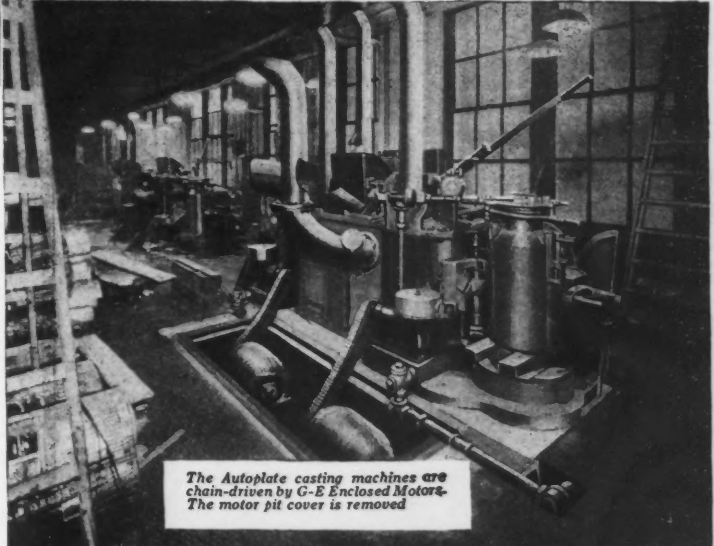




A "close-up" of two of the 36 press units showing the G-E Automatic Cylinder Brakes which bring the press smoothly to rest after a run



The conveyor layout between the rows of presses facilitates rapid delivery of the finished papers to the mail trucks



The Autoplate casting machines are chain-driven by G-E Enclosed Motors. The motor pit cover is removed

## uses G-E Equipment

General Electric Motor-drive and Control operate the 36 super-speed press units, and the 20-cylinder multi-color press.

G-E Motors and Control operate machines in the composing room, stereotyping and other departments.

G-E distribution equipment is used throughout for the switching, metering, and protection of power and lighting circuits.

The ease of operation and dependability of G-E equipment are commended by Mr. Clapham, superintendent of the PUBLIC LEDGER plant.

He said, "When I press a button (electric control stations on presses) I expect the equipment to work—and it always does."



G-E Automatic Remote Control Circuit Breakers protect the incoming supply lines

General Electric Company  
Schenectady, N. Y.  
Sales Offices in all Large Cities



# ELECTRIC

## SALE OF MINNEAPOLIS STAR AGAIN DEFERRED

Two Bids Rejected for Failure to Guarantee Immediate Liquidation of Company's Liabilities—  
Court Issues 3 Orders

MINNEAPOLIS, Minn., April 19.—The receiver's sale of the Northwest Publishing Company, publishers of the Minnesota Daily Star, was again deferred in Hennepin County District Court when George B. Leonard, attorney for Albert Dollenmayer, receiver, objected to two bids which proposed taking over of the paper and continuing operation, but did not guarantee any immediate liquidation of the company's liabilities.

The court did not act on the bids, but continued the case two weeks. Both of the offers came through attorneys for Thomas Van Lear, formerly president of the board of directors, and John Thompson, formerly business manager.

One bid provided for assuming the \$276,109.24 secured indebtedness, \$60,000 receiver's expenses, and \$75,000 circulation indebtedness; continuing publication and paying on a pro rata basis \$30,000 of the \$250,000 unsecured indebtedness in three installments of \$10,000, dated April 19, June 19 and August 19.

The second proposition involved assuming all liabilities, paying the secured debt out of profits by May 1, 1927, and the unsecured debt by May 1, 1931.

Mr. Leonard objected to the propositions and asked for a continuance, and also asked Judge H. D. Dickinson for the following three court orders: That a meeting of stockholders and creditors be held April 25 to discuss the situation and decide, if possible, upon any further plans for the court's consideration; that a restraining order obtain against all persons influencing employees to leave their jobs at this time; and that the receiver be authorized to cut expenses to the minimum. The request was granted.

Mr. Leonard stated that at present the unsecured debts are about \$300,000, and the liabilities total \$550,000. He said the paper is now being operated at a loss of \$2,400 a month, and that if the extensive overhead, such as insurance and other items, are considered, the loss is about \$11,000 a month. The circulation and good will of the paper is valued at \$350,000. The circulation is approximately 65,000, largely in the Twin Cities.

## MELIA ANNOUNCES PROGRAM

### Retail Store Advertising Will Feature Ad Affiliation Meet

Discussion of retail store advertising will feature the convention of the Advertising Affiliation, scheduled for May 9-10, at Buffalo, N. Y., according to the program announced this week by Joseph Melia, advertising manager, Buffalo (N. Y.) News, president.

W. T. Grant, of New York, president of the W. T. Grant Company, chain of 5-cent to \$1 department stores, will speak on advertising as applied to chain stores. Joseph E. MacWilliams, advertising manager, N. Adam & Co., Buffalo, will discuss large department store advertising problems.

Other speakers on the program include William H. Rankin, president of William H. Rankin Company of New York City; Sam A. Weissenburger, publicity director of Cleveland; George Frank Lord, and Harry Varley, of New York.

At the selling session of the conference the speakers will include H. B. MacMaster, manager of agencies for the Art Metal Construction Company of Jamestown, who will speak on "Selling the Art Metal Idea"; F. A. Wilson-Lawrenson, of the Georgian-American Company, Atlanta, Ga., on "Selling."

The affiliation is composed of advertising clubs of Buffalo, Cleveland, Rochester, and Hamilton, Ont. It is not affiliated with A. A. C. W.

## DISCUSS JOURNALISTS' HOME

### Florida Press Association Considers C. D. Haines \$250,000 Offer

An offer of approximately \$250,000 in lands, cash and stocks by Charles D. Haines of Altamontes Springs, Fla., for the establishment of a national home for retired newspaper men was considered at the 41st annual meeting of the Florida Press Association held at Cocoa, Fla., April 17-18-19.

The property offered by Mr. Haines consists of 65 acres of land, a club house and other buildings. Most of the land is planted in citrus groves. The stocks are in reliable companies and should pay liberal dividends, according to the donor. With the establishment of the newspaper men's home it is planned to launch a school of journalism.

The Florida editors decided to appoint a committee to outline the project and to interest the newspaper men of the country in the undertaking.

Round table discussions on editorial problems were held by the Association members following an address by Emmet Finley, secretary of the American Press Association.

One of the principal speakers at the meeting was William Jennings Bryan. Other speakers were: R. J. Holley, George E. Hosmer, C. D. Haines, Frank Kay Anderson, J. C. Lochner, T. J. Appleyard, W. M. Glenn.

Officers elected were: T. J. Appleyard of Tallahassee, president; W. M. Glenn, Orlando, first vice-president; George E. Hosmer, Fort Myers, second vice-president; R. J. Holley, Sanford, secretary; Miss Edith Edeburn, Mountdora, treasurer.

### Trade Composition Association Meets

The square inch basis for estimating typographical composition was approved at the fourth annual conference of the Second District International Trade Composition Association which was held at the headquarters of the Cleveland Graphic Arts Club, April 18 and 19. Among the speakers were George K. Horn, president of the United Typothetae of America; James J. Hoban, president of the Cleveland Typographical Union; Carl E. Payne, secretary of the International Trade Composition Association; Kimball A. Loring, of Boston; Fred W. Randolph, field secretary of the U. T. A.; Frank M. Sherman, editor the Trade Compositor; and Gervin L. Garand, president of the international association.

### Washington Press Boosts State

Every editor, merchant, manufacturer and industrialist in the State of Washington has been invited to be the guest of the City of Longview, Wash., May 9 and 10, at a meeting sponsored by the Washington Press Association. Problems of state development, which may be effected by close co-operation between newspaper publishers, business men and civic officials, have been scheduled for discussion. On the committee arranging the convention are Fred W. Kennedy, field manager, Washington Press Association; Clarence Ellington, editor, Chehalis (Wash.) Bee-Nugget; Frank Dallam, Jr., publisher, Kelso (Wash.) Tribune; and J. M. McClelland, publisher, Longview (Wash.) Daily News.

### Hammerling Loses Citizenship

Order was filed in Federal Court, New York, April 23, depriving Louis H. Hammerling, former president of the American Association of Foreign Language Newspapers, of his American citizenship. He returned to Poland April 16, after a month's visit. In Poland he is a Senator. Action begun in 1919 charged Hammerling gave the wrong birthplace when he obtained his citizenship papers in 1901. He was instrumental in an advisory way in the German purchase of the New York Evening Mail.

## ASSOCIATION CHIEFS

"THERE are worse jobs, and no other of any kind that appeal to me as much as running a country newspaper."



WALTER S. KENNEDY

This is the opinion of Walter S. Kennedy, editor of the Albion (Mich.) Evening Recorder, who has spent more than 20 years as country newspaper editor, with, as he puts it, "more or less of romance and some adventure mixed in."

Now as 1924 president of the Michigan League

of Home Dailies, Kennedy is passing on his experiences to younger men in the Michigan field.

Kennedy's father owned the Villisca (Ia.) Review, and he was "raised in the business," working in his father's office during vacations. When he went to the University of Chicago, he was able to use his knowledge of pirating to work his way through. Some of the time he worked in the University Press, but most of his time away from studies he spent on the night shift in the Chicago Daily News composing room. He became a member of Typographical Union No. 16. While at college, Kennedy also wrote signed football stories for the Chicago Tribune.

In 1900, after graduation, he worked for a year in the business office of the Chicago Daily News. Next he spent a winter in the advertising department of the New Orleans Item. In 1904, when he was connected with the University of Chicago Press, he purchased the Albion Recorder, and has continued as country editor ever since.

### Broun Censors Censors

Heywood Broun, columnist on the New York World, and Horace Liveright, book publisher, took part in "uncensored discussion of censorship" at a meeting in Alfred C. Bossom's studio in New York, April 22. Will Irwin was chairman. Broun declared when a censor comes into court he should be "compelled to lead in a person by the hand who has been ruined or devastated by a book," instead of as at present simply saying he thinks the book tends to ruin somebody.

### Plain Dealer Bans Noise

Cleveland Plain Dealer has completed the task of improving the acoustics of the big local room. The floor, walls and ceiling being of concrete caused sounds to echo so much that work was interfered with. Thick felt was fastened to the ceiling and covered with perforated white oil cloth. The same treatment was given the telegraph room. When finished the objectionable noise was virtually eliminated.

### Paper Machine Sets Record

Algonquin Paper Corporation of Ogdensburg, N. Y., on the 24-hour run which completed Saturday morning, April 19, established what is thought to be a world's record in production for one paper making machine, producing 102.9 tons of paper. A few weeks ago the same machine made 97 tons in about 23 hours.

### Wisconsin Publisher Dies

Edgar T. Wheelock, 70, former publisher of weekly and daily newspapers in Wisconsin and author of "The Political History of Wisconsin," died in Chicago last week. At one time he was editor of the Milwaukee Sentinel.

## N. Y. TIMES INCREASES CAPITAL STOCK

Raised to \$10,000,000 at Special Stockholders Meeting April 21 Dividend of \$5,000,000 Is Declared—  
No Indebtedness

Stockholders of the New York Times at a special meeting April 21, authorized an increase of \$5,000,000 in capital stock of the company.

With this increase the company is re-capitalized at \$10,000,000 divided into \$1,000,000 common stock, \$4,000,000 first preferred cumulative redeemable non-voting 8½ per cent stock and \$5,000,000 second preferred non-cumulative redeemable non-voting 8 per cent stock.

The second preferred now authorized, as was the first preferred, will be issued as a stock dividend. The New York Times has no bonds, mortgages or other form of indebtedness.

Ninety per cent of the stock of the Times is owned by persons employed in the newspaper or by the estates of those who have been so employed.

The list of stockholders follows:

Adolph S. Ochs, Charles R. Miller Estate, Elizabeth Luther Cary, Carr V. Van Anda, managing editor, Louis Wiley, business manager, Estate of John Norris, A. M. McClymonds, Madge D. Miller, Hoyt Miller, Katrina Miller, Iphigenia Ochs Sulzburger, Essie Wise Ochs Trust, Julius Ochs Adler, Arthur Hays Sulzburger George W. Ochs Oakes, J. E. L. Sullivan, and John G. Agar.

## IMPORTANT RADIO DECISION

### Court Upholds Right to Broadcast Songs Without Pay

A victory for broadcasting stations using musical numbers on which a copyright has been granted was won in the United States District Court in Cincinnati April 23, when Judge Smith Hickenlooper dismissed a petition filed to halt the broadcasting of such numbers without paying the holder of the copyright.

The suit was filed by Jerome N. Remick & Co., New York music publishers, against the American Automobile Accessories Company of Cincinnati, a manufacturer of radio receiving sets and parts.

In his opinion Judge Hickenlooper declared he did not think the rendition of a song in the seclusion of a broadcasting studio is a public performance under Copyright Law.

## S. N. P. A. SHIFTS DATES

### Asheville Meeting July 3-5 to Avoid Conflict With N. Y. Convention

Meeting dates of the Southern Newspaper Publishers Association were changed from June 30, July 1 and 2 to July 3, 4, and 5, in order to avoid a conflict with the period of the Democratic National Convention in New York City. The change was determined and announced at the meeting of the officers, directors and committee chairmen of the S. N. P. A. at the Hotel Vanderbilt. Tuesday night and after consultation with Cordell Hull, chairman of the Democratic National Committee.

### Publisher Sails for Abroad

H. V. Jones, publisher of the Minneapolis Journal, and Mrs. Jones, sailed for abroad on the S. S. "Berengaria," April 23.

### Editor Wins Mayoralty Fight

J. E. Hipple, editor of the Pierre (S. D.), Capital-Journal has been elected mayor of Pierre.

Fifty-seven daily newspapers in the United States built new plants last year.



# AN OPPORTUNITY---GRAB IT!

ARROY BEACON JOURNAL THE SOUTH BEND TRIBUNE, WEDNESDAY EVENING, APRIL 9, 1924

Hollywood Daily Citizen, Saturday, April 5, 1924

Fluskoore Daily Phoenix THE PARKERSBURG NEWS, TUESDAY MORNING, DECE

CUMBERLAND DAILY NEWS THE BATTLE CREEK MOON JOURNAL

THE EVENING STAR, PH THE FICIN D THIS ROLLING STONE GATHERED MOSS

THE DAILY TRIBUNE-JOHNSTOWN ALBUQUERQ

ANVILLE COMMERCIAL-NEWS

SYRACUSE JOURNAL

PLAYERS UNDER

pic Classic--- Sords Gives Impressions

HOPPE HAS LEAD OF 76 IN FIRST BLOCK OF MATC

Horernans Presses Ch... Closely in First 50 Point Game.

New York, April 8.—Wittle Ho 182 ball line billed champion. the first block of a 1,000-point m with Edouard Hocmama of Belg by a score of 500 to 426. The next 10 innings Hocmama's force he had completed his re

The match was closely co... tended to gain the victory. However, Hocmama rose in the with his usual brilliancy of the master as the contest of

The second block of... will be played at the Ho... sylvania, Wednesday night... will start with the ath... was unfinished tonight. A... her, master billed cha

Jack Delaney and Abe Gold... Now Center of Interest in F

THE LEXINGTON

Tampa, 29-19, in Co

Jack Delaney and Abe Gold... Now Center of Interest in F

THE CUPS GAVE HIM A TRY

AT 10 HE STAYED... HE CARRIED IN... THESE ARE LONGER... THEY ARE LONGER... AFTER 10 YEARS... CHANGING HIS LINEUP AT...

THE BIG SHOW AND—If his work Chicago Cubs at least that in the making of a big league he stop. For two seasons he tried to find a place for him

BY NORMAN E. BROWN. DUBBLE HARGRAVE, the rolling stone of baseball, has gathered moss.

EUGENE HARGRAVE

THE CUPS GAVE HIM A TRY

AT 10 HE STAYED... HE CARRIED IN... THESE ARE LONGER... THEY ARE LONGER... AFTER 10 YEARS... CHANGING HIS LINEUP AT...

THE BIG SHOW AND—If his work Chicago Cubs at least that in the making of a big league he stop. For two seasons he tried to find a place for him

BY NORMAN E. BROWN. DUBBLE HARGRAVE, the rolling stone of baseball, has gathered moss.

EUGENE HARGRAVE

The sport cartoons by John Sords, with stories by Norman E. Brown, nationally-known sports authority, now appearing twice a week in more than 55 newspapers, will be, after May 1, available three times a week in three column form separately from the regular service of the Central Press Association, of which they have been an integral part for more than a year. Here is an opportunity to obtain for your sport pages a vibrant feature to relieve the tedium of recurrent baseball news this summer.

SORDS and BROWN are an ideal team for producing sport features. Sords is an artist and caricaturist of the first rank. Brown is one of the four or five most widely read sport writers in the country. Write or telegraph us today for proofs and prices. Exclusive rights are available in certain territories.



SORDS



BROWN

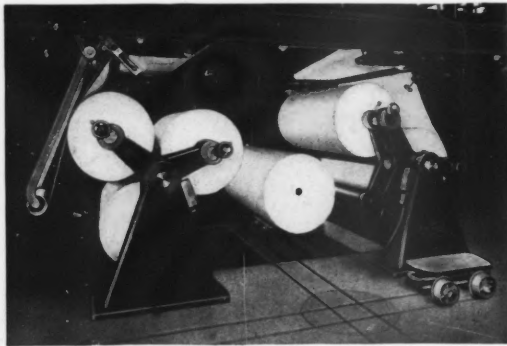
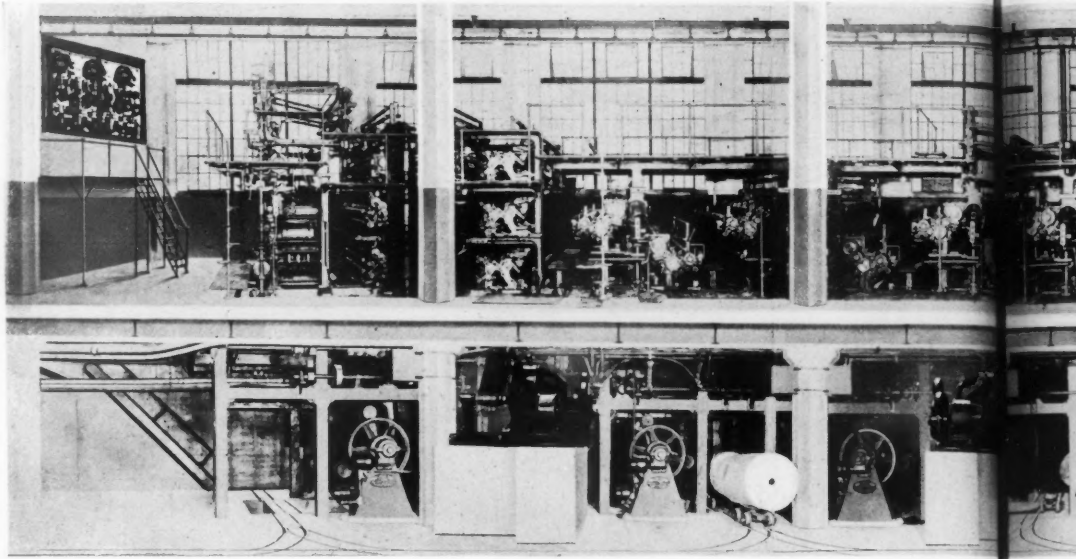
## SOME OTHER CENTRAL PRESS FEATURES

A daily picture page . . . The best daily illustrated news and feature service . . . Norman E. Brown's daily illustrated sport stories . . . Illustrated feature stories from Washington and New York by staff correspondents . . . Fashions by Mme. Lisbeth . . . Daisy Dean's movie column . . . Mrs. Lillian Campbell's women's news column . . . "Who's Who in the Day's News" . . . "Timely Views on World Topics" . . . Mrs. Mary Morton's column of household hints . . . the best married life serials . . . the Billy Whiskers bedtime stories . . . daily poem . . . Dr. W. J. Thomson's "Little Doses of Common Sense" . . . "Wifesavers" . . . "Gleanings from the Book of Life," the highest class literary feature offered by any syndicate service . . . Dinner stories . . . Mrs. Elizabeth Thompson's "Heart and Home Problems."

## The Central Press Association

V. V. McNitt, President      CENTRAL PRESS BLDG., CLEVELAND      H. A. McNitt, Editor and Manager

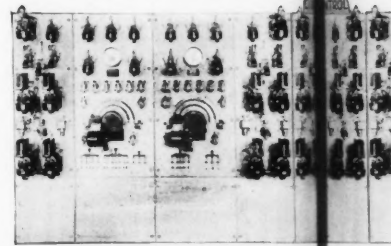
# Cline Full Automatic Control and Reels



View of two Cline roll stands and tension belts, showing provision for making paster without stopping press; also method of handling paper and chucking rolls without spindles



Six-button control station



Six of the Cline Full Automatic for selection buttons on various Chicago Tribune

## Safe—Reliable Economical

### Some of the Products

Cline - Westinghouse Double Motor Drive with full automatic push-button control for standard, high-speed and multiple-unit type presses (with or without auxiliary control for reels).

Cline - Westinghouse Double Motor Drive with semi-automatic push-button control for small presses.

Cline - Westinghouse Single-Motor Equipment for small, low-speed rotary presses, rotogravure presses, magazine and catalog presses, etc.

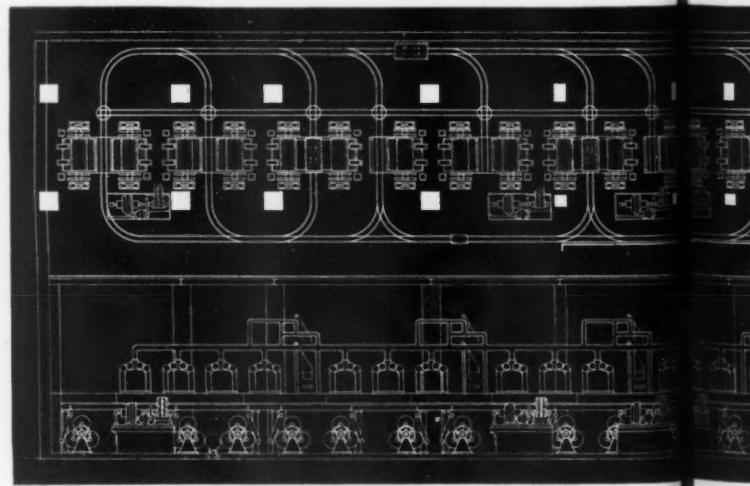
Cline - Westinghouse Typesetting Machine Drives.

Cline - Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.



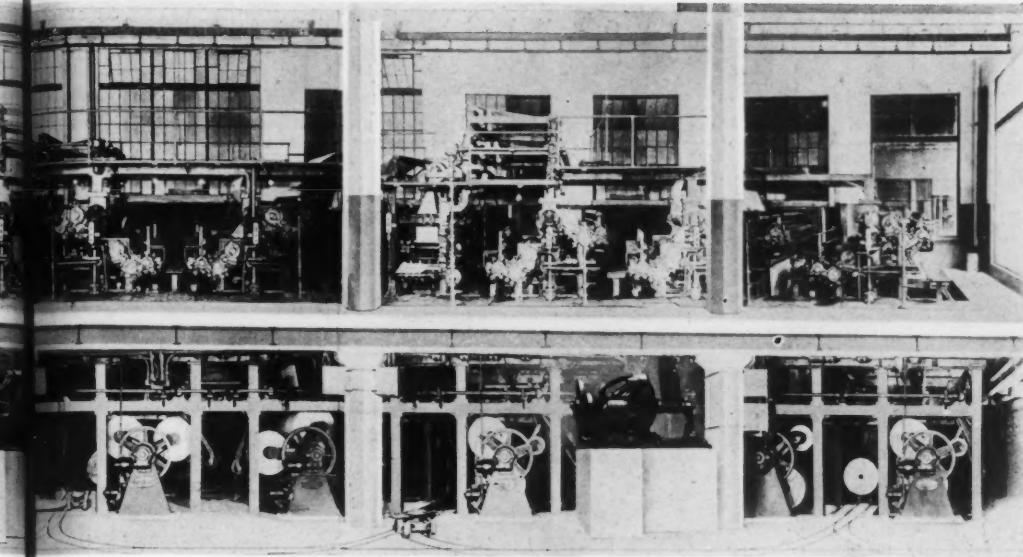
Layout of Chicago Tribune

# CLINE ELECTRIC

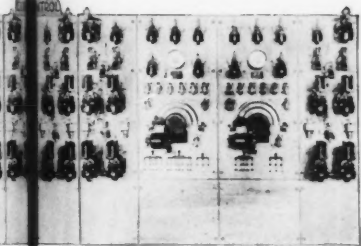
CHICAGO  
343 S. DEARBORN ST.



# Reels for NEWSPAPER PLANTS



ic reels, Dayton News

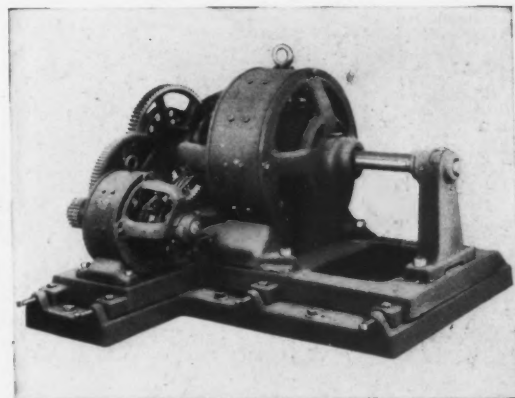


matic for selective operation from push-  
us Chicago Tribune press units



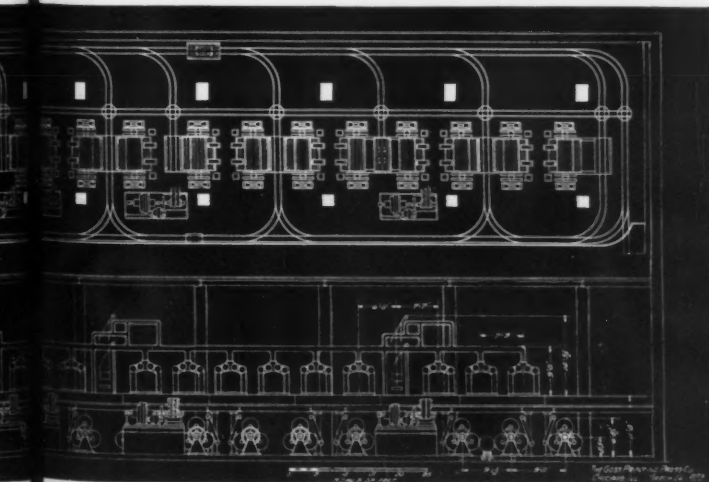
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|--------------------------|---------------------------|
| Chicago Tribune          | Detroit Free Press        |
| New York Times           | Warren Tribune            |
| New York Daily News      | Fresno Republican         |
| Buffalo News             | Wisconsin State Journal   |
| Los Angeles Herald       | Stockton Record           |
| Los Angeles Times-Mirror | New Britain Herald        |
| San Francisco Chronicle  | Danville Commercial News  |
| San Francisco Call       | Johnstown Tribune         |
| Seattle Times            | Kalamazoo Gazette         |
| Kansas City Star         | Tulsa World               |
| St. Louis Globe-Democrat | Jackson Patriot           |
| St. Louis Star           | Rockford Register-Gazette |
| Denver Post              | Los Angeles News          |
| Des Moines Capital       | Seattle Star              |
| Dayton News              | El Paso Herald            |
| Columbus Dispatch        | San Francisco Herald      |
| Ohio State Journal       | Long Beach Telegram       |
| Akron Press              | Altoona Mirror            |
| Akron Beacon-Journal     | Ottawa Journal, Ltd.      |
| Grand Rapids Press       | Sydney (Australia) Sun    |
| Harrisburg Patriot       | Erie Times                |
| Minneapolis Journal      | Long Beach Press          |
| Wilmington Every Evening | Memphis Commercial Appeal |
| Dallas News              | Miami Herald              |
| Nashville Banner         | St. Joe News Press        |
| Daily Oklahoman          | Manitoba Free Press       |
| Davenport Times          | St. Paul Dispatch         |
| Worcester Telegram       | Omaha World-Herald        |
| Portland Journal         | Peoria Star               |
| Omaha Bee                | Greensboro News           |
| Houston Chronicle        | Cincinnati Times-Star     |
| Illinois State Journal   | Raleigh News & Observer   |



t of Chicago Tribune

## EC MFG. CO.

SAN FRANCISCO  
1ST NAT'L BANK BLDG.

# An Outstanding City A Famous Newspaper

*If they ask about New Orleans  
you can tell 'em:-*

## New Orleans

The "big town" of the prosperous South



—a city and trade area which comprise the South's first market

—second Port, U. S. A., in value of exports and imports

—a manufacturing, agricultural, financial and jobbing center of national importance

—an internationally recognized winter capital and travel center

—"America's most interesting city."

## The Times-Picayune

The "one big paper" of New Orleans  
—has the largest total circulation, the largest city circulation and the largest trade area circulation, daily and Sunday, of any New Orleans newspaper

—leads the entire South in volume of advertising

—prints far more total advertising, local display advertising, national advertising and classified advertising than any other New Orleans paper

—prints more advertising daily as well as Sunday than any other New Orleans paper

—leads its field in department stores, food products, automobiles, women's apparel, men's clothing, household articles, toilet requisites, building material, furniture, financial and nearly all other standard classifications of advertising

—first in reader buying power and consumer acceptance

—first in dealer cooperation

—first in service to advertisers

—rigid in censorship of advertising copy

—first in news and news reliability

—housed in one of the finest plants in the country owned and occupied entirely by a newspaper

—eighty-seven years of service to the community without any symptoms of hardening of the arteries

—still growing—in everything!

L. K. NICHOLSON, President  
J. F. TIMS, Jr., Business Manager

# The Times-Picayune

FIRST FOR THE SOUTH



## "FOREIGN" NEWS OUTMODED AS DAILIES BRING WORLD TO THE FRONT PORCH

Nations Bound Into One Great Community By Humming Press Wires and Sea Cables—Censorship Fight Gaining Ground

By JOSEPH PIERSON

Foreign Editor, Chicago Tribune

THERE is no foreign news any more. The bandits of China, the astronomers of the Andes and the explorers of the Arctic do their stuff right out in front of the little red school house.

An investigating committee of more than 2,000,000 young knights, representing all classes of our society and all parts of our country, have just returned with, and scattered everywhere in the United States, a full and complete report on other peoples. Our geographies no longer contain strange lands. The life of every hamlet in the United States and Canada is somehow woven into the mighty woof of current history. Fresno with Neufchateau and Poughkeepsie with Vladivostok. Tours is better known than the county seat of the adjoining county. Our crusaders of today mobilize against domestic corruption, sail far on remote seas and attack unscathed peaks, but it is all on the front porch.

We live in one of the great heroic ages of human existence. Wilson, Gandhi, Mussolini, Roosevelt, Lenine, Clemenceau, Lloyd George, Peary, Scott, Carter, and so on—such actors do not perform on a domestic or a foreign stage. The world is their theater of action.

The newspaper reading public is not insensible to the drama going on about us. The fall of Clemenceau and Wilson, the rise of MacDonald and Mussolini, the collapse of China and the arrival of the Czechs among the nations are but parts of scenes.

Foreign news, as foreign news was 20 years ago in most American newspaper offices—a sort of luxury or filler, except at intervals—no longer exists. It has no separate entity today. Our cable news now is a necessity. The public demands it. Our armies have educated the people. One big newspaper which imports cable news is sending 6,000 words of it each day to some 30 newspapers.

Unfortunately it is necessary to record that there are some large nations not yet emerged from the dark ages of public intelligence. Italy, Russia and Japan still cling to the illusion that news of what happens in territory under their jurisdiction must pass through the hands of their censors. These 3 nations are the Moors of the modern world. Their censorships and the destruction of Spanish libraries by the invaders from north Africa a millennium ago are founded on the same theory. One does not expect so much from Russia and Japan, but Mussolini wears the trappings of a liberator. Even Mexico, the most important nation of the western hemisphere ruled by an aboriginal race, has provided in Obregon a man of loftier courage and more respect for the intelligence of other peoples.

It is true, as every newspaper man knows and as Vanderlip says, that the American Congress of recent years has been listening to the siren of censorship and has been putting into effect in a small way some of its precepts, but such a shadow cannot endure long here.

Travel has given the American mind a world hunger. Proof of this is seen in another important phenomenon of our times.

As if a dam had burst, a vast flow of public and private information following the world war deluged the disrupted lines

of communication. The communication companies eyed this immense traffic skeptically, expecting it to drop off as conditions stabilized. Instead it grew and grew.

Today, the number of lines of communications over oceans throughout the world have about doubled and each line has about double its wordage capacity promise of telephones over the Atlantic with electrical inventions. We have a in a few months.

The process of domesticating foreign news extends into photography. The day is not far remote when the "picture chaser" was at the bottom of the editorial ladder in all American newspaper offices. Now the "picture chaser" is an important figure not only on the city, but on the overseas, staff.

For 10 years the news from Europe generally has dominated the press in America and the world. Even few domestic stories of importance have run their course without vital features from abroad. At present and for a few weeks back the investigations at Washington have dominated the news in the American press. In connection with the national campaign this domination may be expected to continue with some breaks for another year. The militant party in the investigations seems to choose a "clean up of national government" as its leading platform in place of the issue of foreign relations on which it went down to defeat in 1920.

Europe no doubt will continue to be the chief arena for American reportorial energy overseas. The respect in which American newspaper men are held there is shown by the frequency with which their dispatches are being quoted, or run entire, especially in London.

The year has opened, however, under favorable auspices with the MacDonald government in England. The British prime minister seems inclined to play an open hand. His exchanges with Premier Poincare have started a contest in publicity among the governments of Europe. The public watches with confidence his frank methods in dealing with the soviets of Moscow. The situation on the continent has been eased considerably in the past few weeks under this and other influences. The Balkans alone simmer fitfully. The Dawes and McKenna committees have established a basis for negotiation between Berlin and Paris, and conditions in the region of the Rhine have become smoother. A settlement of the great world issue of reparations seems at last near at hand.

In other fields King Tut and the Mexican revolution seem to be walking out of the news arm in arm. Some newspapers and press associations have established large staffs in the far east. Although the American public is not educated on the Far East, some headway has been made on this thankless, but not unimportant, task. One of the large difficulties has been the high cable rate charged by the British cable which is America's only reliable connection with the Far East. There is a wireless connection with Japan, but it is uncertain owing to the system of government operation in Japan. The newspaper, and no doubt the commercial, world is watching with much interest the construction of the big American wireless transmitter in China which with American operation at each end and a moderate rate will give the above mentioned cable a well earned lesson in traffic and economics.

Nebraska permits erection of billboards along highways only on payment of a permit fee, ranging from 25 cents to \$5 a sign.



JOSEPH PIERSON

## Mr. Space Buyer!

According to the sworn statements of circulation recently submitted to the U. S. Government by the five daily newspapers published in Passaic County, N. J., the total net paid circulation is 65,809 copies per day, of which 75% represents EVENING newspaper circulation—the kind that is delivered to the home and stays there.

This preponderance of evening circulation in Passaic County proves conclusively that the EVENING paper is the logical newspaper for the home in an industrial center.

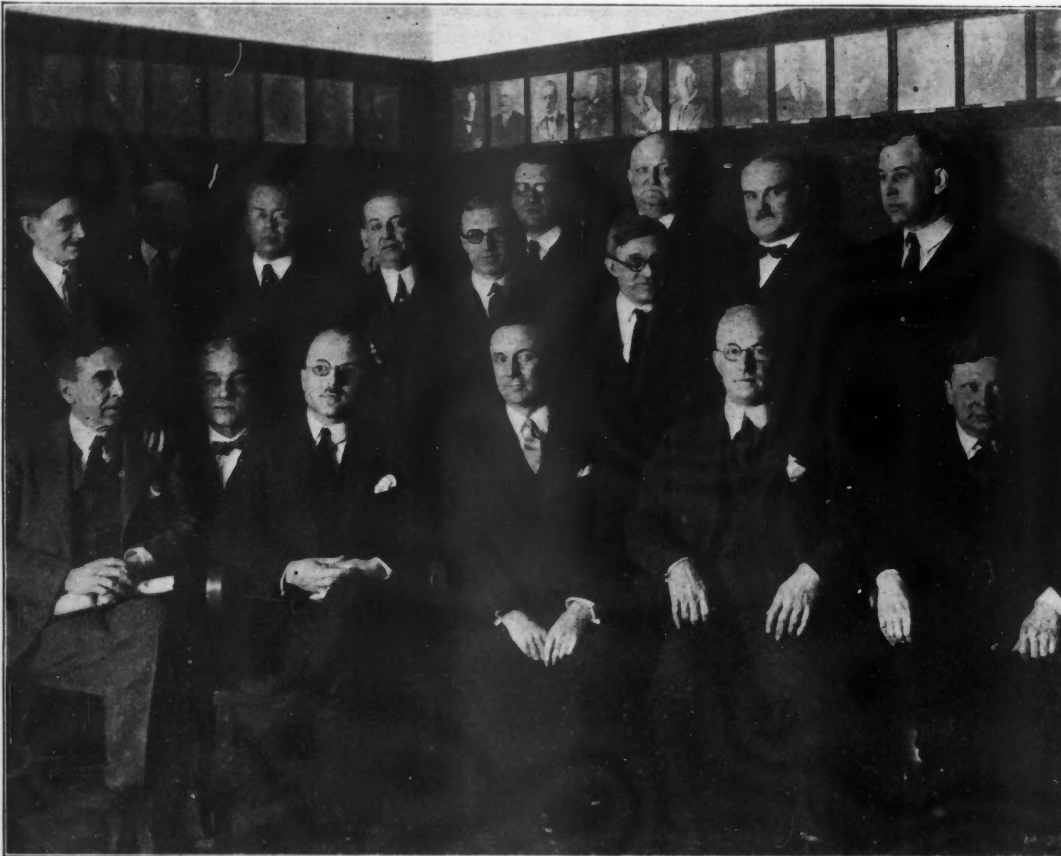
The Press-Guardian of Paterson has the largest net paid circulation of any evening paper in Passaic County, exceeding that of The Paterson Evening News by nearly 2,000 copies per day. The net paid circulation statements, as sworn to by the publishers of the four evening and one Sunday newspapers in Passaic County, are as follows:

<b>The Press-Guardian</b>	<b>- 13,593</b>
<b>The Sunday Chronicle</b>	<b>13,170</b>
<b>First Passaic Paper</b>	<b>..... 12,026</b>
<b>Second Passaic Paper</b>	<b>..... 11,973</b>
<b>The Paterson Evening News</b>	<b>11,611</b>

The Press-Guardian is a high-grade constructive evening newspaper in an industrial and residential city and reaches more homes and STAYS there than any other newspaper because of that fact.

The Press-Guardian, having the largest and best circulation of any evening newspaper in Paterson, is without doubt the right medium for 90% of all advertisers.

## NEW PHOTOGRAPH OF A. B. C. DIRECTORATE



After deliberating upon business matters at their recent meeting in Chicago, the Board of Directors of the Audit Bureau of Circulations posed for the photograph. Included in the picture are:

Front row, left to right: L. B. Jones; E. R. Shaw, treasurer; L. L. King; Mason Britton; O. C. Harn, president; F. W. Stone. Standing: Stanley Clague, managing director; G. Lynn Sumner; Ralph Starr Butler; David B. Plum; Ernest I. Mitchell, second vice-president; W. A. Strong, secretary. In front: Marco Morrow. In back: W. H. Rankin; E. W. Chandler, chief auditor; A. R. Petterson, assistant auditor.

The Board also held a meeting at the Hotel Belmont, New York, Friday, April 25, following the A. N. P. A. convention.

## MY CREED

By SOPHIE IRENE LOEB

I believe the world is getting better. Yes, though the God of War comes thundering down the ages and takes his terrible toll.

The firmament may be dark with battle-smoke, and the wail of woman may resound around the world.

Yet, civilization moves on apace and the mind of man has turned the hand of helpfulness closer to the pulse of the people.

I believe that the serpent of selfishness is fast losing its sting and the individual is reaching out to his brother at large.

Therefore, I would so move and have my being as least to obstruct the trend of the times toward the heart of humanity.

In this progressive process let me so live that I may practice the patience that perseveres.

Let me cultivate the trait of tolerance so that no one may make me hate him.

Let me so conduct my innermost thoughts that I can look myself in the face with self-respect.

Forbid that I should follow the glittering trail of Mammon and lose sight of the peaceful path of happiness, paved with modest means.

May I never fail a friend, nor fight a foe but fairly.

Spare me from judging harshly, since I myself may dwell in a glass house.

Save me from the madness of un-

guarded moments and that I may withhold the word that can never be recalled.

Let me listen to the voices of little children and ever give answer to their cry.

May I find solace in the woods, in the sigh of the sea and in all nature that forever speaks to him who would hear.

Let me strive to secure satisfaction in simple things, and that I may not be out of place with the lowly.

May I possess the capacity for a great love, the capability of holding a fine friendship, and yet withal, to concern myself with the stranger at my gate.

In the depths of despair may I never lose hope; and lastly, when the Angel of the End enters, may he find the world none the worse for my coming.

## Chooses Newspapers

Frutatives Limited of Ogdensburg, N. Y., manufacturer of fruit tablets, has completed plans for an extensive newspaper advertising campaign which will include the New England States and New York. It will be handled by the McKimm Agency of Montreal.

Neglect of the little details of today creates the big stumbling blocks of tomorrow.

## PLEADS FOR FORESTS

## President Coolidge Opens "Protection Week," April 21-27

Declaring "our civilization is largely dependent upon the unrestricted use of wood," President Coolidge issued a statement April 20, opening Forest Protection Week, April 21-27.

"I desire again to call the nation's attention to the seriousness of man-made fires in the United States, and to urge every citizen to give earnest thought to the matter of preventing the unnecessary waste of our fast-dwindling timber supply," the President said.

"Our civilization is largely dependent upon the unrestricted use of wood. But America's magnificent timber supply now needs replenishing. About 81,000,000 acres of idle forest land should be growing timber crops. Fire is an outlaw that not only destroys growing timber but retards and kills young trees from which new forest must come.

"Fortunately, the solution of the forest fire menace lies largely in our own hands. It is my earnest hope that as citizens of the United States we shall learn to abhor fire in our woods just as we now abhor fire in our homes."

## Students Get Whiff of Printers' Ink

Director H. E. Harrington, Medill School of Journalism, is taking student teams of 6 different newspapers to give them a whiff of printers' ink during the Easter vacation. Students will join the staffs and be given actual experience in news handling. Newspapers to be visited are: Elgin (Ill.) Courier, Decatur (Ill.) Herald, Peru (Ill.) Tribune; Moline (Ill.) Dispatch, Aurora (Ill.) Beacon News, and Quincy (Ill.) Herald.

Five states, Delaware, New Hampshire, New Mexico, Utah, and Wyoming, have but one daily morning newspaper.



## Bureau of Canadian Information

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

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

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

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

## Canadian Pacific Railway Company

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



# DID YOU CARRY YOUR WATCH TO NEW YORK?

If so you want to use it on Johnny Greve of the Rock Island Argus.

He is a mailer; but belongs to the new generation of mailers who work without the old-fashioned label.

The direct imprint of the clear address on the margin of the paper is what all publishers have wanted. The publisher with a small mail

list has feared he could not get it at a fair price without too much sacrifice of speed.

Don't take anybody's word for our speed. Pull your watch and compare it with the speed of your own mailers.

Then learn how The Multi-Mailer System's other great advantages can be adapted to your mailing needs.

Watch Johnny Greve. In our booth, to your left as you leave A. N. P. A. Convention Hall, he is

## DIRECT IMPRINTING ADDRESSES

with our Speedadresser AD on the margin of newspapers at a rate  
**AS FAST AS,**

if not faster than it is done in your mail room. Speedadresser AD is faster than other hand-fed addressers and as fast as

## HAND STAMPERS,

if not faster.

The Multi-Mailer System is adapted to mail from

# 1,000 to 10,000,000

Send in attached coupon for copy of new booklet entitled "It Puts the Grease Right on the Squeak." Mail it to

THE SPEEDAUMATIC CO.,  
817 W. Washington Blvd.,  
Chicago, Ill.

Please mail copy of "It Puts the Grease Right on the Squeak" to

Name..... Title .....

Publication .....

Street .....

City..... State .....

# *The* Speedaumatic

TRADE MARK

## Company.

# THE MULTI-MAILER SYSTEM

## WINDS OF POLITICS BREATHE LIFE INTO PEKING'S NEWSPAPERS

Dailies In Chinese Capital Number As High As 300 In Spirited Times—Propaganda Tinges News—Agencies Numerous

By JOHN R. MORRIS  
(Far Eastern Editor, EDITOR & PUBLISHER)

THE newspaper-reading public of Peking, which constitutes perhaps 10 or 15 per cent of this sluggish Oriental capital's 700,000 population, may select its news each morning from at least 50 different newspapers, and during a good week, when new journalistic ventures are being launched in earnest, the number of newspapers may run as high as 250 or 300. The number of sheets offered the reader every morning and afternoon gives the visiting stranger one of his first and most striking impressions of Chinese journalism and, considering that Peking's first daily newspapers were established less than two decades ago, and that the ability to read street signs is still the mark of an educated man in this country, the unexpected facts are deserving of some explanation.

Numerous as they are, the publications which profess to supply China's capital with its daily news cannot be credited with any notable variety as to general character, departments or emphasis on any specific class of news. All of them exist primarily for the great, and in Peking, all-absorbing subject of politics. But in the matter of editorial viewpoints and modes of handling political intelligence, there is at least one lusty organ engaged in presenting and expounding the principles of every major political faction, and in addition to these there are an indefinite and constantly changing number of struggling, half-starved efforts which put in half-starved appearances wherever they may and as often as they are able—the frequency of publication being regulated often by the credit terms extended by paper and ink companies. Barring such deplorable accidents as cancellations of credit and cases of involuntary bankruptcy, every shade of political opinion is reflected somewhere every morning—and the prospective purchaser of news and views has only to make his choice. If he is willing to follow the course of events through the newest news-purveying ventures (and there are almost always a good number eager to distribute copies as complimentary samples) he may read even without paying. In most cases the cheapness of newspapers in Peking is the only virtue they have to commend them.

Propaganda is nothing less than the breath of life to the Peking press. It is unfair to a few to class together all the newspapers published, for these few are distinguished from the rest by their greater skill in grinding political axes and the possession of funds which enable them to pursue programs and policies more ambitious than those of the starving majority. At the head of this "select" group should be placed the Yi Shih Pao, with one of the largest circulations in Peking (perhaps 10,000 or 12,000), while the Shun Tien Shih Pao, owned by Japanese and dedicated to the task of presenting the Japanese point of view in the Chinese language, is worthy of much the same classification.

With the birth of the Republic in 1912, and the subsequent scramble (still going strong) to reap as many of the fruits of politics as possible, the necessity for newspaper support was as obvious as the crying need of slush fund to the amateur party politicians of China. Party and factional alignments and re-alignments were, and still are, taking place constantly and rapidly. Each new group announced its platform and set out to carry itself to victory through the columns of its own newspaper. There was never any attempt to keep an accurate check on the number published. Many of them appeared and disappeared so quickly that there was no opportunity to register their names. But new ones came to take the places of those that fell by the wayside,

and the same process is continuing today. As time passed, however, and the financial burdens of molding public opinion as desired pressed heavily upon the weaker political divisions, the happy inspiration that it might be possible to serve the same ends at less expense by means of news agencies dawned upon one needy politician. His shining example was approved unanimously and the same plan adopted by most of the rival parties and clans. Many of them continued to conduct the same newspapers, but only a few are too penurious to support under a high-sounding name a discreet and thoroughly instructed news agency. Consequently there are about as many news agencies as newspapers and hence practically no Peking newspaper tolerates the trouble and expense of supporting reporters. The Yi Shih Pao and Shun Tien Shih Pao do vary from the general rule in this respect, and for this display of enterprising spirit are given honorable mention above.

Peking newspapers receive their foreign news through as many channels as there are foreign governments interested in affairs at Peking. Some of them are subsidized and some are not. That the United Press, which is the only American news agency distributing a service throughout China, is innocent of any subsidy charge is becoming apparent even to Chinese who find it difficult to understand the why of a disinterested news report. Americans in this country are especially grateful for the increased service which has made the United Press cables even more valuable as the result of President Bickel's recent visit. The service is filed to Peking by the London bureau of United Press and distributed to vernacular and English language newspapers of Peking, Tientsin, Shanghai and Hankow by Ray G. Marshall, United Press correspondent.

Last month, several weeks after Mr. Bickel's visit, Peking was honored by a visit from the head of another great news organization, Sir Roderick Jones of Reuters, Ltd. Sir Roderick arrived in the Far East just about the time the United Press cables from the United States and London were being increased, and within two weeks announcement of the inception of Reuter's American Service was made. This innovation meant merely increasing the number of American dispatches which Reuter previously had published as a part of a general service.

The United Press and Reuter must be rated far above the bulk of foreign news services being disseminated in China, but Nippon Rempo Tsushin Sha (Japanese Telegraph News Agency) is building up rapidly. Nippon Demo had just introduced its service on an ambitious scale in Peking, with a staff of a half-dozen news men and translators, when the earthquake disaster struck Japan. The Japanese agency's showing on that story, its first big one in Peking, was such as to establish it firmly from the first.

The Germans, French and Italians, maintaining official radio communication between home stations and their legation stations in China, furnish the Chinese press at nominal rates all the news the official information bureaus please to broadcast. These dispatches, in obviously official language, and credited to the source, are daily features in foreign and vernacular journals alike.

### Ewing to Current History Magazine

Nathaniel Ewing, formerly at the head of his own special agency in New York, has joined the advertising staff of Current History Magazine, published by the New York Times Company.

# ILLINOIS

## HOLDS HIGH POSITION IN VARIED RESOURCES

### COAL

Coal mining is one of the leading industries of the state. It ranks third among all states in the production of coal. Approximately 90,000 men are employed in the mines with a total production of 75,000,000 tons. The total value of coal mining property in the state is \$160,000,000.

### BANKS

Illinois has more banks than any state in the Union. The National banks number 484 with total resources of \$1,679,000,000 and deposits of \$913,000,000. The state savings and private banks number 1130 with resources of \$1,893,000,000 and deposits of \$1,458,000,000.

### EDUCATION

In education Illinois is in the front rank of all the states. More than 1,300,000 children are enrolled in both private and public schools of Illinois. The public schools spend over \$90,000,000 per year for the education of its million students.

### MARKET

Illinois is a splendid market. It has everything to make it a great market. Reach it through these daily newspapers.

	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
+++Chicago Tribune . . . . . (M)	587,748	.80	.80
+++Chicago Tribune . . . . . (S)	941,047	1.15	1.15
***La Salle Tribune . . . . . (E)	3,162	.025	.025
***Moline Dispatch . . . . . (E)	10,569	.045	.045
***Peoria Star . . . . . (E)	27,083	.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.



**NEW YORK TRIBUNE**  
Founded 1841

**THE NEW YORK HERALD**  
Founded 1835

**Combined**

*March 19, 1924*

**THE NEW YORK HERALD**  
**New York Tribune**

For the first month of the consolidation attained an average net paid circulation

**DAILY . . . in excess of 250,000**  
**SUNDAY . . . in excess of 270,000**

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The net paid circulation, both daily and Sunday, of the combined Herald Tribune during the first month indicates that this amalgamation is the most successful in the history of American Journalism.

In The New York Herald Tribune of today the world-wide news reputation and editorial character of both of these two leading metropolitan journals continues to live stronger—than ever before.

In the merging of these two newspapers, the public is justified in hoping for great things, and it is the determination of the present owner to see that this hope finds a rich fruition in fact.

The New York Herald Tribune of the future is destined to be a great, constructive force of constantly increasing influence in the Nation's life.

## A JOURNALIST IS MODERN DIOGENES SAYS BRILLIANT FRENCH EDITOR

Stephane Lauzanne of Le Matin Dissects Newspaper Men and Present Day Journalism—Pictures Interview With President Harding

By G. LANGLAAN

(Paris Correspondent, EDITOR & PUBLISHER)

PARIS, March 15—M. Stephane Lauzanne, editor-in-chief of La Matin, has contributed an interesting and brilliantly written article to the February number of Les Oeuvres Libres, a French review. The article is entitled "Sa Majesté la Presse." Although he thus designates the press with a royal title, he soon makes plain the fact that there is no royal road in journalism. The reader is set right regarding the supposed privileges of the reporter, and to show how little he often knows, in spite of close touch with the leading men of the land, the author tells an anecdote of M. Briand, who declared on July 31, 1914, to a group of journalists, "What I do know full well is that the Germans will not declare war upon us. They are not fools! They have had ten better opportunities for attacking us, ten opportunities when they would not have found the Allies so solidly united. They are a reasoning people, the Germans. They are not madmen. I tell you they will not make war upon us." "But if the journalist is neither all-powerful nor all-knowing," asks M. Lauzanne, "what is he then? What does he do? What is he striving after? Well, a journalist is a sort of Diogenes, who goes through life with a lantern in his hand everywhere seeking truth. When he believes he has caught a glimpse of it, he takes up his pen to describe it. Sometimes he does discover it. It is then that he tastes the real joy in life for him. Often he is mistaken, because his lantern is too feeble or handled awkwardly; and in that case he can do harm. But, believe me, he is almost always of good faith. He has this superiority over the politician that, if not free from personal feeling, he is almost always exempt from self-interest. He does not seek to fill the places of those he criticises, nor does he expect to be placed in office by those he praises. He has no taste for power. His ambition is to make his ideas live in the minds of the people. His ambition also is to render with art the scenes which strike him, as a painter depicts upon his canvas the landscape stretched out before him. Furthermore, his ambition is to cover large white sheets of paper with brilliant articles, items of news, pictures, documents, so that the passerby shall be attracted, amused, instructed and moved."

The roles of the journalist and the politician are contrasted:

"The journalist sees in the statesman only the book of reference and repository of information, whose leaves may be turned over, or the interesting model for a pen portrait. But the statesman sees in the journalist, especially, the trumpeter who will help to build his renown or the artist who will present his portrait to the public. Each has his own aim: the journalist seeks information, the statesman publicity."

"It is difficult to get into journalism, and very easy to get out of it," M. Lauzanne tells his readers before enumerating the occasions when a journalist ceases to be one. "A journalist ceases to be a journalist when he engages in business, be it ever so legitimate or closely bound up with the interests of his newspaper. Business kills independence of thought and warps rectitude of judgment."

When he dabbles in diplomacy, he also ceases to follow his profession, M. Lauzanne tells us.

"Diplomacy," he declares, "is the art of getting over difficulties, whilst journalism is the art of exposing them. . . . A diplomat who talks is not a diplomat, and a journalist who keeps silent is no longer a journalist."

Of journalism today the author remarks, "Journalism—the more we go on the more it will be so—is scarcely other

than the creation of a daily phonograph record. Each morning we present to the public a fresh record whereon the vibrations of the world, to the very least of

us, "The President's eye, beneath his lowered brow, was fixed upon me while I spoke. When I had uttered my last words with deep-felt emotion, he seemed moved in his whole being. Rising abruptly from his seat he came to me and placed his hand on my shoulder. 'You were right to speak to me as you have just done. Never will we Americans strike France in the back, as you put it. Never while I am where I am will we do anything which could cause the very slightest harm to France.' It was a solemn promise, and it was kept. Never until the day of his death did President Harding allow any obstacle to be placed in the path of France!"

Wilson," by someone who was very close to him in his last days. Another article that looked as though it might be worth reading was also advertised.

I have failed to find either of the articles in the March 8 issue. Such advertising may be legitimate, but it is somewhat misleading. I spent a jifney for a lot of paper that generally I would not give two cents for—unless it were blank.

ARNOLD A. MCKAY,  
Department of English, U. S. N. A.,  
Annapolis, Md.

### British Magazines vs. Newspapers

To EDITOR & PUBLISHER:—I notice in an interview today that some remarks of mine with regard to British media have been misunderstood by the daily newspapers and are likely to convey an incorrect impression among American advertisers as to the position of British magazines.

I should, therefore, very much appreciate the hospitality of your columns to correct this.

The point I intended to convey in discussing British media was that our geographical situation enables advertisers to employ two or three metropolitan dailies as a vehicle with which to cover the whole country, a function comparable, in some respects, with the greater American magazines.

There are, of course, many magazines in Great Britain with large, loyal and well-to-do audiences, the prestige and pulling power of which is evidenced by the volume of national advertising they carry.

We also have high society, fashion and class periodicals which rank among the foremost media used by our advertisers.

The respective merits of these two classes of publications do not and cannot overlap.

ROY CLARK, Business Manager,  
Advertisers' Weekly of Great Britain.

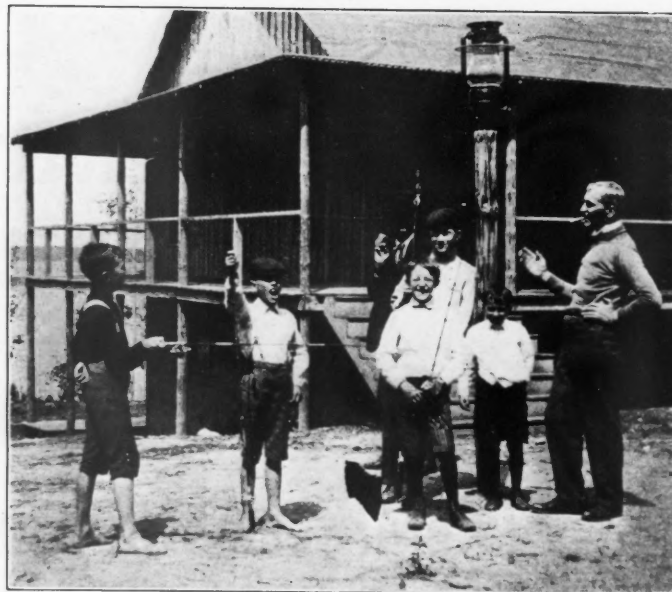
### I. C. M. A. Shifts Convention Date

Date of the annual convention of the International Circulation Managers Association to be held at Louisville, Ky., has been changed from June 10, 11 and 12 to June 3, 4 and 5, the official bulletin announces. M. W. Florer, of the Dallas (Tex.) News is president, and Clarence Eyster of the Peoria Star, secretary and treasurer of the association. The Brown Hotel will be convention headquarters at Louisville. The convention will be preceded on June 2 by a meeting of the Central States Association of Circulation Managers, comprising Indiana, Illinois, Iowa, Minnesota, Wisconsin and Kentucky.

### Spain Honors N. Y. Newspaper Artist

Maurice Fromkes, formerly an illustrator on the New York World, has been invited by the director of the Spanish National Art Museum to exhibit the work he has done in the last 3 years in Spain. Fromkes was also at one time associated with the New York Herald.

## NEWSPAPER MAKERS AT PLAY



There are rare moments in a man's life when . . . well, let your own imagination write the caption around this picture, which shows Hilton U. Brown, publisher Indianapolis News, at play with his grand-children, on the banks of a northern lake.

them, have made their impression. Those who produce the records are exclusively the servants of the multitude. They have but one law to guide them, the interest of the public; but one law which can hold them in check, the interest of the nation. There is only one question that can put to their conscience, and that is, 'Has the public the right or has the public not the right to know?' All they know, all they say, all that they learn they owe to the public. They have the right to hide nothing, to keep no information for themselves, except that which honor forbids them to divulge."

Of interviews he tells us, "The interview is a play, of which the interviewed is the author and the reporter the producer. One and the other may be entirely mistaken as to the result of their common effort. It is only when the printed interview has appeared, as when the curtain falls on the last act, that it can be known whether their work is a success or a hopeless failure. When it is a success, the interviewed finds that the press is a great power. When it is a failure," the author adds bitterly, "the interviewed invariably lays the fault at the door of the abominable indiscretion of the journalist."

Two of the most impressive interviews M. Lauzanne has had were with American Presidents, Mr. Roosevelt and Mr. Harding. His story of his interview with Mr. Harding, who received him "as a Frenchman and as a colleague," he cites as an example of when a journalist ceases to be a journalist, for at that interview he was tempted by the late President's kindness to unbosom himself as a Frenchman and interpret what weighed heavily on the hearts of his countrymen. He must indeed have proved as eloquent an advocate as he is a journalist, as Mr. Harding was visibly moved, for he tells

### Misleading Advertising

To EDITOR & PUBLISHER:—I read EDITOR & PUBLISHER regularly, not because I am a newspaper man, but because I am interested in the press as an exponent of American ideals; and I am glad to say that I am fully in accord with the aims, ideals, and spirit of the American journalism as reflected by your editorials.

The other day I found in several newspapers, notably the New York Times and the Baltimore Morning Sun, full-page advertisements of the Saturday Evening Post, presumably giving some of the features of the March 8 issue. Among other features advertised in large type was an article, "Last Days of Woodrow

Our plan costs you nothing until we have delivered Success to you and then the cost is but a trifle for each subscriber.

## Getting and Holding Circulation

Putting the second newspaper in First place—or making the first paper invulnerable—is the basis upon which we would be pleased to open confidential negotiations with one publisher in each of several territories. Wire or write for further information—without obligation.

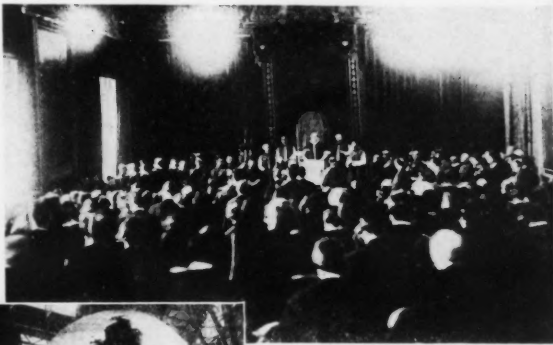
No Cash Outlay—No Risks—  
No Contests—No Schemes  
or Trickery. Dignified!  
Simple! Successful!

We Serve Only One  
Paper in a Territory

**HICKEY-MITCHELL CO.**

Builds and Holds Circulation  
Pierce Building ST. LOUIS, MO.

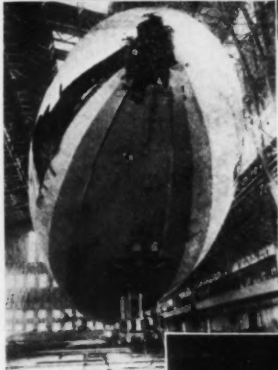




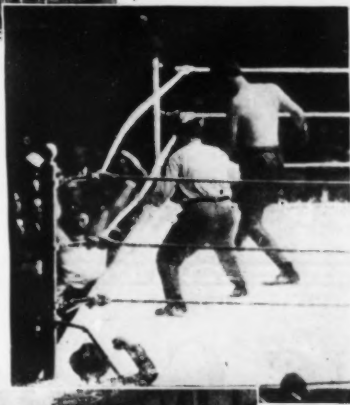
First and exclusive photo of the private consistory in St. Peter's, Rome, when the American Archbishops Hayes and Mundelein were elevated to the cardinalate.



This remarkable picture shows the actual murder of a French prisoner by a German mob in Dusseldorf. The civilian in the foreground is shown striking the prisoner (an arrested Green Police member) with an iron pipe, while the French cavalry escort looks on. Bullets were flying when this picture was taken at considerable personal risk to the P & A camera man.



Damaged nose of the Shenandoah as a result of her run-away trip Taken at Lakehurst, N. J.



Unusual photo of Dempsey going head over heels through the ropes in Dempsey - Firpo bout, September 16, 1923.

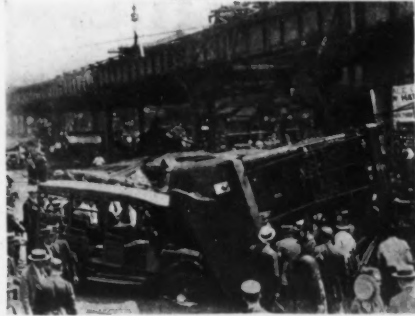


Photo of a wreck that aroused interest all over the world. Elevated train left the rails at Fourth and Atlantic Avenues, Brooklyn, N. Y., on June 26, 1923. Seven dead and seventy injured.



Street car line in Yokohama after the quake ended.

Sinking of the S. S. Glyndon, off Cape Hatteras, on March 22, 1924. Captain and two of the crew were lost. Exclusive P & A photo.



The Prince of Wales being carried off the field after being thrown from his horse in the recent Army Steeplechase at Arborfield Cross, England.

# Swing AROUND THE WORLD with P & A Pictures!

The day of the globe-trotting photographer is here! He is the P & A cameraman—knowing no limitations—present on land, sea or in the air—he enters, takes and exits in every country of the world P & A has 48 staff cameramen radiating from 8 offices here and 3 in Europe. Over 300 free-lance photographers supplement these men—contacts that cover not only this country but Europe, Asia, Australia and South America. P & A pictures give wide coverage of foreign news in the most attractive form.

this page—a horror in Germany—a solemn event in Rome—the gashed nose of a wayward air-liner—a champion catapulting—an elevated crash—a wrenched car line in quake-stricken Japan—a vessel sinking—Edward VII's prototype come a cropper in England—all representative P & A pictures culled from the corners and capitals of the world.

Learn more about this real picture syndicate—its pictures—its distribution facilities—its record of beats. Phone, wire or write nearest office for further information.

Let your eye sweep over the pictures on

Write for P & A Booklet, TO MEET THIS PICTURE AGE

## Pacific & Atlantic Photos, Inc.

Organized in December 1921, by THE CHICAGO TRIBUNE and THE NEWS, New York's Picture Newspaper

HOME OFFICE, 25 PARK PLACE, NEW YORK

BOSTON PHILADELPHIA

CHICAGO WASHINGTON

LOS ANGELES SAN FRANCISCO

SEATTLE LONDON

PARIS BERLIN

## GUY OSBORN LOOKS BACK ON 31 YEARS OF NEWSPAPER REPRESENTATION

By LUCILE BRIAN GILMORE

IF you had been in business at one corner for 31 years and decided to move to a new location, there would flock into your mind a thousand things and incidents and men that you had forgotten. Perhaps you'd sit down and take time to recall a lot of them that you couldn't think of off hand. Perhaps you'd feel the urge to write some reminiscences and publish them.

That is an experience which came recently to Guy S. Osborn, veteran newspaper representative of Chicago. Since 1893 he had had an office at the intersection of Dearborn and Madison streets. He arranged to move his business from the old Tribune building to the new London Guarantee and Accident building, 360 North Michigan avenue.

Thirty-one years of the advertising business passed like a five-reel thriller before his mind's eye. He felt the impulse to write. He wrote. The result is a booklet which he calls "Thirty-one Years at Dearborn and Madison," and which is full of interesting recollections of men, newspapers, advertising agencies and business methods.

Mr. Osborn recalls that when he started to work with the advertising department of the Chicago Tribune in 1893 there were 5 morning newspapers and 5 afternoon newspapers in Chicago. Now the morning field has been narrowed to 2 papers and the evening field to 4.

Here are a few other things Mr. Osborn recalls from his early years in business in Chicago:

Joseph Medill was just relinquishing active management of the Tribune to his son-in-law, R. W. Patterson.

There were only about four big advertising agencies in Chicago.

George Buckley, now publisher of the

Chicago Herald and Examiner, started into advertising work in Chicago, and John Dickson, now business manager of the same paper, was a solicitor for a trade publication.

The J. Walter Thompson agency occupied a tiny space in the old Rookery building.

Advertising clubs organized, held a few meetings and died.

W. D. McJunkin, now of the McJunkin agency, then was connected with an outlying department store, and Jesse Matteson, of the Matteson-Fogarty-Jordan agency, was a sport writer.

Advertising men flocked to proprietary medicine conventions and staged tally-ho parties on "Derby Day."

That isn't one-tenth of the rich lore Mr. Osborn has packed into this interesting booklet.

After 5 years of varied experience on Chicago newspapers, Mr. Osborn obtained the consent of the Tribune to represent in the western field a number of other leading newspapers while continuing his work for the Tribune. He became representative for the Boston Globe, the St. Louis Globe-Democrat, the New York Sun and the Philadelphia Press. Later he resigned from the Press to become representative of the North American, and in turn quit that paper to join the Public Ledger. He gave up the representation of the New York Sun in order to accept that of the New York Times. He since has added the Minneapolis Tribune, the Des Moines Register and Tribune and the New York Evening Post to his list.

While many papers had New York offices, few had Chicago representatives in those early days. Mr. Osborn recalls.

"The only men in Chicago then were A. Frank Richardson, represented by Jim Colby; C. George Krogness, J. E. Verree, Will Davis, Henry DeClerque, S. C. Beckwith, Van Dorn, in charge of E. S. Cone; and C. D. Bertolet, who, by the way, had left Lord & Thomas to go into the special field."

Mr. Osborn still is as active and enthusiastic—or more so—as he was when he came to Chicago from Kansas in 1893. His friends say that those of them who are alive in 1955 will not be greatly surprised if "Thirty-one Years at Michigan Avenue and the Chicago River, by Guy S. Osborn," appears that year.

### Newspaper Women's Club Chartered

Incorporation of the Newspaper Women's Club of New York was approved by Supreme Court Justice Delehanty, April 18. Articles of incorporation state the purpose of the club is "to inculcate a spirit of mutual aid in the newspaper profession, to provide club facilities for its members, to exert proper influences, and to foster and advance the best ideals and standards in the profession of journalism." Directors for the first year are Martha Coman, Jane Grant, Emma Bugby, Theodora Bean, Jane Dixon, Mary Margaret McBride, Winifred Van Duyver and Lillian Lauferty.

### Down They Come!

Standard Oil Company on April 19 ordered removal of large advertising signs which mar the scenery in the Berkshire Hills, Massachusetts.

### Ernest Walls Buck

Ernest Walls Buck, 55, formerly salesman for the World Syndicate, died suddenly April 8, at his home, No. 5008 Broadway, New York. He was one of the pioneers in the newspaper syndicate business and had a wide acquaintance with newspaper editors and publishers in all parts of the country.

## NEWSPAPER MAKERS AT PLAY



Elzey Roberts, Publisher of the St. Louis Star, thinks "Musky" fishing is a good way to spend leisure hours. Elzey, Jr., is not so sure of it.

### Livestock Paper Suspends

Fort Worth (Tex.) Livestock Reporter, which has been published for 20 years on the yards in North Fort Worth, suspended April 19. The North Fort Worth Sunday News, adjunct publication, will continue.

# AMERICAN TRADING CO. Inc.

This organization is an old established American Firm who imports

## SCANDINAVIAN NEWSPRINT

We solicit opportunities to act as buyer for the American Publisher

# AMERICAN TRADING CO. Inc.

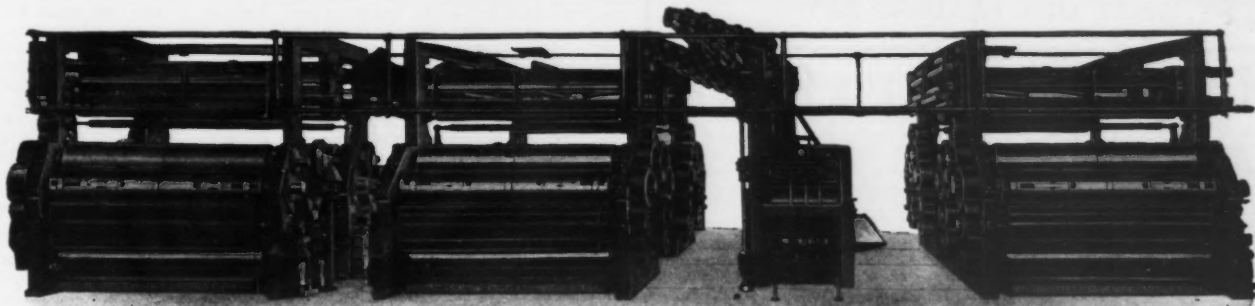
25 Broad Street

Manager Paper Department  
H. Saabye—Christiansen

New York

Telephone  
Broad 7000





SCOTT "Multi-Unit" Double-Sextuple Press—Underneath-fed Pattern—With Solid Forged Steel Cylinders in Roller Bearings, driven by Steel and Fabroil Gears, Steel Folding Cylinders, 64 Page Folders, etc.

### Two Styles of Unit Presses

The Style illustrated above has the Units arranged in two parallel rows, with the printing cylinders lengthwise of the press. This arrangement, which is completely protected by patents, is the most versatile, the most accessible and the most efficient form of Unit Press on the market. This is

### The SCOTT "Multi-Unit" Press

The Style illustrated below has the Units arranged in one row, with the printing cylinders crosswise of the press. This arrangement gives the user the benefit of many of the advantages of Unit Construction, and, under certain circumstances, is sometimes the more suitable type of press to install. This is

### The SCOTT "Straight-Unit" Press

The choice between these Two Styles of Unit Presses depends in each instance upon the individual business requirements, the probability of growth, and the pressroom or building conditions. Inasmuch as we are able to offer and build both styles of press, we are in position to offer unbiased advice as to the type of press that will best fill YOUR requirements. We are the ONLY press-builders authorized by patents to build either type of press, and as

### SCOTT Originated Modern Unit Presses

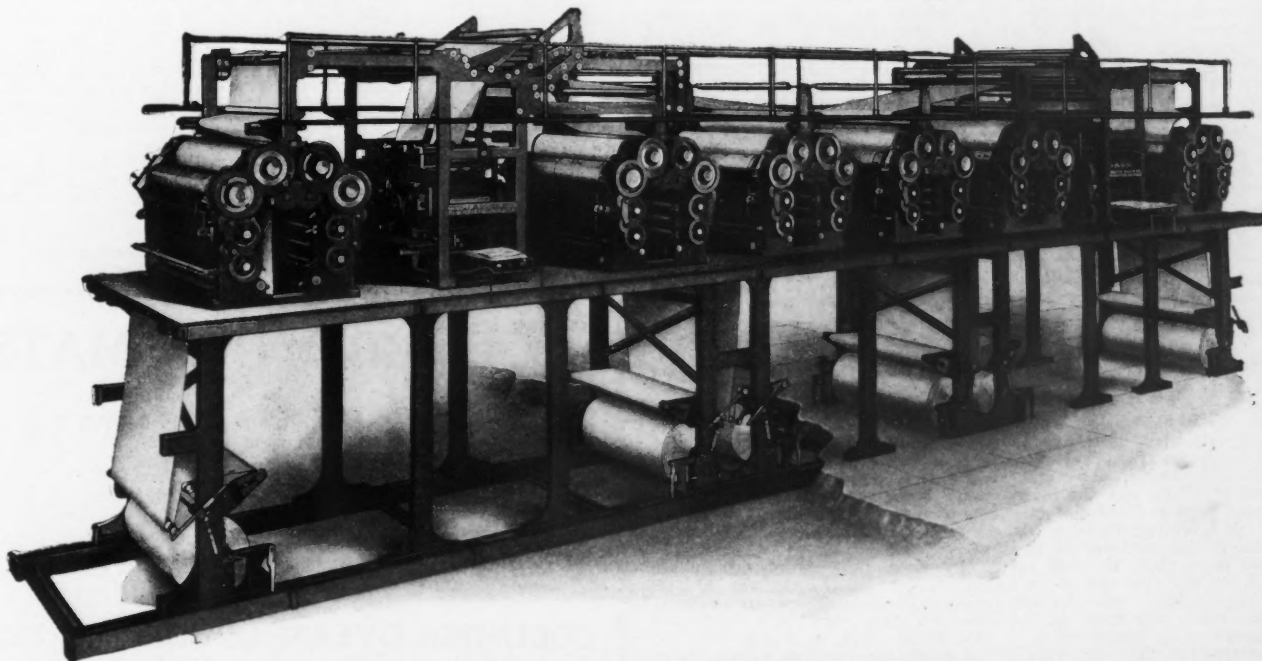
and pioneered the way, we have many more years of experience in the design, construction and operation of Units. The SCOTT unit is the best-designed, most accessible, strongest and handiest Unit built. The SCOTT Heavy-Duty Two-Cylinder 64-Page Folder (actually tested to 80 pages) is the fastest, strongest and most efficient Folder built. The combination of SCOTT UNITS and SCOTT FOLDERS gives actual results that are unattained by any other press.

## WALTER SCOTT & CO.

Main Office and Factory—Plainfield, New Jersey, U. S. A.

New York: 1457 Broadway

Chicago: Monadnock Block



SCOTT "Straight-Unit" Double-Sextuple Press—Underneath-fed Pattern—With Solid Forged Steel Cylinders in Roller Bearings, driven by Steel and Fabroil Gears, Steel Folding Cylinders, 64 Page Folders Jones Automatic Tension, etc.

## WHAT OUR READERS SAY

## "Specialization"—Does It Pay?

BROOKLYN, N. Y., April 12, 1924.

TO EDITOR & PUBLISHER: Having read with keen appreciation your editorial in the April 12 issue of *EDITOR & PUBLISHER* on the subject of "Specialization," I am constrained to ask whether you have viewed specialization from all angles, and whether you may have taken into consideration the bitter fact that a reputation as a competent and experienced specialist may be a severe handicap to man's advancement in the newspaper field?

While it is undeniable that a specialty will often land a man a job, and may furnish him the means of a livelihood, hundreds who have reputations as specialists can testify that the greater their reputations the less hope they have of rising to the top, either in the matter of financial return, or in what might be called the social status of the newspaper world.

When a man is firmly established as a specialist and expert on religion, sports, finance, labor, agriculture, or the like, it means that he has spent years in familiarizing himself with personages, history, anecdotes and background of his specialty. His principal value to his paper is his cumulative knowledge, as indicated, and further, the standing he has acquired with readers interested in his specialty.

That is notably the case when his cumulative knowledge deals with such a specialty as sports, real estate or religion, and is put to practical use by daily mixing with the athletes, dealers or ministers.

Such being the situation, when the powers-that-be decide to select one of the staff as city editor, managing editor, Washington correspondent, foreign correspondent or for any other position carrying an increase in both emolument and professional dignity, do the powers pick out the specialist who has spent years in making himself useful, and give him the desirable berth?

THEY DO NOT, in 49 cases out of 50, and they would be poor business men if they did. The way the managing editor, or managing owner, views the problem, as I have had it put to me by them, is this:

"What is the sense in taking Bill Smith off sports, which he knows from start to finish, and concerning which he has an extraordinary amount of instantly available information, and sending him to Washington, where he would be in an entirely new atmosphere, or to London, or Paris, where the change would be even more marked? Or, why take Jack Jones off real estate, when he is in the confidence of every dealer in town, and make him city editor, or Washington correspondent, in which job he might not see a real estate man in two months?"

That is the viewpoint of the employer, and it is becoming more so as the profession becomes more specialized. The specialist does not necessarily get into a rut, but he is shoved into a rut made for him, and the greater his reputation, and the longer his years of service, the deeper he is shoved.

What happens when the powers-that-be wish to make a change among the men who fill the executive offices, or the better paid positions at Washington or foreign points, is that they pick the all-around man, the man who does a little of everything, and whose loss from the writing end will not be a hard blow to one of the special departments.

The "street man," the one who covers any assignment from a Prohibition rally to a murder in a bootlegger's joint, who interviews the foreign potentate one day, writes a sob story about tiny tots the next, and on the day after fills in for a copyreader, is the fellow who becomes assistant city editor and starts up the executive ladder, or is hustled off to the foreign country—for the very reason that, while he may be far inferior to half a dozen specialists on the staff, he will not be missed. In due time the "all-arounder," presuming he has some ability, becomes managing editor, while the

specialists are found plugging away at the same old desk, year after year.

That conscientious application should sentence a newspaper worker for life to one branch of the profession would not be so onerous if it were not for human nature in general, and newspaper nature in particular. On every newspaper there is a distinct feeling of resentment on the part of the executives when they know that the writers under them receive more pay than the executives. That is understandable enough, but it brings about this peculiar result for the "all around man," although seldom for the specialist:

A writer whose product has been so good that the powers-that-be have, with him, reached their salary limit for writers, will almost invariably, if he continues to kick for more money, and is not fired for contumacy, be promoted to a job which requires no writing! That also is the literal truth.

When the star all-around man knows he should have more money, and the boss is equally aware of the fact, every effort is made to find a berth for him as assistant city editor, city editor, or even assistant managing editor. The star may hate the job to which he has been promoted, and be intensely interested in the work he is forced to abandon, and further, may have no executive ability, but in order that a justification may be found for his increased salary he is given some sort of desk job.

Then again, it is practically an inviolable rule in the vast majority of newspaper offices that salaries in the specialty departments must be regulated according to what is conceived to be the social or professional dignity of the departments. The paper, for instance, may depend principally upon its sporting pages for circulation—and the consequent advertising—but how many managing owners would pay a sporting editor as much as a city editor? How many would pay a sporting editor as much as an assistant managing editor? How many would pay a religious editor, or real estate editor, as much as a city editor or an assistant managing editor? Yet the sporting, religious and real estate editors are usually men who have devoted themselves to their lines for years, may be first-class executives and may be bloodhounds for news, while it is a safe bet that the city editor, the assistant managing editor and managing editor have never been specialists in the meaning of the word as employed in the editorial to which I have referred—men who, day and night, in the office and outside, have devoted themselves to one branch of the profession for years.

The matter of having a wide reputation as a newspaper specialist becomes Pelion piled upon Ossa with the man who wishes to advance. His brethren of the profession may give him high credit in his line—but only in his line. They seldom, or never, take him seriously for any thing except in his specialty, and with some men the curse of a specialty reputation may become as heavy as the reputation for being a humorist.

I will venture to say that if tomorrow the editor of *EDITOR & PUBLISHER* were asked to suggest a managing editor for a big paper, it would not even remotely occur to him to place the proposition before any sporting, religious, real estate, labor, agricultural or other specialist, even though he might be a greater admirer of a number of those men. Nor would he be any more likely to suggest one of those specialists for a vacant job as a Washington correspondent or as a foreign correspondent.

He might pick one of the political specialists. They, by the way, are the one class of specialists who are frequently promoted after they have established reputations. And, as a rule, they are "all around men," seldom devoting themselves exclusively to politics.

Exceptions can be found to all rules. I know that sporting editors have become managing editors, and I know writing specialists who receive more than the

head of the department, but the general tendency is as I have stated: To overlook the specialists in the matter of promotion to more "dignified" positions and larger pay, either because they are not taken seriously apart from their specialty, or because they are regarded as too valuable to remove from their special sphere, in which latter case the specialist finds himself heavily penalized for his very diligence and ability.

This letter has already passed reasonable bounds, perhaps, but I think that the perils as well as the advantages of specialization should be indicated to younger members of the profession.

THOMAS S. RICE,  
The Eagle, Brooklyn, N. Y.

## There Is a Way

TO EDITOR & PUBLISHER: I should like, not to defend, but to explain, the venality of the French press upon the subject of which you recently published an editorial. The situation is interesting from a technical point of view.

It is a well known fact that it costs money to run a newspaper. In America newspaper owners have found ways of making their newspapers honest, paying business propositions. Our American way of doing business makes it profitable for merchants and manufacturers to advertise their wares, and profitable to the newspapers to carry the ads.

But in France a publisher must get out his paper almost, if not quite, without advertising. How to do it and do it honestly is a problem which it would puzzle even American publishers to solve. Present indications are that a few years hence advertising will be nearly as highly developed on the continent as it is in England or the United States, but at present it is in a very anaemic infancy. About the only really enthusiastic advertisers are the patent medicine producers whose output is such as to ruin what little confidence the public might have in this form of salesmanship.

Publishers are therefore compelled to turn elsewhere to find money with which to keep their papers going. Not being able to sell advertising space they are generally forced to sell their news and editorial columns, beginning with art, literary and dramatic criticism and running through the whole category, including financial and political news.

A few papers escape. Party organs, owned by the political party organizations, which shoulder the inevitable losses, can claim to be unbought, but on the other hand they are heavily biased, and usually too poor to provide adequate news services. They can, however, be strong on editorials.

And periodically, well meaning idealists attempt to found non-partisan sheets free from any outside control. They open stock subscriptions and appeal to the public to support them. The public, who want an honest press quite as much as do the newspaper men, subscribe generously. And for a few months the new daily goes gaily along hewing to the line.

Usually, if not always, there comes a crisis in the finances of the paper, and when it is over, the paper is no longer free. Some manufacturer-politician or some banking group holds the strings. And the new owners are seldom willing to shoulder continued losses for the sake of telling the truth.

That the French press is venal is regretfully true. But that it should be otherwise under present conditions is practically impossible.

GUY HICKOK.

53 Rue Cambon, Paris, France.

EDITOR & PUBLISHER has received several letters from Paris correspondents of American newspapers in reference to our recent editorial on the venality of the French press, and the failure of American correspondents adequately, from our view point, to cover the details of the exposure made by l'Humanité of down-right bribery of Paris dailies, large and small, to sell Russian bonds when the Czar's government was obviously falling into decay. It is a curious fact that several of our friends, not Mr. Hickok, of the Brooklyn Eagle, have attempted to extenuate and excuse the French subsidy system, while others have sent small general clippings showing that they made a stab at covering this exposure. It has also been pointed out to us that bribery of the French press was well known, the specific fact in regard to the Russian bond issue having been exposed through the publication of the secret treaties. But, on investigation, we find that that exposure was wholly general, whereas l'Humanité's series of stories, which were eagerly read in the weekly press of this country, were entirely specific and complete and called things by their right names.

EDITOR & PUBLISHER cannot sympathize with press bribery, here or abroad. It is as pernicious as any wholesale fraud known to man.

Mr. Hickok's comprehensive letter throws more light on the subject, which is very well worth the study of journalists everywhere if we are seeking true causes of effects which plague mankind.

Advertising is not indispensable to newspapers. Our friends should remember that. Our system with advertising works beautifully, but if we had no advertising we would still have great and conscientious newspapers here. We would increase the retail price of copies, and make money from circulation. It can be done here and in Paris. There is a school of thought here which even prefers it, and the day may come when we shall have a non-advertising section of our press. EDITOR & PUBLISHER sees no need of that nor prospect of any need of it, but there are earnest men who do feel that advertising interferes with editorial freedom.

At any rate, in Paris, the alternative between charging a copy price which returns a profit and that of accepting a rotten bribe to deceive readers, should offer no doubtful choice for any self-respecting publisher—EDITOR.

## COLUMBIA DRY MATS

Expert stereotypers who have been using these mats continuously pronounce them to give most satisfactory results.

Selling at the lowest prices in the market.

Large stocks carried in New York.

Write for samples which will demonstrate the advantages of our Dry Mats.

## COLUMBIA OVERSEAS CORPORATION

12 East 12th Street

New York, N. Y.

TELEPHONE: STUYVESANT 5909





# The Times

## THE GREATEST POWER IN MODERN ADVERTISING

### AMERICAN VISITORS

to England for the A.A.C. of W. Convention or the British Empire Exhibition will find a welcome either at The Times Office, or at The Times Building at Wembley. The latter occupies a magnificent site facing the main entrance gateway and contains a Reading Room and Lounge. All The Times publications will be available there, and every assistance will be offered to visitors.

FOR nearly a century and a half The Times has been the outstanding national newspaper of Great Britain. Its great history, combined with an enterprising modern outlook; the authority with which it speaks, and the superb quality of its printing and production, maintain it in an unassailable position as the leader of the British Press.

And as it is the greatest force in journalism, so it is the greatest power in advertising. It is the one indispensable medium for all announcements intended for the wealthy official, professional and business classes.

Each day's issue speaks for itself. Both the volume and the character of the advertising carried by The Times prove how indispensable it is to the advertiser seeking an entrance to the British market.

Advertising men visiting England this year will be able to test these facts on the spot. But The Times is at any time happy to supply further information. If you desire to know more of Britain's greatest advertising medium, get in touch with



*While in  
ENGLAND  
read  
THE TIMES*

## The Times.

PRINTING HOUSE SQUARE  
LONDON E. C. 4, ENGLAND

## CLASSIFIED ADVERTISING

*The New Public Service*

### XVI.—PUTTING ON NEW CLASSIFIED LINEAGE WHERE "IT CAN'T BE DONE"

By BASIL L. SMITH

JUST when somebody says that a thing can't be done, somebody else comes along and does it.

That's the rule in everything—including classified advertising promotion. Things that couldn't be done are being done every day. People who overlooked possibilities are watching other people realize on them—and reap the rewards. "Not a chance" and "Nothing doing" aren't the discouraging expressions that they once were—because it's being constantly proved that very often they don't mean a thing!

And this leads us right up to the problem of adding a steadily increasing volume of contract ads to a classified medium. There are plenty of workers everywhere who will tell you that it can't be done. "Not in our town—because our town's different." They'll tell you that all the prospects have been thoroughly combed for business. According to them, the classified business is just 100 per cent cleaned up. But that's only what they think about it.

Too many times a new solicitor, or an old one who has picked up a new point of view, has stepped out in one of these "thoroughly combed" cities and brought in dozens of new contract orders that nobody else thought were possible. Too many times the contract lineage of a medium has been doubled and tripled after the staff had decided that they had about all the business in sight already in their paper. Too many times the "It Can't Be Done" sign has had to be taken down and put in permanent storage where it belongs.

Finding new business isn't hard. It's mostly a matter of learning to look for it

where it's ordinarily least expected. Every solicitor walks past any number of prospective contract customers every time he goes his rounds. The businesses that are "too little" and "too well established" and "too tight" to advertise, the shops and stores in odd corners and up side streets, the little known and apparently insignificant enterprises of a city—these are the prospects for classified ads that are most generally overlooked. There are scores and scores of them in every salesman's territory. Some of them are the display advertisers of tomorrow. All of them should be the classified advertisers of today.

Easier said than done, you think? All right, then—let's get down to facts and cases. Not exceptional facts or unusual cases, but simply incidents from the experiences of different classified solicitors.

A newspaper in a large Pennsylvania city was out for new contract business. The solicitors were under instructions to work with leads or without them—but to bring in the business. And they did—from unexpected sources. One of them was walking along a side street in the central part of town, when he noticed a little shop with a sign over the door—"Shoe Stretching." This didn't mean very much to him, but in he went.

The proprietor, a shrewd, old German, was busy clipping a small dog. He didn't seem inclined to stop, even when he noticed his visitor. And the solicitor, sizing up the situation, made no effort to interrupt him. Instead, he became greatly interested in the clipping of the dog. He complimented the old man on the fine appearance of his pet. The conversation got onto the subject of dogs

in general and they talked for probably ten minutes before the old man suddenly asked, "Say—what did you come in here for, anyway?" And then the solicitor told him. Of course, the proprietor of the shop said that he wasn't interested in advertising. But the solicitor had already put himself on a friendly basis and he was in a position to get a hearing for his story even after this first refusal. He talked quietly and as one man would take up the matter of doing everything possible to advance a friend's business interests. He found out that the old German had been running his shop for many years and that he had a very good trade and a comfortable income from it.

"But would you like to do more business? Could you do it conveniently and profitably?" the solicitor asked him. Yes, he could. Well, didn't he find that there were many people all the time who needed to have their shoes stretched? Yes, there were. And then, didn't he think that if so many people found their way to his shop when he didn't advertise, that many more would come if they knew about his service? And so on and on—until the solicitor had secured the old man's signature on a daily lineage order and made a firm business friend out of him, in the bargain.

When he got back to the newspaper office, the solicitor found that he had sold an "impossible" prospect. The old shoe stretcher had been canvassed time and again without success. He was "too well established" to advertise—and too hard to approach, in the bargain. But he turned into a thoroughly satisfied advertiser with real interest and enthusiasm for classified!

Another solicitor in a different city used somewhat similar tactics in overcoming another hard prospect. In this case, it was the proprietor of an electric-welding shop, who wouldn't even talk over the possibilities of classified advertising. After two turn-downs, the solicitor called again. The welder was busy on a piece of work. The solicitor immediately interested himself in watch-

ing the job. It was a difficult piece of steel welding and the solicitor expressed his natural admiration at its success. He asked a number of intelligent questions about the process and after the job was finished found himself in the midst of an interesting conversation on welding with the man to whom he had come to sell classified ads. He then told of his own surprise at the variety of work that the welding device could do and suggested the possibility that the majority of other people shared his ignorance. He found that he had established a new relation between himself and his prospect and that, when he suggested classified advertising as a means of finding new patrons, the welder had come to the point of looking at it favorably. Without pressing the actual decision, the solicitor took up the matter of what facts would make the best ads and tell the greatest number of readers what they might be interested in knowing about the welding business. In a few minutes he and the proprietor had prepared several ads—and then he felt sure of the order. Ten minutes later he was on his way—with a "hopeless" contract in his pocket.

These are simple, unadorned stories of successful solicitations in the face of most unfavorable odds. They could be multiplied by hundreds, but they are enough to show the spirit and the manner that goes to make a winning solicitation of a hard prospect. It's largely a man-to-man affair, after all, a matter of showing and discovering some human interest in common and coming to do business on a basis of sincerity.

How many "little businesses" are there in every city? How many men who "won't listen to advertising"? How many watch repairers, shoemakers, vulcanizers, welders, clothing menders and all sorts of people who perform all sorts of unusual services?

There are the classified department's contract prospects—on every side. It's not hard for the members of the staff to sell themselves—and then sell classified ads!

## Salesmen, Attention!

Our men are making big money.

McCormick made \$1,094.40 his first four weeks.

Van made over \$1,200.00 in January.

Johnson made \$662.40 last week.

*We have real opportunities for a few more high grade salesmen who have had composing room experience.*

The men sought are probably employed now, but could do much better and bigger things with this connection. We have no competition.

Money back guarantee printed right in order blank enables our men to do big business.

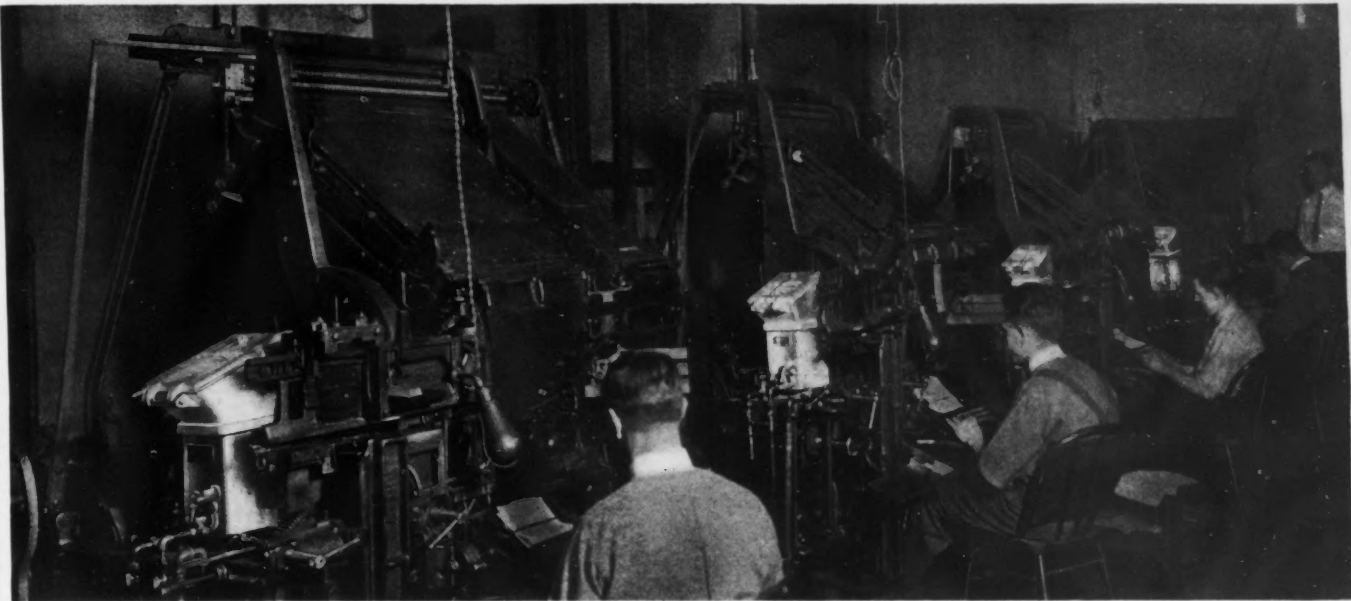
Product in use all over United States and in some foreign countries. All users Boosters. Plenty of Manufacturing Facilities.

In replying, please give considerable information regarding experience and sales record. All replies will be held strictly confidential.

Address Box A-876

C/o EDITOR & PUBLISHER





Monomelt Results Surprised Zahn Typesetting Company, Milwaukee—Read Their Letter

# Don't "Pig" Metal—It Wastes Money!

**Hundreds of Users Are Just As Enthusiastic**

*The verdict of a metropolitan daily which melts about sixteen tons of metal weekly*

**THE MINNEAPOLIS TRIBUNE**

Michigan Christian Advocate,  
Detroit, Mich.

—Mr. Elmer Houser—

Gentlemen:

Replying to your inquiry regarding the Monomelt Slug Feeder, we are glad to tell you of our experience with it.

We are putting it mildly when we say that we are more than pleased with our 25 Monomelts and we would not think of going back to the old method. We now consider the pigging of metal for Linotypes an economic crime. The Monomelt system has improved the condition of our metal wonderfully.

When we first installed our Monomelts many of our operators and machinists were very skeptical but, so far as we know, every man in the plant is boosting them now. Our records show that our operators have increased their production considerably and we have never before seen such perfect slugs as we are now getting. We consider the manufacturers' claims for the Monomelts to be very modest.

Yours very truly,

**THE MINNEAPOLIS TRIBUNE.**

By W. B. Hoke.

Supt. Composing Room.

WBH/WE

*Tips his friend off in a good thing. Read Zahn's letter*  
Printers Mfg. Co.,  
Minneapolis.

St. Paul, Minn.

Gentlemen:

Please send some Monomelt Literature to some good friends of ours in Milwaukee, the Zahn Typesetting Company, 308 Montgomery Bldg.

We are telling them how well pleased we are with our Monomelt and advising them to try them on their Linotypes.

Yours very truly,

**DeLUXE CHECK PRINTERS, INC.**

W. E. Hotchkiss, Pres.

*Zahn Likes Monomelts*

Printers Manufacturing Company,  
Minneapolis, Minn.

Milwaukee, Wis.

Gentlemen:

We can unequivocally endorse your Monomelt Feeders to be everything you claim for them. We had our plant equipped with — Feeders, and were satisfied that we were getting a good product from our machines, consequently we were not much impressed with your claims as to a better slug. However, we are frank to say that we are getting a better slug with your Monomelts than we were getting with the — Feeders. We noticed an improvement in the metal within an hour after the Monomelts were installed.

We find the atmosphere in our room is not vitiated in the least by the melting of the metal, including floor sweepings, etc.

Briefly, we are glad we had your Monomelts installed, and they have already proven their value.

Yours very truly,

**ZAHN TYPESETTING COMPANY.**

*Four monomelts save \$125.00 per month*

Pioneer Publishing Co.,  
Oak Park, Illinois.

Chicago.

Gentlemen:

Answering your letter asking about the performance of our four Monomelts, we are pleased to advise you as follows:

We are saving in gas, labor and depreciation of metal about \$125.00 per month, and in addition we are getting a much better product than we had heretofore. The improvement in the printing face of the slugs is remarkable. The value of this feature cannot be figured in dollars and cents—it is a great business builder. Trusting this information will be of some value to you, we are,

Yours very truly,

**RILGORE LINOTYPING CO.**

O. M. Benedict, Mgr.

**D**ON'T let your metal furnace rob you! Every time you "pig" metal the furnace takes its heavy toll in metal depreciation, and the metal is often ruined by overheating and improper skimming.

**Don't Melt Your Metal Twice To Use It Once!**

**MONOMELT**  
SLUG FEEDER

**Eliminates Your Metal Furnace**

The Monomelt is the only "Single Melting System" in the world. It is an additional metal pot which sits on top the regular Linotype, Intertype or Linograph pot, replacing the jacket cap. Fill it with 65 pounds of slugs, trimmings or pigged metal; it premelts it, automatically cleans the metal, and every time a slug is cast it automatically feeds exactly the same amount of hot metal into the pot.

The Monomelt saves labor, time and gas, and triples the life of your metal. It increases production and insures perfect slugs, even temperature and uniform metal height in Linopot. Its thermostatic heat control prevents overheating and injuring metal.

The typesetting machine not equipped with Monomelt is not operating at full efficiency—it's behind the times!

*A Money Back Guarantee Is Printed in Every Order Blank.*

**WRITE FOR OUR TRIAL OFFER**

**Printers Manufacturing Company**

709-19 Palace Building

Minneapolis

## THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

### XXVI—DALLAS—A Commercial Metropolis

By HARRY R. DRUMMOND

DALLAS, Tex., second city in population and, perhaps the commercial metropolis of the largest state in the Union, is pretty much of an upstanding specimen of what a mighty good city should be.

There are several contributing factors to Dallas' greatness—factors that to be understood should be taken apart, so to speak, and examined, one by one, although it is the thorough mixing of all factors into one common mass that produces the real authority for Dallas.

First, if you please, its population.

Now Dallas people, in common with people of all cities, cityettes, towns, villages and hamlets, are prone to emphasize the "greater" idea—if you know what I mean.

This started with New York, some 26 years ago, when Brooklyn, Queens, Richmond and the Bronx were annexed to Manhattan, making "Greater New York."

The principal difference between "Greater New York" and Greater Dallas is that ALL of Greater New York is IN New York City, while quite a bit of "Greater Dallas" is outside of Dallas, and is not under Dallas government, Dallas street car service or Dallas fire protection or anything of that kind.

Dallas, however, is no different from other cities in that respect.

The Government Census of 1920 gave Dallas 158,976 people, and this figure is probably closer to the real thing today than is the 1923 "Greater Dallas" figure, which is 232,156, which is given out by the Chamber of Commerce.

But in quality of citizenry Dallas need apologize to no community on earth.

People living in Dallas are hustlers—for Dallas is a hustling city and demands action and plenty of it.

Dallas enjoys a strategic geographical position, being the most northerly big city in Texas—closer to the big eastern markets and manufacturers, and having very superior railroad facilities.

This is good for Dallas, making it a natural distributing point for merchandise of all kinds.

In a jobbing way, which, by the way, is Dallas' biggest bet, it ranks way up in the big league class.

There are upward of 500 wholesale houses in Dallas carrying stocks. Many of them are branch houses of large eastern concerns.

Merchants from all over Texas go to Dallas to buy, and in 1923 these jobbers distributed some \$700,000,000 worth of merchandise.

There are nearly 3,000 commercial travelers working out of Dallas, combing the territory for orders—making Dallas a jobbing city of parts.

Dallas is said to head the world in the distribution of cotton gins, cotton gin machinery, cotton seed products, and is the world's third largest distributor of farm implements and agricultural machinery. It is the fifth largest distributor of dry goods in the United States, and is very prominent in the manufacture and distribution of saddlery, harness and leather goods.

Other merchandise distributed in large lots from Dallas are automobiles, drugs, musical goods, heavy hardware, jewelry, optical goods, electrical goods and other lines, distributed throughout the great Southwest from Dallas.

As a manufacturing city Dallas has nothing to be ashamed of, and by the same token, nothing to rave over.

Nearly one half the world's cotton gins are made in Dallas, and the manufacture of saddlery, harness and leather goods is an important item. Cotton seed products, soap, building material, meat packing, iron and sheet metal products

are produced in some 500 factories, large, small and smaller—the total production being some \$115,000,000 a year.

As the big city of a surrounding territory, Dallas being the center of the famous Black Land Belt of Texas, it has for neighbors the best, most prosperous and most scientific farmers in Texas.

Five interurban railways operate 222 trains in and out of the city daily, and 8 steam railroads have 48 passenger trains in and out of Dallas each 24 hours.

All of this goes to show why Dallas is a retail city of great importance—but this is not all.

Dallas merchants are alive. They realize that they have a gold mine—but they also know that even a gold mine must be worked to produce gold.

They are after business. There are 2,545 retail stores in Dallas—and this list includes several of exceptional beauty and pretentiousness.

Sanger Brothers is the largest and finest department store in the city; the Altman of Dallas, Titch, Goettinger & Co., is second, both in size and quality; A. Harris Company, is third; W. A. Green, fourth; Dysterbach, fifth, and Weil & Co., sixth. Collectively these six stores do about \$22,000,000 annually.

of America, an important major market, and one which is paying handsome returns on any investment made by a national manufacturer who works intensively.

### NEWS CHIEFS TO SPEAK

Martin, Bickel, Koenigsberg On Missouri Journalism Week Program

Heads of three great news gathering associations will address the 15th annual Journalism Week at the University of Missouri, Columbia, May 12 to 17, Dean Walter Williams of the journalism school has announced.

The speakers are: Frederick Roy Martin, general manager, Associated Press; Karl A. Bickel, president, United Press Associations; M. Koenigsberg, general manager, International News Service.

During their stay at Columbia, Martin, Bickel and Koenigsberg will hold conferences with their various bureau managers in the section, and also representatives of client newspapers. Mr. Martin has called a meeting of all Associated Press clients for Tuesday, May 13, and Mr. Bickel one for the same day.

The week opens Monday, May 12, with the annual meeting of the Missouri Writers' Guild called by J. Breckenridge Ellis, of Plattsburg, president. T. C. O'Connell, editor of the Writers Digest of Cincinnati, O., will speak.

Tuesday, May 13, will be devoted to special features in newspapers. The past presidents' association of the Missouri Press Association will meet Wednesday, May 14.

The annual meeting of the Missouri Press Association meets Wednesday, Thursday and Friday, with Asa S. Butler, editor of the Albany Capital, president, presiding.

On Thursday, publishers of daily newspapers in Missouri will meet to talk plans of forming a Daily Newspaper League. Advertising problems also will be discussed.

The annual banquet will be held Friday, May 16.

### KLAN DAILY FOR MICHIGAN

Saginaw Company Incorporated for \$200,000—Plan to Acquire Star

(By Telegraph to Editor & Publisher)

SAGINAW, Mich., April 16.—A new daily for Saginaw, booked by the Ku Klux Klan, is promised within the next few weeks by the Saginaw Valley Publishing Company, which has been incorporated with a capitalization of \$200,000.

The Saginaw Star, established about a year ago, will be taken over, it has been announced by officers of the company. A general printing and publishing business will be conducted. Paid-in stock amounts to 100 shares.

Officers of the company are: Dugald E. Wilson, president; Dr. B. F. A. Crane, vice-president; S. Gordon Walker, secretary-treasurer. They have admitted that stock in the new concern will be sold only to members of the Ku Klux Klan and that the newspaper would have a pro-Klan policy.

### Students Like Sport News Best

Sporting news took first place when 100 students of Drexel Institute, Philadelphia, recently answered a questionnaire on "What part of a newspaper do you most enjoy?" Drexel's faculty submitted the question, hoping "to get in closer touch with the general mental attitude of the student body." Of the total 31 voted for sport news; 27 for general front page news; 21 for editorial page; 14 for comics; political news, 3; foreign news, 2; radio news, 1; business section, 1; headlines, 1.

### Sports Writers Congress Proposed

There is talk in Paris newspaper circles that advantage may be taken of the Olympic games to hold an international congress of sports writers in Paris. The Syndicat de la Presse Sportive is elaborating a program.

## NEWSPAPER MAKERS AT PLAY



He publishes two great dailies and a weekly, manages paper and pulp mills, shingle mills, forest lands, and he likes it—does C. K. Blandin, president of the St. Paul Pioneer Press and Dispatch. He is the rough-arms-akimbo gentleman at the left, engaged in one of several of his favorite avocations—woodsman, fisherman, and hunter of big game in the woods of Northern Minnesota.

By way of demonstrating the term "scientific" it might be well, in passing, to note that some 8 years ago practically 50 per cent of Dallas County was given over to raising cotton.

Scientific calculation gave rumor to the idea that diversification would be a good thing, and last year but 25 per cent of Dallas County crop was cotton, and the farmers made more money.

Dallas, by the way, ranks as the largest inland cotton market in the world—financing something like 1,500,000 bales annually.

As a labor market Dallas is an open shop town. In 1909 there was \$8,000,000 worth of much needed construction tied up by strikes, and the open shop association was organized, since which time Dallas is run by Dallas citizens, rather than by walking delegates, and it works.

Within 100 miles of Dallas are some 2,000,000 people, and the tremendously efficient interurban railroad systems, coupled with adequate steam car transportation and a generous supply of excellently paved highways, offer every inducement for people to shop in Dallas.

There is an unusually heavy demand for very fine merchandise in Dallas. This may be explained by saying that the real swell trade for more than 100 miles every way must go to Dallas for fine goods—and Dallas merchants, wise in their day and generation, see to it that the well dressed woman can doll up in Dallas as handily as she can in any other market in the land.

In the 1920 census the racial division was 126,158 native white; 8,730 foreign born white and 24,023 negroes.

There are 30,860 dwellings in Dallas and 118.5 miles of paved streets.

Dallas county has 51,060 automobiles and it is but justice to say that, outside of New York City there is no city yet visited by the writer where traffic is handled as it is there.

Both vehicular and foot traffic works on signal, and when one, either driving or walking, appears to think that the signal was meant for the other fellow, and not for me, a cop promptly sets that person most awfully right, and traffic is traffic.

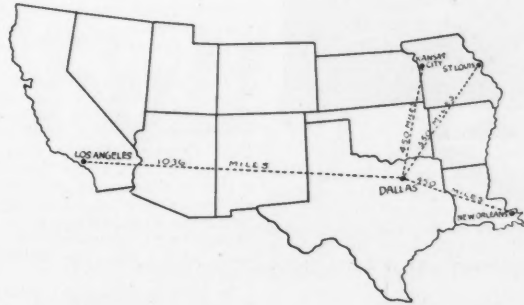
By and large Dallas is a Major Market



# DO YOU KNOW AMERICA?

Do you know that in one whole quarter of the United States, Dallas is the most centrally located of the great market centers? In all the vast territory south of Kansas City and St. Louis, east of the Rockies and west of the Mississippi, Dallas is first in

- Taxable income
- Assessed property valuation
- Banking
- Volume of building



- Retail business
- Wholesale business
- Auto registrations
- Postal receipts
- Manufacturing

Dallas is the fifteenth whole-sale distributing center of America; the fifth dry goods distributing center.

The district immediately surrounding Dallas (within 100 miles) is one of the richest agricultural areas of its size in America.

Only four entire states exceeded its crop value last year. No state equaled it in production per acre.

Only ten states exceed this Dallas district in density of population. Only eight surpass it in mineral production. Only sixteen have more live stock valuation.

Dallas is a good place for people to live, move and have their businesses.

### The Dallas District

Population of 1,600,000.

Crop production of \$330,544,000.

Total live stock values of \$58,605,000.

A total of 129,322 farms.

Farm property values totaling \$1,304,028,000.

Cotton production last year of 1,220,577 bales. Mineral production \$75,000,000.

Mileage of paved streets..... 117  
 Mileage of sewers ..... 315  
 Street railway mileage ..... 110

Motor vehicle registration of 210,093.

Total property valuation of \$3,652,000,000.

Nearly 200 incorporated cities and towns.

The fact that The News is an outstanding newspaper is due in large measure to the fact that Dallas is an outstanding city.

But there are certain gratifying indications, too, that this outstanding newspaper has been a right strong factor in the development of its city.

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**The Dallas Morning News**  
 SUPREME IN TEXAS

- Dallas**
- Incorporated area, square miles..... 26
  - Rank in population among cities of Nation (1920) ..... 42
  - Factories, more than 500
  - Wholesale establishments ..... 500
  - Retail Establishments ..... 3,200
  - Population, 1923 City Directory .... 232,136
  - Banks ..... 13
  - Steam and Electric Railway outlets ..... 20
  - Number of schools, colleges and universities ..... 80
  - Seating capacity of theaters ..... 28,500
  - Guest capacity of seven largest hotels.... 6,000
  - Number bales of cotton financed here annually ..... 1,500,000

# DALLAS

## THE METROPOLIS OF THE SOUTHWEST

## NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"We believe in team work"—FLEMING NEWBOLD.

FLEMING NEWBOLD, business manager of the Washington (D. C.) Star, is an unruffled, unworried newspaper maker. Conversation with him in his sumptuous office on the sixth floor of the Star plant, just opposite the Post Office Department on Pennsylvania avenue of the nation's capital, brings out this fact.

The same atmosphere of solidness and prosperity is noticeable in all parts of the building. One hastens to seek an explanation.

"It is the result of fellowship and co-operation," Newbold said. "We believe in teamwork on this newspaper. Since 1888 the Star has not been worried by strike or any serious labor difficulties.

"Why is it there has been no strike?" "Because all our contracts with labor unions are continuing contracts, with a date of expiration, but continuing thereafter until differences are settled by conciliation or arbitration," he explained.

"There is no halfway between this situation and open shop," he added significantly.

"I don't understand how publishers can be willing to put themselves in a position of having to negotiate with labor after expiration of a contract without an arbitration clause.

"Contracts with terminating dates obviously mean periodical opportunities for walk-outs or lock-outs."

Newbold has just recently had occasion to investigate the labor situation in newspapers of the country. He learned, he said, that only 20 or 30 cities have continuing clauses.

But one clause in a labor contract cannot account for the general appearance of prosperity and solidness presented by the 9-story Star plant. Although unwilling to talk about himself, Newbold can become eloquent regarding the newspaper with which he has grown up during 34 years' service.

He will talk glowingly of the "teamwork and co-operation among Star employees" and of the interest the company takes in all its workers. He wants to show you the spacious Star Club room and the newspaper's dental clinic and invites inspection of the entire plant.

Such conversation gives one probably a fairly accurate picture of the newspaper maker speaking, accounting for his success, and contributing in no small way to the success of the newspaper. It shows one a loyal man who loves his work and takes pride in it.

When he was 17 years old, Newbold started working for the Star. He began doing work in both the business office and the engine room, because, as he says, he "wanted to learn what made the newspaper wheels go round." After serving an apprenticeship in all departments except the editorial on his 21st birthday he was made circulation manager. In 1910 he came to his present position.

From the beginning, Newbold made the Star his chief interest.

"I am an anti-joiner of business organizations," he declared. "As a member of the Star staff, however," he added, "I might be said to be an ex-officio member of all such societies, since the Star is behind every interest that is for the good of the city."

### LEAP YEAR HELPED LINEAGE

February Total for 29 Cities Gained 7 Per Cent Over 1923

Newspaper advertising in the principal cities of the United States showed a gain of 6,132,544 agate lines for February 1924, according to the statement issued this week by the statistical department of the New York Evening Post. The total lineage was 103,934,100, compared with 97,801,556 for February 1923.

Of 131 newspapers in 29 cities listed, 94 showed a gain and 29 a loss. Biggest gains were registered in Los Angeles, Boston, Louisville and Philadelphia.

Summary of advertising follows:

	1924	1923	Gain
New York....	12,100,156	11,753,502	346,654
Chicago.....	6,034,053	5,873,121	160,932
Philadelphia..	6,627,931	6,149,873	478,058
Detroit.....	4,122,524	3,870,776	251,748
Cleveland....	3,385,725	3,279,450	106,275
St. Louis.....	3,659,460	3,606,880	52,580
Boston.....	4,691,383	4,181,021	510,362
Baltimore....	3,871,955	3,576,656	295,299
Los Angeles..	8,138,375	7,133,070	1,005,305
Buffalo.....	2,817,119	2,630,370	186,749
San Francisco.	4,329,474	4,180,372	149,102
Milwaukee....	2,522,372	2,433,383	88,989
Washington..	3,651,631	3,532,260	119,371
Cincinnati...	3,101,100	3,064,500	36,600
New Orleans..	2,603,787	2,426,583	177,204
Minneapolis..	2,618,801	2,747,715	128,914*
Seattle.....	2,466,856	2,198,476	268,380
Indianapolis..	2,562,549	2,537,412	25,137
Denver.....	1,775,368	1,775,060	308
Providence...	2,365,463	2,148,405	217,058
Columbus....	2,985,774	2,825,327	160,447
Louisville...	2,615,406	2,200,915	414,491
St. Paul.....	2,143,386	2,049,082	94,304
Oakland.....	2,071,328	1,725,598	345,730
Omaha.....	1,993,628	1,999,137	5,509*
Birmingham..	1,882,258	1,510,460	371,798
Richmond....	1,607,816	1,792,438	184,622*
Dayton.....	2,725,436	2,554,342	171,094
Houston.....	2,462,986	2,045,372	417,614
Totals.....	103,934,100	97,801,556	6,132,544

\* Loss.

### PRINTERS URGED TO USE ADS

"Cheap" Jobs Will Dwindle, Banker Tells Wisconsin Meet

Master printers from six Wisconsin cities were told that many printers were not keeping abreast of modern methods and that it was time for them to advertise, as all live business men do, at a recent meeting of the Fox River Valley Master Printers' Association. The speaker was J. M. Conway, vice-president of the Citizens' National Bank of Green Bay.

"I feel that I am not misstating a fact when I say that printers are poor advertisers," Mr. Conway said. "Go over the

daily paper and find how many printers are taking space. I am a strong believer in advertising. Every user profits by it.

"Why is it that a man will go into a store and pay a long price for a piece of merchandise and then go out and chase around the corner to find a cheap printer to do his work? Because the merchandise has been advertised. It will bring a higher price because advertising has convinced the buyer of its merit.

"Advertising has never sold this man on printing because it seems that there is no printer who really advertises."

### 'FRISCO BULLETIN'S NEW M. E.

J. J. Parks Named to Succeed McKechnie, Resigned—Makes Appointments

J. J. Parks has been appointed managing editor of the San Francisco (Cal.) Bulletin, succeeding Fred W. McKechnie, who resigned to enter the Newspaper Enterprise Association as editor-in-chief in Cleveland.

Entering the newspaper business as a "part-time" office boy with the St. Paul Pioneer-Press in 1920, Parks was later a reporter on the Pioneer Press, the St. Paul Dispatch, Duluth News Tribune, and the St. Paul Daily News.

During the war, he served in the U. S. air service in France from 1917 to 1919. Returning to this country, he joined the United Press Associations in New York, later joining the ranks of the St. Paul Daily News.

In 1919, he joined the staff of the San Francisco Chronicle, resigning to become night city editor of the Associated Press in that city. Becoming associated with the Bulletin in 1920 as copy reader, he was appointed assistant city editor in 1922; city editor in 1923 and managing news editor on Jan. 5, this year.

Since taking office as M. E., Parks has appointed James A. Bales, news editor; Frank B. Anderson, city editor, succeeding Elmer Roessner, resigned; and Thomas A. Campbell, financial editor, succeeding Frank Sturken, resigned.

## NEWSPAPER MAKERS AT PLAY



Meet "Bill" Fape and his pipe. One is never seen without the other in Waterbury, Conn., where W. J. publishes the American and the Republican, nor anywhere else, for that matter, even on the deck of a steam-shovel. Flaying around with a big garden tool like that starting his new plant is his rest and refreshment after convincing a store owner that rates ought to go up the first of next month.

The particular piece of heavy machinery beneath the heel of our friend in this picture is just now tacking the gravel for new foundation for a splendid new home for the American and the Republican, which it is hoped they will occupy within a few months.

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## ALL IN THE DAY'S WORK

Drawn for Editor & Publisher

By MILT GROSS

He Gave "Banana Oil" Something Besides a Bad Smell



Born 1895, New York City. Broke into art game in 1907 as v. p. and brush cleaner to sign painter in Bronx.



MILT GROSS

Broke window and broke out of art game.

Then engaged in hardware, lace, engraving, law, copper, banking, and railroad business; but found too much sameness. Activities in each consisted in mop and broom, etc.

1912—Became office boy in the New York American.

1913—Became comic artist for the American Press Association.

1915—Became comic artist on the Evening Journal.

1916—Originated "Then the fun began."

1917—Asked for a raise and then the fun began.

1917—Received a raffle ticket (red) from Government and won steady job at Yaphank, Georgia, Camp Mills, Brest, and nice clean trench.

1918—? ? ? ? ?

1919—Back in the U. S. Drew "Frenchy" for the N. Y. Tribune.

1920—Went into the animated cartoon game.

1921—Tried to live it down.

1922—Connected with the N. Y. World one day while they weren't looking.

1923—Still there! ! ! ! !

1924—Still there! ! ! ! !

To EDITOR & PUBLISHER:—How anyone interested in journalism, its practice of its study, can keep house without a copy of the INTERNATIONAL YEAR BOOK so well produced annually by EDITOR & PUBLISHER passes my comprehension. The profession is to be congratulated upon having such an exponent of its history and progress.

Very sincerely,

WALTER WILLIAMS,

Dean, University of Missouri School of Journalism.

A Minnesota law provides that anyone giving false news to a newspaper may be adjudged guilty of a misdemeanor.

### Typeless Printing Press Invented

Dr. Arthur A. Hamerschlag, president of the Research Corporation, New York, announced this week a printing press has been invented that "dispenses with type, electrotypes and half-tones and instead of printing from a design which carries the ink prints more rapidly and better from a pattern which never comes in contact with the ink." The Research Corporation functions as a clearing house for inventions and new industrial processes. It was established by the Smithsonian Institution of Washington 12 years ago.

### Linograph Company Shows Profit

Linograph Company, of Davenport, Ia., which in 1922 showed a deficit, finished last year with a slight profit, according to annual reports submitted to stockholders this week. Gross sales were considerably over \$500,000, and March sales showed a considerable increase. The following officers were elected: R. R. Englehart, president; P. O. Pedersen, sales manager; Ray Nyemaster, treasurer, and James W. Bollinger, director for 7 years. E. L. McLain, Augusta, Me., was chosen clerk.

### Iowa Men Buy Paper Company

Duluth Paper and Specialties Company, recently acquired by a group of Waterloo, Ia., men, has been incorporated with Fred Adams, president; Howard J. Rouse, vice-president; Ralph Van Doren, secretary, and Raymond Rouse, treasurer.

"ADVERTISING has driven the old cracker barrel, which was the home of the store cat, from the grocery store, and with it went the sugar barrel and the tub of pickles. Advertising has given us the sanitary, dustproof packages of crackers and the dirt-proof packages of Domino sugar. Advertising has given us bugless dates and wormless breakfast foods. It has blown the dust from our sausage. Advertising has put pure creamery butter in packages and sweet pickles in bottles. Advertising has made the modern grocery a real sanitary institution."—Truman A. De Weese.

# POWER TO BUY!

When judged from the standpoint of buying power,

# WEST VIRGINIA

ranks high among all States because the three most necessary minerals to industry—coal, petroleum and gas comprise more than 90 per cent of the state's mineral output.

About seventy per cent of the land area is underlaid with coal, the State ranking second in production, valued at approximately \$135,000,000.

The annual production of natural gas is in excess of 300,000,000,000 cubic feet and is valued at more than \$50,000,000. This places the State first in rank.

West Virginia petroleum is of a high grade, for refining purposes, and brings the highest market prices. The annual production is in excess of 8,000,000 barrels.

The mountains of West Virginia are well timbered, the forests being principally composed of hardwood of the most valuable kind. The products add in excess of \$15,000,000 to the buying power of the State.

West Virginia offers opportunities to the National Advertiser. Do not overlook this territory with the power to buy.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Parkersburg		
**Telegraph (M)	11,073	.04	†††News (M)	7,165	.025
Charleston			†††News (S)	8,759	.025
**Gazette (M)	20,057	.06	**Sentinel (E)	7,641	.03
**Gazette (S)	24,932	.07			
Clarkburg			Wheeling		
**Telegram (E)	10,410	.04	**Intelligencer (M)	12,231	.0325
**Telegram (S)	13,198	.045	**News (E)	13,700	.05
Fairmont			**News (S)	18,794	.07
**Times (M)	7,675	.03			
Huntington					
††Advertiser (E)	10,596	.035	**A. B. C. Statement, Sept. 30, 1923.		
**Herald-Dispatch (M)	13,566	.035	††Government Statement, Sept. 30, 1923.		
**Herald-Dispatch (S)	13,458	.04	**A. B. C. Statement, April 1, 1924.		
Martinsburg			†††Government Statement, April 1, 1924.		
**Journal (E)	3,976	.03			

# FREE A. A. C. W. TOURS FROM LONDON ANNOUNCED

Complete List of Post-Convention Trips Through Storied England Presented for First Time by Editor & Publisher—Parties Limited—Delegates Allowed Choice of Three

EDITOR & PUBLISHER herewith publishes for the first time the complete list of provincial tours, which will take place immediately following the international A. A. C. W. convention at London, next July.

All transportation will be free. Delegates need only pay their hotel expenses.

The number of delegates to be taken on each tour is limited, and therefore, the British convention authorities have asked Americans intending to accept the invitation to make a choice of three. Convention officials will be responsible for the final assignment.

Trips from which selection may be made, follow:

#### TOURS FROM LONDON

No. 1—To Brighton: Delegates will leave London Wednesday morning, July 23, arriving at Brighton about 1 o'clock. They will be entertained at luncheon, after which a motor drive will be taken through the surrounding countryside. In the evening a Municipal banquet will be given at the Pavilion, in the old banqueting room of George IV. Delegates will be housed for the night at the Metropole, Grand, Bristol and other hotels, returning to London about mid-day on Thursday, July 24 (For 250 delegates).

No. 2—To South Coast Resorts: Delegates will leave London July 19, late in the afternoon. On Saturday evening the Mayor and Corporation will entertain the delegates to a reception party and ball at the Pavilion and Winter Gardens. On Sunday, July 20, a motor trip will be taken to Canterbury, where special arrangements will be made for a visit to the Cathedral. On Sunday evening a special concert will be given at the Pavilion. (For 300 delegates).

#### TOUR A: TO EDINBURGH

The Edinburgh delegation of 200 will be carried on a special train from London to Edinburgh, by the courtesy of the London & North Eastern Railway Company. The party will reach Edinburgh at 7:30 on Monday evening, July 21. On Tuesday, July 22, a visit will be made to Holyrood Palace and the King's Park in motor cars. Lunch will be taken in Freemason's Hall, the hosts being the Edinburgh Merchant Co. and the Edinburgh Publicity Club. In the afternoon a visit is arranged to Edinburgh Castle and the Royal Mile. In the evening a reception will be given by the Lord Provost and the Town Council.

On Wednesday, July 23, those who wish will go to The Royal & Ancient Club at St. Andrews, for golf, where special matches will be arranged. Others can take advantage of a free train to Aberdeen, while the remainder will go by motor car to the old Scottish Border country and visit the Abbeys of Melrose and Dryburgh. In the evening there will be a farewell dinner or concert. On Thursday morning the delegates will leave Edinburgh for London.

#### TOUR B: TO GLASGOW

The Glasgow delegation will be carried on a special train from London to Glasgow, by courtesy of the London Midland & Scottish Railway Company, arriving at 6 p. m. Stop will be made at Carlisle about 3 p. m. where they will be met by a deputation of the Glasgow Publicity Club, who will proceed with them and entertain them to a special dinner at the Central Station Hotel. On Tuesday, July 22, delegates and guests will be conveyed by special train to Callander, from whence they will motor to Trossachs, returning to Callander for lunch. After lunch they will travel to Gleneagles, spend the remainder of the day there, dine at the Gleneagles Hotel and leave for Glasgow about 10 o'clock.

On July 23 they will leave Broomielaw by steamer for a sail down the Clyde to Loch Long, Kyles of Bute, round Arran, and return via Wemyss Bay to Glasgow. In the evening a Civic Reception will be arranged. On July 24 they will take a special train for Ayr, motor from Ayr to Burns' Cottage and Alloway, leave Ayr and proceed to Turnberry, lunch at hotel and return to Glasgow about 4:30. The evening will be left free for the delegates to look around the city. On July 25 the delegates will leave by special train for London, taking Dumfries en route if time permits.

#### TOUR C: TO YORKSHIRE

Delegates will arrive in Yorkshire Monday afternoon, July 21, and will be met by a fleet of motor cars, and a run will be taken into the beautiful Derbyshire country, visiting Baslow, Chatsworth Park, Rowsley, Bakewell, Monsal Dale, calling at the Marquis of Granby, Bamford, for tea. They will then depart for Sheffield.

In the evening cars will be in attendance at the respective hotels to convey visitors to Sheffield Town Hall, where an official reception and banquet will be given.

On July 22 the delegates will be conducted over one or other of the following works—Vickers, Browns, Cammells, Firths, Hadfields, Edgar Allen, and will be entertained to lunch. In the afternoon lighter trade centers will be visited—Walker & Hall, Mappin & Webb, where tea will be served.

Delegates will leave by motor car for Bradford, arriving in time for dinner.

Delegates will be taken to Leeds on Thursday morning by motor car. They will receive a Civic Reception, will make a tour of industries, clothing, engineering, printing, etc. There will be an interval for lunch. In the afternoon they will visit Leeds University, Kirkstall Abbey, etc., and in the evening there will be a Banquet.

Delegates will be taken to Hull by motor car on Friday morning. There will be a civic reception by the Mayor and Corporation, then the party will be conducted round the docks. Lunch will be taken at the Guildhall. In the afternoon a tour will be made of the town, and then the party will be conveyed by motor car to Scarborough.

Arriving at Scarborough on Friday evening, they will be welcomed by the Mayor and Corporation. It is Scarborough's idea to give the delegates as much time as possible "out of doors" and special facilities will be provided for playing tennis and golf. Free tickets will be given for the Floral Hall and Spa, and places of interest in the neighborhood will be visited. They will leave Scarborough for London on July 28.

#### TOUR D: NORTHAMPTON, LEICESTER, NOTTINGHAM

The Delegation will leave London July 21, arriving at Northampton about 11 o'clock. They will be received by the Mayor and Corporation, and in the evening entertained to a banquet. Tours will be made of the big industrial establishments in the town. Motor trips will be arranged to the ancestral homes of Washington, Franklin, President Adams and Earl Spencer's priceless collection of pictures. It is hoped to give the delegates luncheon at Sulgrave, the home of the Washingtons.

On Wednesday morning the party will take the train to Leicester.

On Wednesday evening the party will be entertained to dinner and will leave for Nottingham on Thursday afternoon.

#### TOUR E: LANCASHIRE

This party of 100 delegates will visit Liverpool, Port Sunlight and Manchester.

The delegates will leave London at mid-day on Sunday, July 20, arriving at Liverpool about 5 o'clock. They will have dinner at their hotels and in the evening there will be an informal reception at the Adelphi Hotel, with musical program.

On July 21 a visit will be made to Exchanges. Lunch will be taken at the State Cafe. In the afternoon there will be an official reception at the Town Hall and in the evening a banquet.

On Tuesday a visit will be made to the docks and shipyards. A river trip will be taken and there will be a reception at Wallasey Town Hall, a visit to Knowsley Hall and in the evening a banquet at the Exchange Hotel.

On Wednesday a visit will be made to the Cathedral, St. George's Hall and main buildings; a town survey or a race party and a farewell banquet in the evening at the North Western Hotel, with musical program.

The delegates will leave Liverpool Landing Stage at 9 o'clock on Thursday morning by river steamer for Eastham Ferry. On arrival they will motor to Port Sunlight. A short time will be spent at the Lady Lever Art Gallery and from thence they will be driven to one of the village halls for a reception by the directors of Messrs. Lever Bros., Ltd., and luncheon will be served.

After lunch the party will be escorted round the factories, then tea will be served. They will motor to Woodside Ferry and go via Liverpool to Manchester.

The delegates will leave Manchester for London about mid-day on Saturday, July 26.

#### TOUR F: SOUTHWEST ENGLAND

This party will visit Torquay, Bristol, Bath and Weston-super-Mare.

The delegates will arrive at Torquay on Monday afternoon, July 21, and a civic reception will be given to them by the Mayor and Corporation. Motor coach tours will be taken in the beautiful Devonshire country and a trip will be made up the River Dart. The party will be entertained to a banquet and an entertainment will be provided at the Pavilion.

On July 25 the delegates will take the train to Bristol.

There they will be received by the Mayor and Corporation. Various important works will be visited. A visit will be made to Frome, the Wye Valley and Cheddar Cliffs.

A day's visit will be made to the quaint old town of Bath on Friday, July 25. Tour will be made of the city, including the famous 18th century baths, hot springs and pump room. They will motor into the surrounding country and will be entertained at luncheon by the Mayor and Corporation and the Bath Chamber of Commerce. The delegates will leave Bath for Bristol about 6 o'clock.

The delegates will be taken by special train to Weston-super-Mare each evening from Bristol and Bath, where hotel accommodation will be provided. This is a very popular west of England resort, noted for its beautiful sands and delightful bathing.

Leave for London on Saturday morning, July 26.

#### TOUR G: MIDLANDS

This party will visit Birmingham, Bournville, Coventry and Wolverhampton.

The complete program for Birmingham is not yet prepared, but it will include a civic reception, a banquet, and visits to all the principal industrial establishments.

Messrs. Cadbury Bros., Ltd., of cocoa fame, will entertain the delegates and devote half a day to showing them over their well-known factory at Bournville.

#### TOUR H: CATHEDRALS

Visiting the following cities: Norwich, Peterborough, York, Durham, Newcastle-on-Tyne.

The Norwich Cathedral was founded in 1096, and is one of the most perfect examples of Norman architecture to be found in England. Norwich abounds in the most interesting architectural remains, including the ancient castle with its splendid Norman keep.

The Peterborough Cathedral is a noble

edifice, its vast front being unsurpassed by any other in the kingdom.

York is a very ancient city. It is enclosed by walls pierced by four principal gates.

The city of Durham dates from the 10th century. The fine cathedral containing the tomb of the Venerable Bede (d. 735) dates from 1093. The castle is said to have been erected by William the Conqueror, and the university was founded by Cromwell in 1646.

Newcastle was originally called Pons Aelii, from a bridge erected (120) by the Emperor Hadrian. Its modern name originated from a fortress of which the keep still remains, built by the son of William the Conqueror. The old Roman Wall is one of the greatest sights of the neighborhood.

#### TOUR I: BELFAST

A great welcome awaits delegates who intend to visit Belfast. They will be formally received by representatives of the Government of North Ireland. The corporate bodies in Belfast will also participate in the entertainment of the delegates, which is being specially planned by the committees of the Ulster Club.

The members of the Ulster Club wish to show the delegates first industrial Ulster, and they will have the opportunity of seeing seven of the biggest factories of their kind in the world centred in Belfast. They will be given ample opportunity to examine the world-famous Irish linen manufactured in Ulster.

The delegates will have an opportunity of traveling to Newcastle in County Down, or Portrush in County Antrim, and playing over two of the finest sea-side golf courses in the world.

#### TOUR J: DUBLIN

The complete program is not yet to hand from Dublin, but the delegates will receive an official reception from the Government of the Free State, the municipality, the chamber of commerce, etc.

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# What About the Philippines?

---

As in 1899, the Philippine Islands are back on the front page. Their demand for independence NOW will keep them there through the 1924 campaign. There will be arguments a-plenty, but what the public wants—and what editors should give them—are

## The Rock-bottom Facts

that

## FRANK G. CARPENTER

### Is Gathering on the Ground

---

Mr. Carpenter was in the Islands in the days of Aguinaldo when there was a guerilla in every clump of bamboo, waiting to shoot an American soldier. He is now going over the ground again, comparing the conditions of today with those of a century ago, and noting the progress made. He will tell the story as he finds it in

## FIFTEEN WEEKLY LETTERS

*Each illustrated with three original photographs;  
average length 2500 words*

Beginning Sunday, June 15      Ending Sunday, September 21

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Dudley Harmon

## CARPENTER'S WORLD TRAVELS

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From Boston to Los Angeles, four million readers of many of the best papers of America consider their Sunday incomplete until they have read

*Frank G. Carpenter's Weekly Travel Story*

## RECORD DEMAND FOR PRESS SEATS AT JUNE POLITICAL POW-WOWS

**Standing Committee Swamped With Applications Many of Which Must Be Denied, Says "Jim" Preston—  
Lists Close May 1 and 10**

SWAMPED with applications for seats in the press sections at the New York and Cleveland national political conventions next June, James L. Wright, chairman of the standing committee on press arrangements, and James D. Preston, assistant secretary, are planning careful and judicious selection to provide working facilities for leading newspapers and press associations of the country.

With application lists scheduled to close for Cleveland May 1, and New York May 10, huge piles of requests must be

tom and place Press Association men nearest the speakers' runways, with representatives of leading newspapers close behind, graduating down to lesser journals in order of circulation and local importance.

Preston and Wright, when EDITOR & PUBLISHER discussed with them the convention arrangements, had just returned to Washington from Cleveland, where several important details regarding press facilities and entertainment of newspaper men had been ironed out with local com-

where press associations, Western Union and Postal Telegraph will have headquarters. Chutes for copy are also to be installed.

The Cleveland committees are co-operating in every way to the benefit of newspaper men, Preston and Wright reported.

An innovation this year will provide cartoonists with better opportunities for drawing than heretofore. At other national political conventions artists have been refused access to any part of the convention floor, other than the space allotted to the press. Carmi Thompson, chairman of the Cleveland Committee on Arrangements, first planned to have a special platform for cartoonists constructed in the rear of the Auditorium. In recent conference with Preston and Wright, however, it was finally decided that the newspaper artists will be issued special badges, giving them a sort of "roving commission" and allowing them access to all parts of the convention floor at any

### NEWSPAPER CONFIDENCES

"HOW many times have men, often highly placed, come to me, or sent for me, to say, 'I am going to tell you something of the greatest importance, but it is quite understood it is not to the journalist I am now speaking, and that you will make no use of it under any circumstances.' To such I have always replied, 'In that case keep your secret to yourself. I am not for my own part inquisitive; I am inquisitive only for my newspaper. I am a journalist, not a confessor. If you feel you have need to confide a secret in someone which will never be disclosed, go and find the first priest in the nearest church.'"  
—M. Stephane Lauzanne, Editor, Le Matin, Paris.



Cleveland's gigantic new convention hall, where 578 reporters will serve as eyes for the nation when the Republicans meet to nominate their party's choice for President. Under the stage, in the background, it is planned to locate the workrooms for the press and telegraph services. Reporters will be seated on both sides of a runway to be constructed from the stage down the middle aisle.

waded through by the standing committee before final allocation is made, probably by the middle of May.

Republicans gather at Cleveland for their pow-wow June 10, while Democrats will invade Broadway June 24.

The Democratic convention at Madison Square Garden, New York, Preston says, will "surpass anything we have ever had before," and Preston is a veteran at the game.

That "everyone wants to go to New York," is evidenced by the fact that about 1,100 applications have already been received by the standing committee in Washington. At the Garden, seats will be available for 692 newspaper men. Many disappointments are inevitable as usual.

In Cleveland, where the Public Auditorium will be the seat of the Republican National Convention, there will be working places for 578 reporters. Double that number of applications have been received.

In allocating places at both conclaves, the standing committee will adhere to cus-

tomitee chairmen. Both were impressed by the Public Auditorium, from utilitarian and aesthetic standpoints. They were also enthusiastic over the cordial and helpful attitude of the Cleveland committees.

The auditorium, which cost \$8,000,000 to construct, Preston classed as the finest hall for a political convention he has ever seen. It occupies an entire city block. The hall is more than 300 feet long and 215 feet wide and more than 80 feet from main floor to glass ceiling. Not a single column is used in the main arena, which is capable of seating 12,000 people. With supplementary facilities, 13,000 people can easily be accommodated in the Auditorium.

For the political convention, a speakers' runway, 5 feet wide, is being constructed, extending from the stage, which alone can seat 1,100 persons. Press seats are to be ranged on both sides of the runway, with desks facing the speakers and affording a commanding view. Within easy access, stairways and ramps are to run down beneath the stage to work rooms,

time while the big show is running. Another feature, which promises to make reporting the Cleveland Convention easier than usual, is that the local committee has agreed to open work rooms for press use in the Federal Reserve Bank building, situated directly opposite the Hollander Hotel, picked as Republican headquarters. The bank building is also close to the Auditorium. These work rooms are in addition to those under the Auditorium stage, which are well lighted, commodious, and well ventilated.

One change, which veteran newspaper writers will notice when they go to Cleveland next June, Preston pointed out, will be the absence of ornate decoration. Since the Public Auditorium is considered so beautiful architecturally, no attempt will be made to hang it with flags and bunting. A picture of the late President Harding and one huge flag over the stage will constitute the sole attempt at artificial interior decoration.

Cleveland, Preston reports, plans to outdo itself in hospitality to visiting newspaper men during the convention. The 13 golf courses around the city will be thrown open for their use, and a special excursion will be held for their benefit.

The standing committee, although not so well informed on conditions in New York, are satisfied with arrangements being made to care for the press at Madison Square Garden. In New York, Charles G. Hambidge, retired president of the Newspaper Club, is looking after the interests of newspaper men in reassuring manner.

By May 20 newspaper men will be notified by the standing committee in regard to their seats at both conventions. Besides Wright and Preston, members of the committee are Emmet Dougherty, Davenport (Ia.) Democrat; Carl D. Ruth, Cleveland News, R. B. Smith, Philadelphia Public Ledger, and Jay G. Hayden, of the Detroit News, who is secretary. Wright represents the Cleveland Plain-Dealer at Washington.

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The New Premier is used by the leading publishers in New York City.

All detail in your halftones are reproduced, because the face of the Premier Mat is as smooth as glass, lies perfectly flat and is uniform in quality.

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Pushing your newspaper to greater prestige, larger circulation, more profitable returns?

Or pulling it back from all these things—and making it harder for your newspaper to be the one you want it to be?

Your classified medium should be the cornerstone of your newspaper—it *is* the symbol of success in the eyes of readers and local and national advertisers.

On the service that it gives to its readers and advertisers depends its success. And on this success as a genuine public service to your city depends *in an increasingly large measure* the final success of your newspaper.

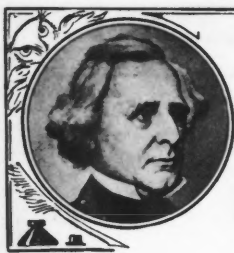
While you are building your newspaper better every year—make sure that the cornerstone of classified advertising is securely laid!

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# 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 week)

The introductory editorial in the issue of the Herald, following the fire which destroyed the plant, has been pronounced a masterpiece in its line, and clearly and fully outlined Mr. Bennett's ambitions and policies. It is as follows:

"We are again in the field, larger, livelier, better, prettier, saucier and more independent than ever. The conflagration consumed types, presses, manuscripts, paper, some bad poetry, subscription books—all the outward material appearance of the Herald, but its soul was saved—its spirit as exuberant as ever. From the past we augur well for the future. In the first six weeks of its existence, the Herald reached nearly the extraordinary circulation of 7,000 per day, and a corresponding amount of advertising patronage. We started then to reach a daily issue of 20,000 in a period of six or nine months—we restart now to rise to 25,000 daily circulation before we stop. This is no astronomical dream, no Herschell discovery in the Moon.\* It can be done, and if industry, attention, resolution and perseverance can accomplish the feat under the encouraging smiles of a kind public, the Herald shall do it.

"We are organized on a better footing than formerly—have it entirely under our own control, and have arranged our carrier routes in such a way that as we think, a week will make us go like a piece of ingenious clockwork. In other respects we shall please the public. Avoiding the dirt of party politics, we shall yet freely and candidly express our opinion on every public question and public man. We mean also to procure intelligent correspondents in London, Paris and Washington, and measures are already adopted for that purpose.

"In every species of news, the Herald will be one of the earliest of the early. Our Wall Street reports, which were so highly approved by every business man in the city, and copied extensively throughout the country, we shall enlarge and improve to a considerable extent. The former Herald from its large circulation among business people down town (being larger in that respect than any other paper in the city) had a very rapid increase of advertising patronage. We expect that the renovated Herald will outstrip its predecessor. Our position at 202 Broadway is admirably central—more so than even in Wall Street. Several merchants and auctioneers are preparing to advertise in the Herald. They are beginning to find out that a brief advertisement in our sheet is seen and read by six times as many as it would be in the dull prairies of the Courier and Enquirer.

"On the whole and to conclude" as Dogberry did not say, we bid our former kind friends and patrons a hearty, a cheerful and pleasant good morning, and we hope that while we give them a regular call to have a little chat over their coffee and muffins, we may often see them at 202 Broadway when they have any small thing to do, cheap and good in the advertising line, or any hint or curious piece of information to communicate to the public—barring always discoveries in astronomy, which our friends of the Sun monopolize."

\*Referring to the Sun's famous Moon hoax.

After the Herald had again been started, Mr. Bennett kept up intermittent attacks on the Sun, as a journalist once remarked, "in the shape of paper squibs, rockets and bombshells, but though the fire was continued for many months at intervals, it was not answered by the Sun except by random shots" one of which was as follows:

"We respectfully decline the well-written article signed 'A Member of the Phrenological Society,' because its insertion in our columns would only serve to bring into notice a pitifully ignorant editor of an obscure print which can't long exist if treated with contemptuous indifference."

This would indicate that Mr. Day was very apprehensive of the Herald's rising tide of prosperity.

Mr. Bennett's display of animus toward Mr. Day and the Sun was partly due to a despicable tale-bearer, who "manufactured" a letter purporting to be addressed by Mr. Day to one Frances Wright, and handed it to Mr. Bennett as genuine. It was grossly libellous, as forged papers usually are, and the purpose aimed at was achieved—Mr. Bennett ever afterward regarding Mr. Day as his bitter enemy.

## Bennett's Reckless Policy

Though on August 31, Mr. Bennett's resources were less than \$500, he resolutely toiled on with scarcely a friend to cheer him. As a writer put it in rather clumsy form:

"The time had come when to be less than a positive personality would be to become nothing in point of influence and probably in the future a dependant on the caprice of others. This was his feeling, and while he had a taste for something more elevated than the course which his circumstances indicated must be pursued for the sake of that prosperity for which he would pour out his life's strength to obtain, yet he could not follow the track of so-called respectable journalism, for it led straight to oblivion."

Among the means used to attract the public to the Herald were some curious ones. Mr. Bennett could not at that time afford to launch into great expense for news. What did he do?

Published mock special messages of President Jackson and Governor Marcy, to convulse the people with laughter, and to startle the gaping rival editors at breakfast, with the thought that their own enterprise had been outstripped by this presumptuous innovator. Apart however from such amusing "fakes" as these, he was constantly scoring big "beats" over his contemporaries, and his rivals admitted his wonderful skill and sagacity as a news-gatherer. In regard to his advertising columns, Mr.

Bennett at this time carried but little of the objectionable patent medicine advertising which flooded the pages of the Sun and other dailies. Such advertisements were a God-send to the hard-up publishers of those days, and among those carried in the Sun were, "Dr. Moffat's Vegetable Life Pills," "Dr. Brandreth's Vegetable Universal Pills," "Ayer's Cherry Pectoral," "The English Diet Drink," "The Matchless Sanative," etc.

## CHAPTER FIVE

### The Herald Moves Nearer the Sun

Finding that the cellar at 202 Broadway was entirely inadequate for his purposes, Mr. Bennett eventually removed to another and larger "base-ment story" at 148 Nassau street, on October 12, 1835.

His clever and humorous description of the locality and the Herald's near neighbors, also an appeal for a partner to invest in the business are given in the following editorial:

"I have the pleasure this morning to inform my friends and the public that I have removed the Herald Office from 202 Broadway to 148 Nassau street, between Spruce and Beekman streets. I have got at last into a remarkably pious, theological and religious neighborhood, probably much more intellectual and patriotic than Broadway, a splendid and fashionable thoroughfare indeed, but still considered the 'land of the heathen.'

"On my left is the Bible Society, on my right the Tract Society—in front the venerable brick church of Dr. Spring, with its spire pointing to Heaven, and tolling for the short hours that lose themselves in eternity. Yet unfortunately there is no good in this wicked world without a mixture of evil. I have the regret to state that a few doors on my left is Mr. Tappan's Anti-Slavery concern; and, what is worse, a few doors on the right, just across Spruce street, is the office of a thing generally called the Sun newspaper. I hope, at least I shall endeavor to try, that these awfully evil communications shall not corrupt my good manners. I mean to take a few of the spots out of the Sun as fast as I can, and as to the Anti-Slavery people, I think and pledge myself thus far to the South, that with the aid of the Bible Society, the Tract Society, the Missionary Society, and Dr. Spring, we shall be able to emasculate the whole of them in nine or twelve months at farthest.

"So much for public morals and public duty—now for myself."

"I have no doubt that my removal to Nassau street, within a few doors of the Sun, will be the cause of a vast accession of patronage, advertising and other business to the Herald. Many will no doubt prefer the Herald for advertising who have patronized the Sun, arising probably from the fact that I circulate many more papers in Wall, Pearl and similar streets. Indeed, with all the disadvantages of my former location, with opposition of all kinds, with combinations, and secret arts to talk me down, no daily paper in New York ever reached in the same period, the same amount of circulation and advertising which the Herald has done. To what is this owing? To its fearless independence on all subjects, and its unshaken resolution to tell the truth of all men and measures, and to take the 'hazard of the die.' Besides the city, every section of the wide Union is pouring in its subscribers with money in advance, ordering the Herald, and expressing a preference for it to its blank contemporaries.

"Heretofore I have done everything myself. I have written my own editorials (for I employ at \$5 a week no Peter Simples). I have written my own police reports—I have written my own Wall Street reports—I have written my own squibs, crackers and *jeux d'esprit*—I have been my own clerk and accountant—posted my own books—made out my own bills and generally attended to all business details in the office.

Now as the business of the Herald is rapidly increasing, I should like to get some competent business person to become connected with me as part owner and proprietor; one who would devote the whole of his time, as I do mine, to the business of the office. I will venture to say without any boast that for the last six months I have written more matter for the press—and collected more facts of every kind, than any three editors in this city. But in addition to this labor, the business concerns of such an establishment as the Herald is, a little more than one man can do. I would, therefore, like to have a business partner in whom I could place entire confidence, and, if he could bring into the concern capital sufficient to make certain improvements, enlargements, etc., we could make the Herald in less than a year surpass every paper in the city and yield a clear annual income of from \$12,000 to \$20,000. With capital, enterprise, skill, industry, resolution, talent and genius combined in due proportions, nothing is impossible. Look at the Courier & Enquirer, which Heaven knows has little to boast of. It started in 1829 with a dead debt of \$50,000. With all its blunders and foolery it has paid off that debt, and is now clearing annually \$37,500 over and above its expenses. If a three-penny concern, which is now conducted on the milk and water principle entirely—which has made more *faux pas* than any other paper in the country, can perform such a wonder in such a time by the force of capital alone, why could not a penny paper conducted on principles of experience, managed with skill, effect and resolution—why could it not do the same if it possessed the same means? There never was in New York such a field of enterprise presented as there is at this moment—and now is the moment to step in and plow, sow, plant and reap the virgin soil. The invention of steam power does not surpass the invention of the penny press."

Here is the way Mr. Bennett boasted of his success:

"The Times returned the Herald of yesterday with this endorsement—'Stop sending your damn paper to the Times Office.' Ha! Ha! Ha! How these ten-dollar blockheads wince. Well, here goes again. The Times of yesterday had not fifth the quantity of new cash advertising that the Herald had of the same date. The people of business begin to say: 'Who would advertise in the Times? None read it.' There—Dandy Rough Head, M.D., gnaw that!"

(Continued next week)



# \$466,000,000

In Agricultural Totals Supplements the Annual Income of

## New York State

One rarely refers to the agricultural resources of New York State and it is not considered by many people to be anything agricultural. Yet the State has tremendous production in some agricultural lines.

### NEW YORK STATE PRODUCES

	Valued at		Valued at
Tame Hay	\$88,000,000	Apples	\$25,000,000
Potatoes	36,709,000	Corn	24,594,000
Oats	11,709,000	Wheat	11,000,000
Grapes	6,000,000	Buckwheat	3,444,000
Pears	3,000,000	Peaches	3,000,000

\*In crops alone New York ranks fourth among all States, in livestock New York stands seventh.

New York is one of the great dairying States of the Union. The total value of manufactured dairy products in the Empire State approximates \$130,000,000.

A territory that produces can consume equally well.

Everything considered New York is a mighty prosperous State. It is up to you, Mr. Advertiser, to get some of its wealth.

By using this list of daily newspapers you can blanket the whole State and tell your story to the farm population as well as the urban population. This is an economical and effective manner of merchandising goods.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News	(E) 14,226	.08	.08	†††Newburgh Daily News	(E) 11,564	.05	.05
**Albany Knickerbocker Press	(M) 31,988	.10	.10	New Rochelle Standard-Star	(E) 7,000	.04	.04
**Albany Knickerbocker Press	(S) 49,311	.13	.13	†††The Sun, New York	(E) 290,026	.80	.84
†††Auburn Citizen	(E) 6,429	.04	.035	†††New York Times	(M) 845,149	.70	.856
**Batavia Daily News	(E) 8,566	.04	.04	†††New York Times	(S) 576,321	.85	.833
**Brooklyn Daily Eagle	(E) 66,079	.22	.22	**New York Tribune	(M) 132,777	.40	.36
**Brooklyn Daily Eagle	(S) 76,284	.22	.22	**New York Tribune	(S) 135,846	.40	.36
**Buffalo Courier and Enquirer	(M&E) 78,058	.18	.18	†††New York World	(M) 360,908	.595	.58
**Buffalo Courier	(S) 118,803	.25	.22	†††New York World	(S) 575,672	.595	.58
**Buffalo Evening News	(E) 123,852	.25	.25	†††New York Evening World	(E) 271,114	.595	.58
**Buffalo Evening Times	(E) 94,943	.18	.18	†††Niagara Falls Gazette	(E) 17,582	.635	.055
**Buffalo Sunday Times	(S) 96,618	.18	.18	††Port Chester Item	(E) 4,409	.03	.03
†††Corning Evening Leader	(E) 8,307	.04	.04	**Poughkeepsie Star and Enterprise	(E) 12,098	.05	.05
**Elmira Star-Gazette Advertiser	(E&M) 32,915	.11	.11	††Rochester Times-Union	(E) 64,032	.20	.18
**Geneva Daily Times	(E) 5,537	.04	.04	**Syracuse Journal	(E) 42,103	.12	.12
**Glens Falls Post-Star	(M) 9,065	.035	.035	**Troy Record	(M&E) 23,568	.05	.05
**Gloversville Leader Republican	(E) 6,377	.035	.035				
**Gloversville Morning Herald	(M) 5,927	.03	.03				
**Ithaca Journal-News	(E) 7,308	.04	.04	** A. B. C. Statement, Sept. 30, 1923.			
**Jamestown Morning Post	(M) 10,292	.04	.035	†† Government Statement, Sept. 30, 1923.			
**Middletown Times-Press	(E) 6,434	.03	.03	** A. B. C. Statement, April 1, 1924.			
**Mount Vernon Daily Argus	(E) 9,480	.05	.05	††† Government Statement, April 1, 1924.			



# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

WHEN and where did the first classified advertisement appear? That question has been frequently asked. When I was collecting data for my "History of American Journalism," I wanted to look into this question, but so many important topics needed detailed research I simply had to dismiss the matter with a casual reference.

A satisfactory answer to the question, however, will be found in "The Story of Classified Ads and Their Relation to Human Progress," by Gilbert N. Gundersen. This pamphlet may be obtained from the *New York Telegram and Evening Mail*. Gundersen's story of classified ads starts with those printed in the days of beaver hats and wood-burning locomotives and ends with those printed in a great metropolitan medium.

Of early classification, Mr. Gundersen speaks as follows:

One of the most interesting developments in classified advertising was the experiment made by Bennett in 1835-6, in which was sought to classify the announcements according to illustration. For this purpose a small cut of the thing advertised was supplied to start each announcement. The result was rows of trees, schooners, houses, steamboats, and beaver hats up and down the columns of the paper. The trees illustrated "Farms for Sale"; after the schooners were such announcements as "For Texas Direct." The early railroad companies ran their illustrations across the top of the column.

One other change is noted in the evolution of the classified advertisement. Along about 1848, the practice of illustrating such advertisements was discontinued. In the place of the cut, the entire top line was set in small capitals. Today only the first or index word is so capitalized.

While "The Story of Classified Ads" is obviously published to promote interest of the classified department of one of New York's newspapers, it contains so much historical matter and is so richly illustrated with typical advertisements that it ought to be preserved in every newspaper library. So practical is the booklet that the advertising manager of the classified section will probably want an extra copy.

**MARSHALL N. DANA**, associate editor of the *Oregon Journal*, contributes to *Oregon Exchanges*—a periodical published for the newspaper men of the state of Oregon by the School of Journalism at the State University—a bully good article entitled "Journalism vs. Publicity." He opens his discussion with this quotation from the *Oregon journalistic code of ethics*:

We will not permit, unless in exceptional cases, the publishing of news and editorial matter not prepared by ourselves or our staff, believing that original matter is the best answer to the peril of propaganda.

He then goes on to show that this declaration was adopted in the letter, but not in the spirit, and asserts that journalism is honeycombed with "press-agentism." The following two points made by Mr. Dana are startling:

If newspapers made a rigid rule that they would use only original matter, if they followed this rule to its logical climax and printed nothing they had not dug up for themselves, the news gathering staffs of the newspapers would need be increased from two to three times the present number.

If newspaper writers were refused the privilege of acting as press agents in their own time, it would be necessary for their pay to be double if they were not to live below the level of day laborers or country preachers.

The article is certainly an interest arouser and an attention arrester.

JUST as I turn in copy for this issue, there comes to my desk a book which approaches the subject of journalism from an entirely new angle. I refer to "The Principles of Journalism" by Casper S. Yost, editor of the *St. Louis Globe-*

Democrat and president of the American Society of Newspaper Editors—(D. Appleton & Co.).

A glance at the table of contents will indicate the mode of treatment. After a brief chapter on the evolution of the newspaper, Mr. Yost sets forth what should be the real purpose of the newspaper. The importance of news he stresses by giving five chapters to that subject. Before discussing the editorial page and the editor's responsibility, he emphasizes in a separate chapter the importance of personality in the newspaper. To such subjects, "The Freedom of the Press" and "Ethics of Journalism," he gives a special chapter. The book will be reviewed in a later issue as this mention is simply a news item.

ON Feb. 4, 1924, the leased wires of the United Press carried a story about Woodrow Wilson written by Robert J. Bender, who for eight years had covered the activities of Wilson for the news association.

In response to requests that the story be preserved in more permanent form than newspaper files, the United Press, after slightly recasting the dispatch, is now distributing "W. W." by Robert J. Bender. How well Mr. Bender is prepared to interpret Woodrow Wilson, the foreword of the book tells as follows:

Mr. Bender was associated with Mr. Wilson, as the United Press Correspondent at the White House during the eager, bustling, promising period of his first administration; then as manager of the United Press Washington bureau during the grim, tense days of the War and later as a special correspondent of the United Press and the United News when he accompanied the President on all of his important travels, including his journey abroad the *George Washington* to the Paris Peace Conference; his trip into England and Italy and his return.

What is said of the relationship existing between Bender and Wilson is equally true of the volume—friendly, intimate, and human.

The concluding paragraph of the book may well be quoted to illustrate the author's style:

The last picture is that of a tragic figure, broken physically, his face drawn in pain and misery, shuffling slowly across the White House veranda and being lifted into a waiting car. This was March 4, 1921, as Woodrow Wilson laid down to President-Elect Harding the burdens which had all but crushed out his own life. The silk hat, the long black coat and the cane comprised all that could be reminiscent of the Wilson that was.

THE sketch of "Horace Greeley" by Gamaliel Bradford in the *American Mercury* for April, portrays the founder of the *Tribune* "in the days of the flesh." For instance, this is the way he went to church:

He generally stalked in rather early, the pockets of his long white coat filled with newspapers, and immediately on taking his seat, went to sleep. As soon as the service began, he awoke, looked first to see how many vacant places were in the pew, and then, without a word, put out his long arm into the aisle and with one or two vigorous scoops, pulled in a sufficient number of strangers standing there to fill all the vacancies; then he slept again.

With all his Christian charity—which he doubtless had to an excess—he never gave to a cause which did not interest him. Solicited once for a subscription to a movement "which will prevent a thousand of our fellow beings from going to Hell," he remarked, "I will not give you a cent. There don't half enough go there now."

But the quotation which I should like to mark "must" for perusal is the following in which Greeley outlines editorial requisites:

An ear ever open to the plaints of the wronged and the suffering, though they can never repay advocacy, and those who mainly support newspapers will be annoyed and often exposed by it; a heart as sensitive to oppression and degradation in the next street as if they

## TEN N. Y. DAILIES GAIN LINEAGE IN MARCH

TOTAL newspaper advertising in New York for March was 14,183,716 agate lines, according to figures compiled by the statistical department of the New York Evening Post. This was a net loss of 250,042 agate lines compared with the same month last year, when advertising totaled 14,433,758 agate lines. On March 19, the *Herald* and *Tribune* were combined.

Pages	Percentage of total space	1924	1923	Gain	Loss			
1,480	1,146	American	9.4	1,339,480	*937,158	402,322	.....	
1,253	1,052	Brooklyn Eagle	10.5	1,493,646	1,310,216	183,430	.....	
536	630	Brooklyn Times	2.9	407,854	322,794	85,060	.....	
1,218	1,152	*Evening Journal	8.6	1,215,144	1,228,116	.....	22,972	
764	540	*Evening Mail	.....	.....	584,840	.....	.....	
672	784	*Evening Post	2.5	356,170	349,926	6,244	.....	
.....	654	*Evening World	4.7	694,718	816,196	.....	151,478	
.....	654	*Globe	.....	.....	841,570	.....	.....	
1,656	1,014	<i>Herald</i>	3.9	1,557,648	969,960	.....	411,412	
1,214	972	<i>Herald-Tribune</i>	7.5	1,071,024	851,612	.....	219,412	
1,084	1,040	News (Tabloid)	3.4	488,578	413,020	75,558	.....	
626	678	Standard Union	4.7	600,402	690,628	.....	30,226	
910	702	*Sun	8.5	1,201,912	1,898,566	306,346	.....	
790	558	Telegram and Mail	6.3	807,060	456,912	340,168	.....	
1,766	1,564	Times	16.4	2,327,798	2,153,066	174,702	.....	
1,274	1,190	World	10.6	1,502,262	1,500,422	2,220	.....	
14,254	14,292	Totals	.....	14,183,716	14,433,758	.....	250,042	
							Net Loss	.....

\* No Sunday Edition.  
 \*\* 72,110 lines American Weekly not included.  
 † Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924.  
 ‡ Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924.  
 § *Herald* and *Tribune* combined March 19, 1924. || March 1 to March 15, inclusive.

	1924	1923	1922	1921	1920	1919	1918
American	1,339,480	937,158	925,828	856,818	969,846	852,455	909,180
Brooklyn Eagle	1,493,646	1,310,216	1,305,366	1,153,906	1,136,676	913,611	764,292
Brooklyn Times	407,854	322,794	331,756	273,298	299,918	.....	.....
Brening Journal	1,215,144	1,228,116	1,104,012	999,704	881,622	795,992	714,467
Evening Mail	.....	584,840	560,298	582,872	565,832	298,044	413,440
Evening Post	356,170	349,926	330,822	529,218	437,716	353,048	306,601
Evening World	694,718	816,196	847,952	890,698	911,514	583,580	459,122
Globe	.....	841,576	962,010	614,394	849,540	691,570	453,295
<i>Herald</i>	1,557,648	969,960	992,714	1,052,778	1,011,704	758,272	628,140
<i>Herald-Tribune</i>	1,071,024	851,612	828,442	800,714	904,524	595,822	391,618
News (Tabloid)	488,578	413,020	295,616	182,184	.....	.....	.....
Standard Union	600,402	690,628	701,148	635,376	755,974	562,598	513,899
Sun	1,201,912	898,566	869,626	742,456	789,294	633,298	462,132
Telegram-Mail	807,060	556,912	598,050	568,652	685,804	749,147	696,828
Times	2,327,798	2,153,066	1,982,392	1,850,914	2,041,939	1,491,791	1,208,618
World	1,502,262	1,500,422	1,399,596	1,261,478	1,678,472	1,435,480	1,351,590
Totals	14,183,716	14,433,758	13,661,622	13,028,340	13,940,396	10,664,708	9,283,002

† Figures not recorded.

were practiced in Brazil or Japan; a pen as ready to expose and reprove the crimes whereby wealth is amassed and luxury enjoyed in our own country at this hour, as if they had only been committed by Turks or pagans in Asia some centuries ago.

In view of the flag flown at the mast-head of the *New York World*, one can not help wondering whether the policy of Joseph Pulitzer may not have been influenced somewhat by these words from Horace Greeley.

**ROLAND THOMAS**, recently on the staff of the *New York Herald*, traces what he calls "The Rise and Fall of Mr. Munsey" in the *Nation* for April 2, 1924. Of Mr. Munsey we have heard a great deal in current literature—I am almost tempted to add enough and to spare. But I must not overlook the chat on Munsey by E. S. Martin in *Harper's Magazine* for April. It does not have a word to say in conclusion about the late Frank I. Cobb, the editor of the *World*.

**ERNEST BRENNECKE**, who has just returned from Europe where he has been writing special feature articles for the *New York World*, is the author

of "The Real Mission of the Funny Paper" in the *Century Magazine*.

The title is somewhat misleading as the subject matter concerns itself chiefly with the comic supplement and the comic strip of the daily paper.

After an interesting chat about the men who draw these comics, Mr. Brennecke concludes his discussion with the following comment:

The most important and encouraging thing to notice about the funny paper is its wonderful good health. It is healthy not only in the way of enjoying tremendous popularity, but in the far more significant way of its fundamental philosophy of life. It makes the most serious grouch among us, the most abject victim of hard luck, the most miserable subject of self-pity, laugh without restraint, without shame, without qualms of any kind; for its mirth is unclouded by any stupid sentimentality and unblinded by any foolish self-deception. It is, in general, a thoroughly disillusioned art, and yet it manages to pierce through reality and to exploit successfully the boundless domains of romance, wonder, adventure, and humor that lie spread before the courageous liver of life. It gives true pictures of the varicolored human activities of the day; it satirizes the natural weaknesses manifested in those activities without undue bitterness, as without folly. It is an art form that has been much maligned by the tip-tilted noses of the unappreciative. It is high time that critics reformed and doffed their formal silk top-hats to the funny paper.

FOR PROMPT SERVICE

**TYPE · BORDERS · ORNAMENTS**

**BRASS RULE**

Printers' Supplies · Presses · Paper Cutters

**Hamilton Wood & Steel Equipment**

including our

**AMERICAN CUT-COST EQUIPMENT**

Carried in Stock for Prompt Shipment

**American Type Founders Company**

Boston Baltimore Buffalo Detroit St. Louis Denver Portland  
 New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane  
 Philadelphia Atlanta Cleveland Cincinnati Kansas City San Francisco Winnipeg



# Values in the South Are Doubling and Trebling

Formerly cheap lands in this section are now overtaking the higher values of other states.

The same is true to a great extent in agriculture. The South is no longer dependent upon cotton as the chief factor of agricultural success.

Of course, cotton is an important crop and always will be, but of the tremendous total value of the South's agricultural production, it must not be forgotten that nearly four-fifths of the sum is due to diversified agriculture and but little over one-fifth to cotton.

Corn, tobacco, oats, hay, sweet potatoes, dairying, mining, lumbering and others now make the South a "land of wealth and prosperity."

Development of the South's industrial and commercial life is now well under way, and this territory should gain by leaps and bounds.

Get into this extremely attractive territory. Link your goods up with your local dealer. Tell the people about your goods through the local daily newspaper.

## These are the leading dailies in their respective territories

	Circulation	2,500	10,000
		lines	lines
<b>ALABAMA</b>			
**Birmingham Age-Herald (M)	32,057	.08	.08
**Birmingham Age-Herald (S)	49,305	.10	.10
**Birmingham News (E)	75,304	.18	.18
**Birmingham News (S)	83,223	.18	.18
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	20,326	.07	.07
Mobile Register (S)	32,061	.085	.086
**Montgomery Journal (E)	18,516	.06	.06
<b>FLORIDA</b>			
**Florida Times-Union, Jacksonville (M&S)	36,159	.09(.10S)	.09(.10S)
Pensacola News (E)	4,750	.03	.03
††St. Petersburg Independent (E)	7,236	.03	.03
**Tampa Times (E)	14,770	.05	.05
**Tampa Tribune (M&S)	25,651	.07(.08S)	.06(.07S)
<b>GEORGIA</b>			
††Augusta Herald (E)	13,436	.05	.05
††Augusta Herald (S)	13,436	.05	.05
**Macon Telegraph (M)	23,976	.07	.07
**Macon Telegraph (S)	23,185	.07	.07
**Savannah Morning News (M) 20,552 (S)	22,437	.06(.07S)	.06(.07S)
<b>KENTUCKY</b>			
**Lexington Leader (E)	18,432	.05	.05
**Lexington Leader (S)	18,536	.05	.05
**Paducah Sun (E)	8,759	.04	.04
<b>NORTH CAROLINA</b>			
††Asheville Times (E)	8,969	.04	.04
**Asheville Citizen (M)	11,760	.055	.055
**Asheville Citizen (S)	12,421	.055	.055
**Greensboro Daily News (M)	21,530	.07	.06
**Greensboro Daily News (S)	29,308	.07	.07
**Raleigh News and Observer (M)	26,423	.06	.06
**Raleigh News and Observer (S)	30,943	.06	.06
**Winston-Salem Sentinel (E)	13,240	.05	.05
<b>SOUTH CAROLINA</b>			
**Columbia State (M)	23,236	.06	.06
**Columbia State (S)	24,286	.06	.06
Greenwood Index Journal (E&S)	4,367	.025	.025
Spartanburg Journal (E)	4,165		
Spartanburg Herald (M) 5536 (S)	7,156	.04	.04
<b>TENNESSEE</b>			
**Chattanooga Times (M)	24,058	.07	.07
**Chattanooga Times (S)	24,145	.07	.07
††Nashville Banner (E)	58,892	.10	.10
††Nashville Banner (S)	56,989	.11	.11
<b>VIRGINIA</b>			
**Alexandria Gazette (M)	3,900	.025	.025
**Danville Register and Bee (M&E)	12,225	.05	.05
Newport News Times-Herald (E)	7,660		
Newport News Daily Press (S&M)	5,725	.05	.05
**Roanoke Times & World-News (M&E)	25,648	.07	.06
**Roanoke Times (S)	17,596	.07	.06
**Staunton News-Leader (M), Leader (E)	6,370	.03	.03

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



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

By HERBERT C. RIDOUT

(London Editor, Editor & Publisher)

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

#### Convention "Lines of Thought":—

As the Prince of Wales has been obliged to postpone his South African trip, the hope is being expressed that it may be found possible for His Royal Highness to be present at one of the Convention functions.

Owing to the Easter holidays, the Tuesday convention luncheons in London will not be resumed until April 29. By that time it is hoped the entire business program of the Convention will be completed.

C. Harold Vernon tells me that in the little country of Holland no less than 15 delegates have definitely signed as visitors to the July Convention.

Commercial advertisers are offering financial support to the Convention. Messrs. Wm. Hollins & Co. (Mansfield); the manufacturers of Brand's Meat Essence; and Messrs. John Steedman (Soothing Powders) are among those so contributing.

**A. A. C. W. Affiliations Grow:**—This time last year only two British clubs were affiliated to the A. A. C. W. Today there are 39, the latest application having been made by the Publicity Club of Bradford. President Vernon says he expects the affiliated British Clubs will number 50 by Convention time.

**Big Names at the Convention:**—W. S. Crawford, at the last Tuesday convention luncheon, gave a hint of some of the big names associated with the Convention program. He said that on Monday, July 14, the speakers would be as follows:

Morning—Viscount Burnham (chairman), and Sir Eric Geddes, chairman of the Dunlop Tyre Co., Ltd. Afternoon—Viscount Leverhulme (chairman), and Sir Charles Higham.

On Tuesday, Winston Churchill will speak, and it is expected that, if the political situation permits, the Prime Minister will also take part in the program.

To Americans, this use of big names in an Advertising Convention may seem strange, but it must be remembered that this is our first serious British affair of the kind, and its utility to our country depends as much as anything upon its recognition by leaders of business thought and politics to ensure its being regarded with the complete importance that it deserves.

**With the Publicity Clubs:**—Thomas McDougall tells me the Glasgow Publicity Club dinner was one of the most enthusiastic gatherings he has seen, and says that Glasgow is going to be well in the forefront in the Convention. W. S. Crawford, who has also just returned from Glasgow, confirmed this. The Scotsmen have certainly got their teeth in.

T. A. Grehan, of the Irish Independent, in town from Dublin, tells me that

the Advertising Club of that city is making its plans for sending a representative body of delegates to Wembley and hopes to entertain American visitors in Dublin.

The Newcastle Advertising Club held its first meeting, April 3, under the presidency of Mr. Gerald France. Mr. Sydney Walton, chairman of the Convention Press Bureau, spoke on the purposes of advertising.

Bradford Publicity Club's first business meeting, April 4. Mr. T. A. Lawrence, chairman of the National Sight Seeing Committee, spoke on "Advertising as a Day to Day Necessity."

**Bankers Advertising a New Subject:**—As illustrating the searching character of the Convention, the departmental sessions to be devoted to financial advertising are exciting special interest in British circles. On this side, there is no such thing as financial advertising as it is known and practiced in America. But our advertising men are determined to see the subject adequately treated, and prominent men are being interested.

**McDougall on Your Side:**—Mr. Thomas McDougall is paying another visit to the United States. He will arrive on the Franconia, April 26, and propose to visit Philadelphia, Chicago, Boston and St. Louis. Mr. McDougall has just been elected to the board of directors of the London Advertising World.

#### Brothers Reunited by News Item

A news item published in the Cedar Rapids (Ia.) Gazette recently was instrumental in bringing about the reunion of two brothers separated for more than 15 years. Everett Holmes of Los Angeles wrote the Gazette asking for word of his brother and this item, the next day, brought a response from Ernest Holmes, the missing brother.

#### Indiana Republican Editors Confer

Republican newspaper men of the Thirteenth Indiana congressional district held a political conference in the South Bend Tribune building, March 18. F. A. Miller, editor of the Tribune, presided. Talks were made by newspaper men present and by Clyde A. Walb, of Lagrange, Ind., Indiana republican state chairman. In the evening newspaper men, county chairmen and others attended a banquet.

### 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

### THE RETORT QUARRELSOME

(From the Manchester (Vt.) Journal.)

#### POSTING NOTICE

My wife, Lucy M. Emerson, having left my bed and board without just cause or provocation, I hereby give notice that I will pay no bills of her contracting after this date.

MYRON EMERSON,  
Manchester Depot, Vt., March 31, 1924  
Advertisement. 52-3

#### NOTICE

I, the wife of Myron A. Emerson, did not leave his bed, because it belongs to my sister; and as for my board, it was brought to me by my mother up to the time of her death, and since then by my sister and brother. I left the house he rented when he ordered me out, threatening to set me out on the ground otherwise; and that after he had struck me and pulled my hair, to which I have witnesses. I know better than to ask for credit on his account, for he owes everybody in town.

MRS. LUCY EMERSON,  
Manchester Depot, Vt., April 3, 1924.  
As reported by F. P. A. in the Conning Tower. Advertisement. 52-3

#### He Sends the Flowers Now

To EDITOR & PUBLISHER: The stories about the "Major Markets of America" by Harry R. Drummond, now appearing in EDITOR & PUBLISHER are interesting reading, aside from being valuable statistics.

While they are captioned "an exclusive service to space buyers," I believe they render a much broader service to readers of EDITOR & PUBLISHER.

Some advertising men have minds which crave facts, figures and statistics; others do not, finding all such hard facts dry and uninteresting. But, Harry R. Drummond presents his market data in carefully prepared pills, easy to swallow and easy to digest.

As one advertising man remarked, these stories have a breezy, snappy swing which makes one get a very clear picture of the market being described.

It is always a difficult matter to present a batch of statistics about a city in an article, and keep it from running heavy from the very start.

Drummond seems to possess that light touch so very necessary in handling figures to make them sparkle with interest.

### When you come to London—

You will find JOHN BULL the most quoted paper in Great Britain. Its integrity, honesty and outspokenness are proverbial. "If you see it in John Bull, it IS so!" has become a national saying.

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

For Advertising Rates and Particulars write:

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

## JOHN BULL

### 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.

#### LINKS WITH BRITAIN.

### FLAMBOROUGH HEAD

Paul Jones

Off Flamborough Head on the coast of Yorkshire, on the 28th Sept., 1779, Paul Jones, American citizen and captain of the good ship "Le Bonhomme Richard," engaged and sank the British King's Frigate "Serapis." The latter with a smaller vessel, the "Countess of Scarborough," was conveying a fleet of Baltic merchantmen out of Bridlington Bay. The sun was setting and Jones was sailing southward when the enemy ships hove in sight. By skilful seamanship he got between the English and the land (the merchantmen running for shelter towards Scarborough and Tynemouth). The fight lasted well into the night, and ended with the blowing up of the "Serapis" by a hand grenade thrown from the "Bonhomme" under the light of the harvest moon.

Flamborough Head is near Bridlington, Scarborough and Filey—three of the finest watering places on the English Coast.

London & North Eastern Railway from King's Cross Station, London.

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

H. J. KETCHAM

General Agent,  
London & North Eastern Rly.,  
311, Fifth Avenue (at Thirty-Second St.),  
New York

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



*The Proprietors of  
The Associated Newspapers, Ltd.  
extend  
A Cordial Invitation  
to all  
1924 Convention Delegates  
to visit  
Carmelite House  
during their stay  
in London.*

**The Daily Mail  
The Evening News  
Weekly Dispatch  
The Overseas Daily Mail  
The Atlantic Daily Mail**

*Carmelite House,  
London, E.C.4, England.*

# DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

## BUSINESS TICKLER



**STEP** on the gas now, for late Spring and early Summer stuff! Now or never! Tell 'em what to plant in city gardens—it would surprise you to

know how much green stuff is raised by householders, even in our greatest cities. The hardware and paint people are cashing in now, and need your assistance.

What are you doing to attract the average man's attention to your newspaper as a means of selling a used car to make way for a new one? There's big lineage there for the fellow who can hail them.

Roofers and plumbers—they're busy, but need printers' ink help.

People are looking around for new homes on these pleasant Sundays—tell 'em where to look!

Mother is interested in electric equipment for the kitchen, for Summer, cool and easy to operate.

Summer boy and girl camps are now being organized—get after 'em.

Keep hammering away on:

- Ice-cream freezers
- Lemons
- Grape-juice
- Poison Ivy cures
- Mosquito catchers
- Fly-paper
- Wayside Inns
- Spring tonics
- Light Fiction
- Summer furniture
- Linoleum
- Kerosene Oil Ranges
- Knock-down bungalows
- Garages
- Thermos bottles
- Lunch kits
- Raincoats
- Binoculars
- Goggles
- Cameras
- Screens
- Storage for furs, rugs and draperies
- Safe deposit vault for silverware
- Couch hammocks
- Lawn outfits
- Beach umbrellas
- Bathing suits
- Slip covers
- Wedding present for June brides
- "Putting next winter's coal in at Spring prices."
- Golf equipment
- Paper cups
- Incubators
- Garden tools
- Day old chicks
- Garden hose.

A "DOWN on the Farm" column running daily in an evening paper in a Kansas town of 20,000 is steadily in-

creasing the county circulation to gratifying totals. The column is conducted by the county circulation manager who collects the material in talking with the farmers. Short paragraphs about Mr. Jones' fine flock of white leghorn chickens, the new baby at Smith's, how Mrs. Brown makes a success of the egg and cream business, the White's new silo, etc. Aside from being one of the most popular features of the paper, the "Down on the Farm" column is also a subscription builder as without additional cost to the paper, the circulation manager is daily getting "starts" from rural residents who are "sold" on this one feature alone.—D. E. Daigh, Parsons (Kan.) Sun.

As a rule, lumber yards are not regular advertisers. An Iowa lumber dealer has been using a space for years in a newspaper which he calls his "corner." It is written in a newsy style, set in 8 point. The idea was sold by a layout and good copy. After that, the manager prepared the copy. It runs each week and means around 400 more inches of paid advertising.—D. O. Ross, Washington (Ia.) Democrat.

There are a number of exclusive shops in every city and these might be gotten to advertise on a special page devoted to exclusiveness. For instance there are barber shops which cut only women's hair or only children's hair, there are stores that cater only to boys or only to infants, there are stores which sell only hosiery and so on. This idea of exclusiveness is the one thing the stores most particularly want to push so they would readily come in on such an advertising proposition.—F. H. Williams, Santa Ana, Cal.

Real estate dealers who are affiliated with the National Association of Real Estate Boards have exclusive right to the name "realtor." They are justly proud of the fact. Get information from the courts and you'll probably find that the percentage of realtors convicted of questionable practices is remarkably small as compared with non-members of the organization. Get a good editorial man on appropriate copy, set display with a dignified border, and pro rate space among leading concerns. Possibly you can get action through your local board as a unit. Anyway they'll be tickled to give the scheme their official O. K.—John Lewis Shissler, Cleveland Times and Commercial.

The Business Men of Your Town Want to Read

John T. Flynn's

## DAILY BUSINESS REVIEWS

We Can Prove It By the Written Endorsements of Hundreds of Leading Merchants Representing Every State In The Union

Write for Particulars to

U. P. C. NEWS SERVICE, Inc.

243 West 39th Street  
New York, N. Y.

## TIPS FOR AD MANAGERS

**Advertising Industries, Inc.**, Ellicott Square, Buffalo, N. Y. Placing account for the Convertible Wagon Trailers, Inc., Buffalo.

**F. Wallis Armstrong Company**, 16th & Locust streets, Philadelphia. Will make up lists in May for the Wheatena Company, Rahway, N. J.

**Harry Atkinson, Inc.**, 322 South State street, Chicago. Sending out schedule for Birchmont Hotel, Wedgewood Hotel, Sherwin Hotel, Arlington Hotel and Hayes Hotel, all of Chicago.

**Barrows & Richardson**, 19 West 4th street, New York. Using rotogravure newspapers for the Gorham Company.

**Bohnett & Co.**, Walsh Bldg., Cincinnati, Ohio. Placing account for the National Woolen Mills, Parkersburg, Va.

**Brandt Advertising Company**, 5 South Dearborn street, Chicago. Will use newspapers for the Ono Trading Company, San Francisco, importer of Blue Flag crab meat.

**Calkins & Holden**, 247 Park avenue, New York. Making 5,000-line contracts for the Southern Cotton Oil Trading Company.

**Caples Company**, 225 East Erie street, Chicago. Sending orders to eastern cities on Union Pacific railway.

**Campbell-Ewald Company**, 5 South Wabash avenue, Chicago. Reported to be preparing schedules of three pages on Oldsmobile Motor car.

**Campbell-Moss-Johnson**, 21 East 40th street, New York. Making 5,000-line contracts for Fly Flu.

**Nelson Chesman & Co.**, 1129 Pine street, Chicago, Mo. Sending out 26-time orders for the Marmola Company.

**Dickinson Advertising Company**, 10 South LaSalle street, Chicago. Sending orders to additional Texas towns on Texas Sugar Refining Company.

**George L. Dyer Company**, 42 Broadway, New York. Making new contracts for the United States Rubber Company.

**Erwin, Wasey & Co.**, 844 Rush street, Chicago. Making 5,000-line contracts for Carnation Milk Products Company. Reported that company will use about 35 cities on Postum Cereal Company. Reported to be preparing small list on Quaker Macaroni (Quaker Oats Company).

**Federal Advertising Agency**, 6 East 39th street, Chicago. Placing account for the Spool Cotton Company, 315-4th avenue, New York.

**A. H. Fensholt**, 549 Washington boulevard, Chicago. Using limited list of metropolitan papers on Allen Bradley Company (radio).

**Green, Fulton, Cunningham Company**, Steger Bldg., Chicago. Making 4,200-line contracts for Nash Motors.

**Griffin, Johnson & Mann**, 350 Madison avenue, New York. Placing account for the Arlington Refrigerator Company, Inc., Arlington, Vt.; placing account for the J. T. Baker Chemical Company, Phillipsburg, Pa.

**Hanft-Metzger, Inc.**, 95 Madison avenue, New York. Will make up lists in May for the Yale & Towne Mfg. Company, Stamford, Conn.

**Hicks Advertising Agency**, 52 Vanderbilt avenue, New York. Placing account for Asbury Mills, makers of Annette Kellerman, bathing suits and swimming tights.

**Albert P. Hill Company**, Oliver avenue, Pittsburgh. Will make up lists in May for U. S. Supply Company, Greenville, Pa.

**H. W. Kastor & Sons Advertising Company**, 14 East Jackson boulevard, Chicago. Sending orders to southern cities on Stafford-Miller Milling Company (Carmen powder). Sending contracts to a few southern and northwestern cities on Platt-Billiken Company. (Eatonco.)

**Kling-Gibson Company**, 220 South State street, Chicago. Sending out contracts on Royal Easy Chair Company.

**Lord & Thomas, Wrigley Bldg.**, 400 North Michigan avenue, Chicago. Sending orders to southern cities on All Year Club of Southern California. Sending contracts to Canadian newspapers on Holeproof Hosiery Company.

**John Jex Martin**, 202 South State street, Chicago. Sending orders to middle western papers on Republic Paint & Varnish Company.

**Mertz, Kick & Company**, 400 North Michigan avenue, Chicago. Placing account for the Pines Manufacturing Company, Sacramento Bldg., Chicago.

**William T. Mullally, Inc.** Placing account for the Millon Watch Company, New York.

**Fred M. Randall Company**, Book Bldg., Detroit. Placing account for the Federal-Mogul Corporation.

**William H. Rankin Company**, 1 West 37th street, New York. Placing account for the Chicago, Indianapolis and Louisville Railroad, Chicago. Sending contracts to eastern cities on Haynes Automobile Company. Preparing list on Goodrich Tire & Rubber Company.

**Arthur Rosenberg Company**, 110 West 34th street, New York. Placing account for Hickson, Inc., New York.

**Sell Advertising Agency**, 139 North Clark street, Chicago. Sending out contracts on Crosby Radio Corp. Using papers in about half a dozen cities on One-Minute Washer Company.

**Franklin P. Shumway Company**, 453 Washington street, Boston. Conducting campaign in New England newspapers for the Otis Mfg. Company, Ware, Mass.

**J. Walter Thompson Company**, Lytton Bldg., Chicago. Making 4,500 line contracts for Fort Worth & Denver City Railroads. Making 3,500 line contracts for Chicago, Burlington & Quincy Railroad.

**Tracy-Parry Company**, Lafayette Bldg., Philadelphia. Has just taken over Herbert M. Morris Agency of Philadelphia, and will place all the accounts which in the past were placed by this agency.

**Zimmer-Keller, Inc.**, Detroit Life Bldg., Detroit. Making 5,000 line contracts for Rollin Motor Company.

## CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.

Wire or Write Care of Wichita  
Beacon

## HOLLISTER'S CIRCULATION ORGANIZATION

300 Merritt Building - Los Angeles, Cal.

## BEDTIME BIBLE STORIES

BY FLORENCE VINCENT

FULL COLOR ILLUSTRATIONS FROM WORLD FAMOUS PAINTINGS BY TISSOT

An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.

KEANE BROTHERS  
Brokaw Bldg., Times Square, N. Y.

# WIRE NEWS

For Evening and Sunday Newspapers

International News Service  
21 Spruce St., New York

## 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.  
501 Fifth Ave. 5 So. Wabash Ave.  
New York Chicago

## The Pittsburgh Press

A Scripps-Howard Newspaper  
Daily and Sunday

## Has the Largest

CIRCULATION  
IN PITTSBURGH  
MEMBER A. B. C.

Foreign Advertising Representatives  
ALLEN NEWSPAPERS, INC.  
New York Office—58 Vanderbilt Ave.  
Chicago Office—5 North Wabash Ave.  
San Francisco—Cleveland—Cincinnati



# Largest Patronage in the Industry

—we wish to thank  
our customers



**POWERS PHOTO ENGRAVING COMPANY**

154 Nassau St., New York City. Beekman 4200

**POWERS COLORITYPE COMPANY**

229 W. 28th St., New York City. Pennsylvania 7760

**POWERS REPRODUCTION CORPORATION**

205 W. 39th St., New York City. Pennsylvania 0600

**POWERS FOURTH ENGRAVING COMPANY**

Broadway and 50th St., New York City. Circle 1300

## RADIO SHOW STAGED BY CLEVELAND TIMES

**Circulation Manager Explains How It Boosted Newspaper Sales at Practically No Cost—Canvassers Got Subscriptions**

"As big a piece of promotion as has been put over by any newspaper in a long time—at practically no cost."

That is the enthusiastic way in which J. Omansky, circulation manager of the Cleveland Times and Commercial, described a radio show recently conducted by his newspaper.

"Sometime last February, one or two

Times to amateurs who exhibited homemade sets. The winners selected by three leading radio experts of Cleveland.

"A new departure in the conduct of radio shows was the entertainment provided. Because of the location of the show in the heart of the business district satisfactory radio reception would have been impossible. We therefore did the next best thing and had radio entertainers appear in person as movie stars do.

"The entertainments were all obtained for the publicity.

"The Times cashed in on the show in many ways. It was advertised extensively in our own columns and with street car cards, bill boards, circulars, envelope inserts, autobanners, window cards, etc.,

### U. P. Financial Manager Dies

WILLIAM W. JOHNSON, 32, manager of the financial service of the United States Associations, died April 17, at Sauger-ties, N. Y., following a nervous breakdown. He started newspaper work with the old Laffan News Bureau, New York, then went to the International News Service, later becoming night manager in New York for the Universal Service. His first position with United Press was as assistant day manager. He was to have been married this fall.

### Governor Honors Editor Backers

Governor Richardson of California rewarded two more of his "county editor" supporters with state offices with the appointment of F. W. Atkinson of the Watsonville Register to the State Redwood Park Commission and Frank T. Geor-geson of the Eureka Standard to the Eureka Harbor Commission. The list of editors honored by Gov. Richardson now totals 23. Most of the appointees are members of the California Press Association of which the governor is president.

## SUPPLIES & EQUIPMENT For Newspaper Making

### For Sale.

1 Goss 4, 6, 8 page Comet. 1 Duplex Angle Bar Press. For sale factory overhauled. Price and terms reasonable. The Goss Printing Press Co., 1535 So. Paulina St., Chicago.

### For Sale.

Addressograph equipment, complete publisher's outfit.  
30 Steel cabinets—18 tray capacity.  
600 trays for above.  
70,000 Model B frames (shifting tab).  
2 U. G. graphotypes (power).  
3 3-A Automatic addressographs.  
3 F-1 B addressographs.  
Lot of spare parts and accessories for above.  
All equipment in perfect running order.  
110 Volt D. C. Motors on all machines.  
Fairchild Press, Inc., 8 East 13th St., N. Y. City.

### Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

### Newspaper Plant for Sale.

Complete plant of daily in town of 6,500 in prosperous Eastern Tennessee county; good opening for afternoon daily or semi-weekly. Goss-Comet press, two Linotypes, 14-S-K and 18, electric pots; Miller saw-trimmer, and other up-to-date equipment, including job department. If interested in any part, address Box 156, Greeneville, Tennessee.

### Goss Sextuple Presses for Sale.

We are about to install in the Christian Science Publishing Society plant, Boston, Mass., three High Speed Super-Imposed Unit Type Octuple Presses. By reason of this installation we can offer to publishers two exceptionally good Goss Straightline Sextuple machines. As is generally known, the Christian Science Monitor is one of the very best printed papers in the United States, and printed exclusively on Goss presses. These are desirable machines and offered for early shipment. Motor equipment available with the presses if desired. Full particulars upon request. The Goss Printing Press Company, 1535 South Paulina St., Chicago, Ill.

## REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

**THE LINOGRAPH COMPANY DAVENPORT, IOWA, U. S. A.**

### Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate Casting or made larger or smaller.

All kinds of chase alterations and repairs.

*Write for prices.*

**American Steel Chase Co.**  
122 Centre St.  
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

## FOR SALE

Hoe Quadruple Press, cuts off sheet 23 3/16 inches, seven or eight columns. Prints 4 to 16 pages (inset) 24,000 per hour; 20 to 32 (collect) 12,000 per hour, quarter and half page folders. Extra bracket on main end for second roll. Complete with 50 H.P. electric motor, and four-station push button control. Also Semi-Autoplate, (Wood Newspaper Machinery Corporation) complete with 5 H.P. motor belt and belt tightener. This machine casts, trims, shaves and cools carved stereotype plates, entirely eliminating hand work. Also following hand stereotype machinery (R. Hoe & Co.): Tail cutter with 3 H.P. motor attached, curved shaver with 2 H. P. motor attached, and two balance casting boxes for curved plates. Also one seven-column page casting box. All motors alternating current 220 volt, 3 phase, 60 cycles manufactured by the General Electric Company. Also 22 chases for seven-column 13 em page 2 1/2 x 15 2-3. Entire outfit is in first class condition. The equipment was in daily use up to March 3, 1924, being displaced by new and larger equipment. This is an excellent opportunity to secure a good press and a modern stereotyping outfit. Very low price to induce prompt sale; \$10,000; terms.

ADDRESS  
**ST. JOSEPH NEWS-PRESS**  
St. Joseph, Missouri



SCENE AT RADIO SHOW

of the dealers, members of the Cleveland Radio Dealers Association, suggested to our advertising department that the Times put on a radio show," Omansky explained to EDITOR & PUBLISHER. "Our radio section was new, and, while it was going over nicely, we quickly saw that if we could pull a show successfully Radio Times would go over much quicker. And it did.

"The dealers' association cooperated in every way they could. A room was obtained on Euclid Avenue in the busiest part of town. Thirty-two average size booths were erected and sold to 26 exhibitors. The place was decorated by the same organization that decorates the exhibitions held in Cleveland's Public Hall and the show was conducted in the same manner as automobile, building and other industrial exhibits. All rules were gently but firmly enforced. Times advertisers and those who were not were treated alike and so were the big and little dealers.

"There was no actual selling of goods; but the dealers took a large number of orders. Every exhibitor with but one exception, and he was not ready to make delivery of his product, made much more on the orders taken at the show than his cost amounted to.

"Twelve awards were made by the

etc. On every piece of copy the show was called THE TIMES RADIO SHOW.

"Two canvassers at the show obtained several hundred subscriptions of the very best kind because almost all orders were taken from radio fans on the strength of our radio section.

"The Saturday before the show opened we had a 20 page tabloid radio section with three times the amount of advertising carried in any previous issue. The Saturday following we had a 16 page section. The other papers benefited to some extent although they ignored the show entirely and did not give it a line of publicity.

"Our Saturday sales are now running from 18 to 20 per cent larger than daily and they are still going up.

"The cost of the show? Well, the receipts from the sale of the booths and the quarters taken in at the gate just about covered our expenses. So, as big a piece of promotion as has been put over by any newspaper in a long time was done at practically no cost. That's the best part of it."

German newspapers dominate in numbers the foreign language press of the United States.

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

### Comic Strips

"BRINGING UP BILL"—"HANK & PETE"  
6-col. strips—hitting on all cylinders.  
Columbia Newspaper Service, 799 B'way, N. Y.

### Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY  
All about the clothes worn by Hollywood's beautiful women when "off location."  
Irresistibly feminine and timely.  
Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

### Fiction

LET US BUILD YOUR CIRCULATION  
Famous stories by famous authors.  
Service for Authors, 83 W. 42d St., New York.

### TABLES

Lewis Wilson Appleton, Jr.  
1922 East Pacific St., Phila., Pa.

### Full Page Mats

8 COL. 12 EM—ALSO 7 COL. PAGES  
Camera News, Fashion Feature, Children's Pages  
The International Syndicate, BALTIMORE.

### Motor Service

HINTS FOR THE MOTORIST—BY CLOUGH  
Popular with both automobilist and advertiser.  
The International Syndicate, BALTIMORE.

### Newspaper House Organ

THE AD-ROUTE—A SIX YEAR SUCCESS  
Booklets 6c per copy—or mats and copy.  
The International Syndicate, BALTIMORE.

### Radio

RADIO News and Features:  
Two columns weekly, written  
By Carl H. Butman.  
WASHINGTON RADIO NEWS SERVICE,  
1635 E. St., N. W. Washington, D. C.

DAILY OR WEEKLY RADIO—BY CHAPMAN  
Chapman is the Baltimore Sun's Radio writer.  
The International Syndicate, BALTIMORE.

### 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.



# The Market Place of the Newspaper

**3c** per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted." For those unemployed, one insertion free (adv. not to exceed 50 words.)

**18c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

**6c** per word per insertion, cash with order, for advertisements under any other classification.

**36c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

**Advertising Copywriter-Solicitor.** Experienced advertising manager of evening paper; university degree; salary \$4,000-\$5,000 depending on location and opportunity; send full particulars without delay. Box A-869, Editor & Publisher.

**Advertising Man.** All around advertising man, five years classified department of metropolitan daily, three years agency experience as detail man and space buyer, also class publication as salesman. A-877, Editor & Publisher.

**Advertising Manager.** Live wire, energetic and clean cut; age thirty, family; fifteen years' experience in newspaper game. Capable executive, copywriter and convincing salesman. Know how to make friends for myself and paper and hold them. Will deliver the goods; \$50 a week in beginning and will earn it. Job must offer permanency, congenial surroundings and good future. Excellent references and record. A-875, Editor & Publisher.

**Advertising Reporting.** Young man, single, six years newspaper experience, college education, wishes position in or near Greater New York. Salary or commission or both. Part time or full time. Knowledge of French and German. Stenographer and typewriter. Three years in last position. George Deavitt, 1121 Bedford Ave., Brooklyn, N. Y.

**Advertising Solicitor.** Eight years' newspaper experience, 30 years old, married, capable and of good address, desires permanent connection with live newspaper. Preferable in the Middle West and city under 100,000 population. Address A-872, Editor & Publisher.

**Business Manager.** Executive and Cost Accountant. Specialist in Accounting System, cost and general business management. Will consider change about June first. Salary to start, \$5,000. Best of references, ability, character, etc. Address Box A-821, Editor & Publisher.

**Cartoonist Plus.** Experienced in photo retouching and layouts, advertising art, and layout, desires change. More interested in opportunity offered than in initial salary. A-873, Editor & Publisher.

**Circulation Manager.** 30 years' experience, desires position with some newspaper in any Western or Coast state. Can systematize and handle any method of circulation, perform any mailing or working detail. Opportunity for permanent connection desired. More than salary to start. References furnished. Address Box A-822, Editor & Publisher.

**Classified Advertising Man.** Single, 28 years old, would like position as classified manager, assistant or as solicitor; several years' experience on leading eastern and middle-western papers; 2 1/2 years as classified manager under Basil L. Smith System; I know classified in all its angles, how it should be sold and how it should be built, can furnish the best of references and am available immediately. Address Box A-844, Editor & Publisher.

## Situations Wanted

**Classified Manager.** Just a mighty good man with the habit of getting results. If you feel that you are not getting what you should out of the department, I would like to talk to you. In New York during publishers' meeting. Write Box A-859, Editor & Publisher.

**Classified Manager.** Perhaps the answer to "Wish I Could Get Hold of a Good Classified Man." Been developing classified for last three years. Specialist on getting new business, coaching girls on 'phone and 'time' selling; will install simple book-keeping system and hold losses below 2 per cent if desired. Former Basil L. Smith man. East preferred; salary and bonus; can meet you in New York. Write Box A-860, Editor & Publisher.

**Classified Manager.** One of the biggest men in classified today plans a change. Any first grade paper requiring heavier caliber classified direction (or any big undeveloped paper with a vision) can here secure the needed talent and leadership. There is "form" in classified, as in golf. You are paying for a professional, even though you have but an amateur. Salary \$5,000, or liberal commission. Age, over thirty. Perfect record. Better write today to Box A-867, Editor & Publisher.

**Composing Room Foreman.** Good executive, getting maximum production without friction, expert makeup, ad man, and operator, with experience on large and small dailies. Union, locate anywhere. E. B. Landfear, 594 Franklin Ave., Nutley, New Jersey. Telephone, Nutley 4129-R.

**Financial and Markets Editor.** Position wanted as financial and markets editor on first-class daily, having good circulation in country as well as city. Have had plenty of experience and am employed, but desire to make a change. References. Address A-879, Editor & Publisher.

**Managing Editor.** Energetic managing editor, thirty-five, wants responsible editorial executive position. Last three years editor-in-chief of daily, 150,000 circulation; in charge of entire editorial policy, including editorial page. Good record as managing editor, Sunday editor, news editor, city editor, etc. Not afraid of long hours, capable of developing hard-working, smooth-running organization at minimum expense. An editor that believes in paper that does something all the time and is not merely a transcript of the news; can make paper bright without sacrificing solid information for brilliancy. Address Box A-858, Editor & Publisher. Will make appointment in New York during convention week.

**Mechanical Superintendent.** Young energetic mechanical superintendent or assistant to busy executive. Good organizer, all-around practical printer, operator, university journalistic training coupled with 14 years' practical experience in publishing and commercial printing plants. Go anywhere, however, possibilities must be assured. Address A-861, Editor & Publisher.

**Printer.** An all around printer wants situation on small daily. Fast on ads, makeup; good linotype machinist. Prefer makeup with care of three or four machines; 15 years' experience, 12 years in one shop, foreman last 7 years. Prefer Mich. or near Mich. Married, age 31, union. Address E. E. Frechette, 33 Budlong St., Hillsdale, Mich.

**Publisher.** The newspaperman who started and developed the weekly that has been rated as one of the best six in the United States is now available. He is young, aggressive, a virile writer, with exceptional executive ability and thorough training in editorial, advertising, mechanical and business departments. He prefers a small town paper—daily, semi-weekly or weekly—where he can devote his training and ability to making it the best in the country. He will call on you for a personal interview within 100 miles of New York City. Write to him now. Address Box A-882, care Editor & Publisher.

**Reporter.** Young journalist, 23, seeks position on eastern newspaper; expert interviewer and stenographic reporter. One year general reportorial experience; graduate Missouri School of Journalism. Initial salary secondary. Available immediately. A-870, Editor & Publisher.

**Working Foreman (Newspaper and Job).** Expert in the production of an up-to-date newspaper; good executive and systematizer; desires to locate permanently. Box A-830, Editor & Publisher.

**Newspaper Man.** Experienced copy editor; makes accurate report, condensed, verbatim; editorial. Dependable. A-883, Editor & Publisher.

## HELP WANTED

**Advertising Manager Wanted**  
or general business manager of a daily New England paper of 5,000 circulation in a city of 20,000. A business man who can hold the place must not be too old to have lost initiative, and must be ready for hard work and show ability to develop new business. Address A-880, Editor & Publisher.

**Advertising Solicitor.** Must be experienced and able to write copy. Give experience, references and salary expected. Mr. Norton, Gazette, Niagara Falls, N. Y.

**Classified Solicitor.** Must be a business getter and hard worker. Give experience, references and salary expected. Mr. Norton, Gazette, Niagara Falls, N. Y.

**Proofreader Wanted**  
Place is open for a proofreader, perhaps a man or woman who has had good experience but does not wish to take active part in editorial or business end; must be willing to read all news and advertising proofs at normal wage. Address A-881, Editor & Publisher.

**Publicity Representative Wanted.** for musical organization of highest type in midwestern city. Publicity experience and musical knowledge essential. Address A-874, care of Editor & Publisher.

**Wanted**  
by established afternoon paper in city of 35,000, business executive who is an advertising manager and can produce results and relieve owners of worrying details. Apply giving references, experience and salary expected. A-868, Editor & Publisher.

**Wanted.** Competent pressman and stereotyper to assume responsibility for handling 24-page Hoe Press. Must be not only good workman, but must have ability to manage work of department. State wages now earned, how long in present position, why change is sought, age, married or single, and wages expected. Daily Times, St. Petersburg, Fla.

## BUSINESS OPPORTUNITIES

**California Daily For Sale.** Town of six thousand; net profits nine thousand; price thirty thousand. First payment twenty thousand. If you have the cash address A-846, care of Editor & Publisher.

**Circulation and Advertising Campaigns.** 1,365 New Subscribers for the first four weeks of our campaign for the Pineville Sun, Pineville, Ky. Write for open dates and particulars. J. Diana Circulation & Advertising Co., Shelbyville, Indiana.

**Practical Newspaper Man with \$10,000** can save any job he wants and part ownership in a live, growing daily paper in town of 55,000. No competition. Possibilities unlimited. Address Publisher, Box 556, Downtown Post Office, New York.

## LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY  
The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 7th, at eleven o'clock at the general offices of the Company, Pulitzer Building, suite 1115, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.  
THE EDITOR AND PUBLISHER COMPANY,  
JAMES W. BROWN, President.  
FENTON DOWLING, Secretary.  
New York, April 16, 1924.

## Veteran World Reporter Dies

Saqui Smith, 64, who died April 19, in a New York hospital following an automobile accident April 2, had been a reporter on the staff of the New York World for 30 years, writing many of the chief crime stories for his newspaper during that period. A native of London, Smith started newspaper work as a boy of 12. He became a specialist in reporting crimes for the London Daily Mail. His report of a sensational murder in the early nineties caught the attention of Joseph Pulitzer, who brought him to the World. He was also a life-long student of the drama, particularly of Shakespeare.

## Sales Appraisals

NEWSPAPER PROPERTIES  
**PALMER, DE WITT & PALMER** 150 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

**DOUBLED ADVERTISING VOLUME** in one year for trailing daily in middle western city of over 500,000. Lowered department overhead at same time. That's only the latest achievement of our No. 5621-B. College graduate, 33, married. Eleven years advertising and business manager. "Progressive and hard working," says prominent publisher.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L B'LOG., SPRINGFIELD, MASS.

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

## DR. RUMELY RELEASED

Former N. Y. Mail Publisher Quits Jail After 30 Days

Dr. Edward A. Rumley, former publisher of the New York Evening Mail, was released from Westchester County Penitentiary, East View, New York, April 18, on an order from President Coolidge commuting his sentence. Discharged with him were his attorneys, Norvin Lindheim and Walter Kaufman, convicted at the same time.

Convicted of violating the Trading with the Enemy Act by concealing German capital invested in the New York Mail during the war, the trio were first sentenced to serve one year and a day at Atlanta. President Coolidge reduced this sentence to one month, then later remitted it to one month.

The three were locked up immediately after the United States Supreme Court had refused to set aside their conviction.

Dr. Rumley, before leaving, thanked the warden for the treatment he had received. During his short term he continued his interest with the Diesel Oil Engine Company and as an importer of foodstuffs.

## "Editor & Publisher" Scores Again

NINE REPLIES TO FIRST INSERTION MADE CONNECTION YESTERDAY," writes S. H. C.\*

A Classified Ad Will Serve You in the Same Efficient and Inexpensive Manner.

\*This wire is in our files and may be seen at any time.

# HUNCHES

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

**A** FEATURE which is eagerly read by the constantly growing legion of radio enthusiasts is a column headed "Last Night on the Radio" which appears daily in the Boston Post. It is a chatty talk on the previous night's radio programs of the country. It is written in a breezy, appealing style, in the first person, such as the following: "I heard Thomas Smith, the noted banker, at XYZ last night. He has a good voice, but a bit too powerful. Later I tuned in on KBL and heard Sallie Jones, one of the sweetest voices I have ever heard on the radio. She made a hit with me."—C. L. Moody, Lynn (Mass.) Telegram-News.

If you are in or near a college city, have a bright reporter ask the head of the economics and government department what he thinks about the Jap exclusion measure.—H. G. Rhawn, Clarksburg (W. Va.) Exponent.

Lawyers are daily in the midst of tragedies, love-tangles, humorous situations and new happenings in general. Any lawyer with a month's experience to his credit knows either an extremely humorous or tragic story, which he would gladly relate to a paper's representative, provided his name is withheld and the names made fictitious.—A. T. R., Jr., New York.

Every editor believes that it pays to advertise and advertise well, but does he make use of his belief? Too many newspapers are sticking to the old-style inconspicuous and poorly-worded heads for their news and feature stories, thinking, perhaps, that as they got by for years, they should get by in the future. A newspaper with good heads well displayed in good type sizes and faces looks newswy. Good heads advertise your paper.—S. J. Harris, Madison, Wis.

Small town papers often print church notes and place a heading over each of them to conform with contents. Papers have found trouble time and again to please churches, one believing the other is getting a better "heading" than the other, since the editor is trying to use his own judgment in what is news. To overcome this prejudice, The Marietta Times uses the one column box head, "Church Notes," and places everything in the routine line, under this heading. Of course anniversaries or a very unusual program, as during Easter time, are given different headings, according to news value. Desk men do not hear the old phrase "Put a good head on this, please," for they know it goes under church notes.—Abe Smith, Marietta, O.

Send a live wire reporter to see 10 or 15 business men, each representing a different business. Ask each one his idea why the city or town is not growing and progressing more rapidly. There will be interesting reading in the varied opinions that will undoubtedly cover optimism.

pessimism, cynicism and other "isms."—A. C.

With elections coming soon one Iowa newspaper in a non-partisan way has hit upon a splendid, space saving method of informing the public of the candidates, their platform, etc. Print a small, one column cut of the candidate with his name, then classify him according to party, religion, age, residence, platform, and outstanding achievements or milestones in his life. Each story will not consume more than about 4 or 5 column inches and yet the feature will be large enough to attract attention and inform the voters of the man.—George Smedal, Cedar Rapids, Ia.

Employees of the postal department are seeking an increase in wages. Get around to your postmaster and he will be glad to give you material for a feature that will carry abundant human interest for your readers. Who is the oldest carrier? The oldest clerk in years of service. What are the conditions today as compared to those of 10, 20 and 30 years ago. There was a time when letter carriers delivered only mail matter. Today they deliver anything from a poodle dog to a baby-carriage. Get these facts.—X.

It will be a service to your readers and a feature that will be followed by all motorists to run pictures of the dangerous crossings and corners of your city and neighboring country. Run one each day together with a short write up on it calling attention to some fatal accident in cases where there have been. The Indianapolis News has found the feature very attractive and plan to continue it indefinitely.—Lewis Hyman, Logansport (Ind.) Pharos-Tribune.

What has prohibition done to or for your city? This may sound like old stuff but anything on prohibition is interesting. A large city in the middle west has reported through its public safety department that since prohibition arrests for all alleged crimes have trebled and arrests for drunkenness, disorderly conduct and like misdemeanors have doubled. The bankers reported that the effect on their business has been nil and that many who never drank hard liquor are now hooch guzzlers. Perhaps it will be different in your city. The police and bank clearing house records contain a wealth of material which is unbiased and truthful.—George Smedal, Cedar Rapids, Ia.

Get the who, when, where, what, how and particularly the why, in the news.

## HOW NEW A. P. OFFICES ARE ARRANGED

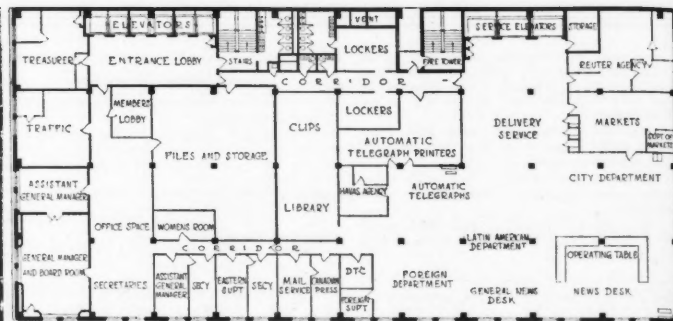


Diagram showing the floor plan of the new up-town general headquarters of the Associated Press, a marvel of operating efficiency.

### Has Editorial Courtesy Vanished?

To EDITOR & PUBLISHER:—What became of the ordinary courtesy in newspaperdom? Recently I inquired by mail relative to a position. I merely sought to learn if there was a chance to catch on. The missives were addressed to two editors I know very well. I anticipated more than the polite negative which resulted; no acknowledgment. Replies would have necessitated two minutes, two pennies for postage and there would be some satisfaction.

Newspaper folk no longer appear eager to co-operate. I have tried to learn where the chill comes from. It is the same if one goes into many newspaper offices. Some treat one as a spy—suddenly all get busy and there seemingly is no time to exchange greetings.

This condition should not be. Workers in the same line should have a stronger bond of sympathetic interest.

It was not always so. Years ago there was the sincere welcome. One was urged to make use of anything that would be helpful. Here is a subject worth discussing.

JACK PRINCE.

Courtesy is not only good manners but the best possible business policy. The man insulted today may be the man you will need tomorrow.

**Your Paper Is No Better Than Its Automobile Section**

**The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY**

**The Ullman Feature Service Home Life Bldg., Washington, D. C.**

### "HOT OFF the GRID"

**A One Column Radio Feature BY THOMAS ELWAY**

**Daily Radio Talks for The Listener-In**

*Write for Samples*

**The McClure Newspaper Syndicate**

**373 Fourth Avenue NEW YORK CITY**

### America's Best Magazine Pages

*Daily and Sunday*

### Newspaper Feature Service

**241 WEST 58TH STREET New York City**

### BEST

## RADIO

N. Y. Telegram & Evening Mail Radio Tabloid Magazine—Simultaneous publication—6 tabloid pages weekly—proofs or mats.

## UNITED FEATURE SYNDICATE

A New York Corporation  
Norris A. Huse, Gen. Mgr.  
World Bldg. New York

**Newspaper Buildings  
Plant Layouts  
Operation. Production  
Newspaper Engineering  
Circulation and Advertising  
Surveys  
Appraisals—Valuations**

**S. P. WESTON  
120 West 42nd St.  
New York  
Bryant 3815**

## FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis  
Features \* Editorials \* Specials  
Unusual, Illustrated Features  
for Every Holiday  
Expansion Plans Now in Preparation.  
Standard in Every Respect.

## Million Dollar Hearst Features

**The World's Greatest Circulation Builders**

**International Feature Service, Inc.  
New York**





# Every Feature Necessary For A Complete Newspaper



Comics • News Pictures • News Feature  
Stories • Woman's & Editorial Page Fea-  
tures • Sports • Best Fiction • Preparedness  
Material for Holidays & Special National  
And International Events • Special Service  
On All Big News Breaks

*There's Nothing To Buy Outside!*



**NEA SERVICE, Inc.**  
1200 WEST THIRD STREET,  
CLEVELAND \* \* OHIO.

NEW YORK • LONDON • LOS ANGELES • BOSTON  
• HOUSTON • SAN FRANCISCO • CHICAGO

*The World's Greatest Newspaper Feature Service*



## *Selling Coffee and Tea in*

# Philadelphia

Do most of the half a million families in and around Philadelphia go to the grocery store and ask for your brand of Coffee or Tea?

How many of the three million people in the Philadelphia district know as much about your article as they ought to?

Are you neglecting to educate them and leaving this third largest market in America to your competitors?

## Dominate Philadelphia

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

# The Bulletin

## PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

**512,445** copies  
a day

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

NEW YORK  
814 Park-Lexington Bldg.  
(46th St. and Park Ave.)

CHICAGO  
Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

(Copyright 1924—Bulletin Company)

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

SAN FRANCISCO  
Harry J. Wittschen  
Verree & Conklin, Inc.  
681 Market St.

LONDON  
Mortimer Bryans  
125 Pall Mall, S. W. 1.

PARIS  
Ray A. Washburn  
5 rue Lamartine (9)

