

ATE THIS ISSUE:—PUBLISHERS REPORT IMPORTANT ADVERTISING GAINS

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EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, NOVEMBER 15, 1924

By Mail in Advance \$4, U. S. A.;
\$1.50, Canada; \$5, Foreign 10c Per Copy

The "Advertisers' Market" in Chicago

It is composed of people who read their newspaper more than superficially—who read advertising because they have means to buy and daily need of buying information.

In their evening newspaper—The Chicago Daily News—they find advertising information to guide them in all of their purchases, at the hour most convenient for them to read it. No equal opportunity is offered the advertiser for effective sales promotion in Chicago.

A product advertised in Chicago in The Daily News reaches the buying public at once—and continued advertising in The Daily News maintains any merchandise in the list of Chicago's "best sellers."

In recognition of this fact advertisers place more business in The Daily News than in any other Chicago daily newspaper.

The Chicago Daily News

First in Chicago

Doing the Job as Well as We Know How

The Plain Dealer has the largest circulation of any Cleveland newspaper — BOTH Daily and Sunday

*Daily—205,569
Sunday—239,322*



**The Plain Dealer
has the BUYERS**

J. B. WOODWARD
110 E. 42nd St., New York
WOODWARD & KELLY
350 N. Michigan Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.
742 Market Street
San Francisco, Cal.

SINCE the circulation figures of Cleveland newspapers were published early last month, both readers and advertisers are asking how The Plain Dealer has gained its present commanding lead.

The Plain Dealer believes it is the natural outcome of continually doing a job as well as we know how.

If a merchant has but a single commodity to sell, and every day over 205,000 people came into his store to buy that commodity, it could be taken for granted that his particular commodity met a definite need—that it was something the people wanted. So it is with The Plain Dealer—a newspaper such as the people of Cleveland and Northern Ohio want to buy and to read.

The Plain Dealer's job is making and selling a newspaper. We try to make a newspaper that fills a real need in this entire community.

Our policies are carefully planned and well defined. We adhere to them closely.

We publish without bias all the news that's fit to print—no rumors or fragmentary skeletons of facts—but the facts themselves. We report, without prejudice or favoritism, politics, sports, finances, women's activities, music, art, the theaters—the thousand and one things that must be covered to produce a home newspaper—one read as closely by the women as by the men.

This is no small job.

To do it thoroughly we maintain the largest editorial staff of any Cleveland newspaper—as capable a corps of writers as any newspaper in America.

As long as we continue to think clearly—to publish the news truthfully, we will hold the confidence and faith of our readers and exercise a powerful and wholesome influence in Cleveland and Northern Ohio.

We are confident, too, that the public preference for The Plain Dealer will continue to grow—that the advertising columns of The Plain Dealer must necessarily be increasingly profitable to advertisers.

The Plain Dealer

The Plain Dealer

ALONE

Will Sell It

New York State MUST BUY ITS FOODSTUFFS

In New York State there are 8,589,844 people known as "city folks." These 8,589,844 people can eat a lot of food, which they must buy, since they cannot grow what they eat.

Besides these 8,589,844 food consumers, hundreds of thousands of people from all parts of the country—all parts of the world, in fact, come to New York State on frequent trips—and must also be fed.

The United States Census Statistics of Occupations show that 90.7 per cent of the people are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

IT IS HARD TO IMAGINE MORE IDEAL MARKET CONDITIONS FOR FOOD PRODUCTS OF ALL KINDS

In this market is represented nearly one-tenth of the total population of the United States.

There are 29,203 retail grocery and delicatessen stores in the State of New York. Of these retailers, 18,914 are in New York City, the others are scattered throughout the state.

The influence of the New York Daily Newspapers is one-tenth that of all other newspapers in the United States.

These daily newspapers represented in this list form a powerful combination for successful business building.

THE GREATEST MARKET PLACE ON EARTH

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
*Albany Evening News (E)	21,987	.08	.08	*Middletown Times-Press (E)	6,714	.03	.03
*Albany Knickerbocker Press (M)	33,239	.10	.10	*Mount Vernon Daily Argus (E)	9,293	.05	.05
*Albany Knickerbocker Press (S)	53,649	.13	.13	*Newburgh Daily News (E)	11,591	.05	.05
*Amsterdam Recorder-Democrat (E)	7,502	.04	.04	*New Rochelle Standard-Star (E)	7,741	.04	.04
††Auburn Citizen (E)	6,429	.04	.035	*The Sun, New York (E)	253,763	.60	.54
*Batavia Daily News (E)	8,737	.04	.04	†New York Times (M)	352,100	.70	.686
*Binghamton Press (E)	32,006	.09	.09	†New York Times (S)	569,623	.90	.882
*Brooklyn Daily Eagle (E)	67,646	.22	.22	*New York Herald-Tribune (M)	270,159	.594	.576
*Brooklyn Daily Eagle (S)	77,839	.22	.22	*New York Herald-Tribune (S)	316,585	.6435	.624
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.13	†New York World (M)	378,807	.595	.58
***Buffalo Courier (S)	118,603	.25	.22	†New York World (S)	553,779	.595	.58
†Buffalo Evening News (E)	125,618	.25	.25	†New York Evening World (E)	314,489	.595	.58
***Buffalo Evening Times (E)	100,236	.18	.18	*Niagara Falls Gazette (E)	18,103	.055	.055
***Buffalo Sunday Times (S)	100,005	.18	.18	*Port Chester Item (E)	4,359	.03	.03
*Buffalo Express (M)	51,288	.14	.12	*Poughkeepsie Star and Enterprise (E)	12,110	.05	.05
*Buffalo Express (S)	53,362	.14	.14	***Rochester Times-Union (E)	66,574	.20	.18
††Corning Evening Leader (E)	8,307	.04	.04	††Syracuse Journal (E)	42,103	.14	.14
*Elmira Star-Gazette Advertiser (E&M)	33,102	.11	.11	*Troy Record (M&E)	22,621	.06	.06
*Geneva Daily Times (E)	5,537	.04	.04				
*Gloversville Leader Republican (E)	6,852	.035	.035	*A. B. C. Statement, Sept. 30, 1924.			
***Ithaca Journal-News (E)	7,308	.04	.04	*A. B. C. Statement, Sept. 30, 1923.			
*Jamestown Morning Post (M)	11,112	.04	.035	*A. B. C. Statement, April 1, 1924.			
				†Government Statement, Sept. 30, 1924.			
				††Government Statement, April 1, 1924.			

What Local Advertisers Do

is probably the best guide to national advertisers in sizing up the situation in any city.

In Philadelphia

The Evening Bulletin

prints each day more local retail store advertisements than any other Philadelphia newspaper. Many of these local advertisers use no other paper. They get results economically by concentration; because "In Philadelphia nearly everybody reads The Bulletin."

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for the six months ending
September 30, 1924,

516,609 copies
a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)

CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.

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

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





EDITOR & PUBLISHER



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Vol. 57

NEW YORK, NOVEMBER 15, 1924

No. 25

E. A. Van Valkenburg Leaves North American Ending Notable 25-Year Editorship

Philadelphia Surprised By Resignation on Account of Ill Health—Story of a Fighting Newspaperman and Rise to Influence of Dormant Daily—Supported by the Late John Wanamaker

E. A. VAN VALKENBURG this week resigned as publisher and editor of the *Philadelphia North American*, concluding an editorship of a full quarter of a century. Ill health was announced as the cause. He resigned also as President of the North American Publishing Company, thus severing all active connection with the famous old publication.



F. F. FORBES

The announcement that "Van" was stepping out of an office that had long been one of the big generators of interest in the journalistic and political life of Pennsylvania and the nation, came as a thunderbolt in the North American office and was a complete surprise to his broad circle of friends in the newspaper business. Few names are better known in American journalism.

The usual crop of rumors concerning a possible "merger" or "purchase by outside interests" followed the resignation report, the talk being that Hearst interests had made a bid for the North American property and that Cyrus H. K. Curtis has considered merging the paper with the *Philadelphia Public Ledger*.

Speaking for Mr. Curtis, John C. Martin, his son-in-law and general manager of the New York Evening Post, informed Editor & PUBLISHER there was "absolutely no truth in the rumor."

From high Hearst sources in New York an equally strong denial was forthcoming, regarding the rumor that William Randolph Hearst was concerned in any deal with the Philadelphia morning daily.

Frederick F. Forbes, managing editor of the North American, was named as directing editor, following the retirement of Mr. Van Valkenburg. Hugh B. Sutherland will remain as associate editor. James P. Considine, secretary, has been named general manager. The North American Company, which will publish the North American, will comprise Messrs. Forbes, Sutherland and Considine, together with J. B. Robinson, who remains treasurer. The North American, in announcing on Friday the retirement of Mr. Van Valkenburg, made this statement:

"AN ANNOUNCEMENT.
"With this issue we regret to be obliged to announce the retirement of Mr. E. A. Van Valkenburg as editor and president of this newspaper. His resignation, reluctantly accepted, terminates more than 25 years of distinguished service.

"During Mr. Van Valkenburg's connection with the North American, through its owner and associates, the oldest daily newspaper in the United

States, increased its daily circulation from less than four thousand copies until it reached its leading position as a journal, not only of foremost influence and force in the affairs of the city and State, but also of national leadership in the thought and activities of all the people.

"In now relinquishing this connection, Mr. Van Valkenburg is compelled to seek a prolonged period of rest, long advised by his physician and friends, and hitherto postponed only because of his devotion to the public causes for which the paper has been so conspicuously and so unflinchingly an advocate. His hosts of friends will welcome the day when he can again resume the life of activity and leadership for which he is so eminently fitted.

With the passing of Mr. Van Valkenburg as an active force in the North American there goes into retirement one

of the most capable and fearless editors who have ever directed the destinies of a great newspaper. "Van,"—that's the way 'most everybody knows him—has for years been one of the outstanding figures of the modern American press. Honest, vigorous, virile and extremely able, he was the physical embodiment of all that goes to make reputable journalism.

It is safe to say there has never been, possibly, an American editor of a daily newspaper, who had so many enemies as Van. It is certain there has never been a more hated personage in the history of Pennsylvania journalism or Pennsylvania politics. But every one of these persons who hated Van and as persistently hated the North American and all it has stood for, were those who, politically or otherwise, feared the limelight of exposure. They were those who didn't "play fair," either in business or in politics.

By ARTHUR JOYCE

Many Publishers Report Heavy Advertising Increases

Telegrams From All Sections of the Country Show Advertising in Big Demand Following Election, With Some Notable Instances of Gains.

Copyright, 1924, by Editor & Publisher.

NEWSPAPERS across the country are feeling the effects of a ground-swell of commercial activity.

EDITOR & PUBLISHER for several days has been hearing rumors of an interesting bulge in national and local advertising. Late this week telegrams were sent to the business executives of leading dailies in all sections of the country as a means of checking these reports. Replies received indicate that newspaper advertising Fall volume has generally increased, notably since the election, in a measure reflecting the remarkable activities in the securities and commercial markets.

The following testimony from advertising authorities in all sections of the United States seems to be an index in the immediate future in the newspaper advertising industry.

Minneapolis Tribune:—"Stabilization of the nation's business by the recent election is indicated by the receipt of several large national advertising accounts by the *Minneapolis Tribune*. Local advertising business is showing a good increase. Prospects for holiday trade are very good. Merchants are looking for heavy trade and are prepared for it. We expect a liberal increase over 1923. The northwest this year has more than \$500,000,000 to spend in increased farm profits over previous four years. The big consumer demand due to this increased volume of money is making Minneapolis and the northwest market a most attractive field for national advertisers."

Omaha World Herald:—"On local display October was the largest month in our history. National advertising will break all volume records this year. Classified, while slightly off in volume earlier in the year, is now making healthy increases in numbers and total want ads for 1924 will be practically a high mark

for us. Nebraska crops will bring the farmers about \$150,000,000 more this year than last year and with this prosperous condition surrounding us in Nebraska and Iowa we look for the biggest year in history in 1925."

Kansas City Journal:—"Indications in Kansas City show that the optimistic reports put out that business would be on an upward trend after election prove correct. Already contracts are being received in the National field with the return of more seasonable weather. Local merchants are taking heart and going after business more strongly. Our classified pages show conditions verifying very unusual optimistic viewpoint. Many promises made by large advertisers that a decision would be made later in the year and in many instances they stated they would do something after election, are also proving true. We are optimistic but doubling our efforts to make our optimism practical."

(Continued on page 4)

If there is one type of individual in the world that Van abhors, it's the political boss. And if there is one person the political boss despises with venomous hate it is Van. For twenty-five years, during all the time of his association with the North American, it has been the proud boast of political bosses and their henchmen that ultimately they would "get Van." But Van has withstood all their attacks—and they were many and bitter—and he steps out of the North American office in retirement into private life, unscathed and still openly persistent in the policies he first introduced into the North American and which have been consistently adhered to during his long record of service as its directing genius.

Van is a native of Wellsboro, in Tioga County, Pennsylvania. By instinct he has always been a politician, but by inclination and conviction always an insurgent. In his youthful fights, as in his course in later years, he has operated outside "machines" and organizations. Public sentiment, he thinks, is the only power finally to be reckoned with. It was an aroused public sentiment that crumpled up Philadelphia's political machine in the memorable fight of 1905 and the same force, and no other, says Van, "is going to reform the mighty national Republican organization or crumple it up, too."

Insurgency bristled in the little country paper that Van ran before he came to Philadelphia and which made him a factor in county and State politics. But the "machine" was not prepared for the jolts he gave it when, as political manager for the late John Wanamaker, he all but wrested the United States senatorship from the grip of Matthew Stanley Quay, his one-time political mentor, and when, two years later he actually prevented the re-election of Pennsylvania's political boss, the Legislature having been deadlocked for the entire session.

It was at about this time, about 1899, that Van persuaded Mr. Wanamaker to buy the Philadelphia North American, which consisted of little more than a respectable name plus a circulation of about 2,500. Later, the late Thomas B. Wanamaker took over his father's interest in the publication. From a loss approximating \$350,000 a year to a circulation of approximately 200,000 and sound profit—that's what Van did for the North American in the first ten years of his editorship.

"It pays to be square with the public" was the Van Valkenburg creed. He refused to let the business office run the editorial department. He instituted editorial censorship of advertising! True, it cost the North American many thousands of dollars in advertising. But Van was willing to pay the price to make a "clean" newspaper. Many a month during the early days of the North American Mr. Wanamaker was called upon to make up a deficit of \$40,000. But, as he signed the checks there was never a suggestion

(Continued on page 16)

GARDNER AGENCY SEES AGGRESSIVE CAMPAIGNS

AGGRESSIVE advertising campaigns are being planned by many business firms whose accounts are handled by the Gardner Advertising Company, H. S. Gardner, president, declared, when asked regarding immediate results of the general wave of prosperity which has apparently reached the country. Mr. Gardner is also president of the American Association of Advertising Agencies.

"I have just returned from the West, where I find a very general feeling of optimism on the part of business men of all lines," Mr. Gardner informed EDITOR & PUBLISHER.

"Those business houses with which our company is associated are all feeling the good effects of the election, and are looking forward to the best year in 1925 they have ever had. All are planning aggressive advertising and sales work, confident that the opportunity has presented itself for a very successful year.

"Altogether, the situation looks extremely optimistic."

The Gardner Company's accounts include: The Ralston Farina Company, the Pet Milk Company, the Certainteed Production Corporation, the Timpink Roller Bearing Company, and the National Engraving and Stamping Company.

PUBLISHERS REPORT LINEAGE GAINS

(Continued from page 3)

Houston (Tex.) Chronicle:—"The advertising outlook in Texas is very encouraging. This state has produced an immense cotton crop which is being marketed at a big price. Our oil fields are pouring forth great quantities of black gold daily and Texas is happy and prosperous. With the Ku Klux Klan defeated and a woman governor elected, local advertisers are increasing their appropriations and many new contracts are arriving for national business. There is every indication of a prosperous Fall and Winter."

St. Louis Post-Dispatch:—"The Post Dispatch has had an unusual large volume of national advertising this week, exceeding the corresponding days of last year by substantial margins. Contracts are also coming in heavy. Many schedules suspended during election are being reinstated. Classified lineage is down, due mostly to giving advertisers of five word to a line this year instead of six as heretofore. General condition good, but not of record breaking character."

Des Moines (Ia.) Register and Tribune:—"There has been a marked improvement in business in Des Moines and Iowa since the election which has been reflected in increased advertising. Classified advertising is showing an unusually large gain in number of ads. We anticipate great advertising activity in 1925."

Oklahoma City, Oklahoman and Times:—"Oklahoma abounds with prosperity this Fall. Farm products \$296,000,000 in excess of last year. A bumper cotton crop is running from \$150,000,000 to \$180,000,000. Corn is over \$73,000,000, wheat over \$58,000,000, a total of over one billion dollars. Oklahoma City banks have more than \$70,000,000 on deposit. Fifty per cent of the state banks have paid all indebtedness. Prospects are for one of the biggest Christmas seasons in the history of the state. Jobbers, wholesalers and retailers began the month of November with tremendous business. Advertising lineage

in the Oklahoman and Times is increasing beautifully. The people have a lot of money in the state and are spending it for advertised commodities."

Pittsburgh Press:—"Business conditions in Pittsburgh show decided improvement. There has been gradual advancement for several months, but in the past ten days the movement gained unusual impetus, heralding predictions of a real boom period in industry. Already the effects are beginning to be felt in the retail trade, and they are also reflected in a good gain in male help wanted ads in the classified pages. In view of these conditions and the fact that in this market the per capita wealth is the highest in the country, the retail stores are preparing for a record-breaking holiday business."

Cleveland News:—"Cleveland merchants are very optimistic about the Christmas trade and prospects for 1925. Our advertising department signed 47 new display advertising contracts the first three days after the election. Every indication points to one of the most sound and prosperous years during 1925 we have experienced since the war ended."

Columbus (O.) Dispatch:—"Election results have greatly aided in stabilizing business conditions in Columbus. Retailers report businesses are on an average a little below corresponding days and weeks of 1923, yet they are very optimistic and are using increased advertising in some lines, particularly wearing apparel. The greatest handicap is the mild weather. Classified advertising, which is usually a barometer for conditions, is increasing, particularly noticeable in the help wanted advertisements."

Terre Haute (Ind.) Tribune:—"The Terre Haute Tribune in the heart of the try-out field of America in October broke all advertising records in its 50 years' existence. The rush of new contracts thus far in November indicates that this month will establish even a greater record. New accounts opened in the Tribune show amazing activity, especially in the lines of automobile, foods and musical instruments. Other lines of nationally advertised goods are keeping right abreast with the general demand for Tribune space. Prosperity is here if a flood of new advertising orders is any criterion. This section anticipates a record breaking holiday trade."

South Bend (Ind.) News Times:—"South Bend, which has been unusually prosperous, looks forward to breaking all existing records for the holidays. The Studebaker Corporation is running at capacity but is far behind in its orders to fill. Builders have taken advantage of warm fall weather to get the housing situation set for the winter. Theatres and places of amusement are all doing remarkable business. There has been a marked increase in classified advertising. There is practically no unemployment here. South Bend is one of the most prosperous cities in the country. Banks report savings accounts have taken big jump during past three months. Architects report spring building plans are the greatest in history."

Peoria (Ill.) Star:—"Peoria has been struck by the prosperity wave immediately after the re-election of Calvin Coolidge. Local manufacturers and industries have reported increases in business. One manufacturer in particular received an order for ten car loads of merchandise from localities in which they hadn't sent a car load in four months. Holiday prospects are booming. Merchants have already started their holiday campaign and predict a record business. Business in the classified sections of the paper have displayed a decided gain recently which clearly indicates that it plays a prominent part in the boom which has struck the midwest."

St. Paul Dispatch and Pioneer-Press:—"Advertising in the Northwest has taken a decided movement up-

NATIONAL PROSPERITY HERE SAYS PRESBREY

"NATIONAL and world prosperity" has arrived, in the opinion of Frank Presbrey, of the Frank Presbrey Company, New York advertising agency.

"The election of Coolidge and Dawes establishes beyond any question the prosperity of this country for years to come," Mr. Presbrey said. "It has submerged so completely and effectually the La Follette movement that nothing is to be feared from that direction nor from the obstructionists in Congress."

"Mr. Coolidge has amply demonstrated his soundness on all national questions, and Mr. Dawes has proven his worth in his work in stabilizing the monetary problems in Europe."

"The election of these two men and the recent election in England are events which are certain to bring about a period of national and world prosperity in all lines of human activity."

ward both local and national. This is now evidenced by heavy increases in actual lineage used locally and actual contracts and releases from national advertisers in the past few days. The classified pages reflect healthy industrial conditions. Bank clearings have jumped upward and all indications point to possible breaking of the remarkable record of 1920."

SOUTH SEES BIGGEST BUSINESS YEAR

Atlanta (Ga.) Journal:—"Georgia takes presidential elections calmly. During October the Journal published more advertising than in any other October in its history and at higher rates than were in effect last year. The momentum of October advertising has continued into November. Classified advertising is showing notable increase in the best type of help wanted ads. With a cotton crop almost double that of last year selling at a fair price and with miscellaneous food crops, tobacco, dairy and beef cattle and poultry more generally raised throughout the state than ever before, Georgia is justifying Roger Babson's statement that Georgia is one of the best six states in which to increase sales this season."

Baltimore Sun:—"Baltimore advertising is not subject to radical peaks and depressions. Business is good and always has been good with the Sunpapers. Still gaining lineage. The holiday business outlook is very encouraging. Classified at present shows no sign of large increases. The number of ads is increasing. Lineage, however, is smaller."

New Orleans (La.) Times-Picayune:—"Business in New Orleans ahead of last year but there is no marked increase in contracts written. Classified pages steady, indicating nothing unusual."

Birmingham (Ala.) News:—"Unprecedented building and general real estate activity has Birmingham in its grasp. The election has been followed by strongest optimism in all circles. Classified columns show tremendous spurt, reflecting in particular the real estate situation. With a strong revival in the iron and steel market, every indication points to 1925 as by far Birmingham's greatest business year. The Christmas season is opening up early and briskly, despite unfavorable weather. Bank deposits and clearings are greater than ever before, while building permits are nearly double previous record."

Tampa (Fla.) Tribune:—"Unprecedented activity in business and realty in Tampa and vicinity naturally produces a

flood of advertising which is taxing resources of newspapers to accommodate. This immediate section now has more visitors than has been customary at the height of the season. The majority of these are prospective citizens and are investing in homes, business property, or citrus groves. The recent record breaking sale of \$1,600,000 worth of lots in the new Davis islands development in this city in less than three hours is an index of south Florida progress and prosperity. Florida adoption of a constitutional amendment prohibiting the levy of income or inheritance taxes in the state is already resulting in a large influx of new citizens. Christmas advertising is sure to exceed all past records. Tribune's classified pages indicate daily extensive operations in commercial, industrial, and realty lines. Tampa's realty transfers and building permits for any week of the past six months have been greater than for any three months in previous years."

CONFIDENCE FELT IN THE EAST

Buffalo Evening News:—"Buffalo business and industry are experiencing the same impetus of activity that is sweeping the country since the election. The railroad freight movement is rising rapidly. Additional blast furnaces have been blown in and others are preparing for production. Steel mills are increasing production ratios and building permits are showing gains over last year. Bank deposits are above all previous records and bank debit entries are also recording new high totals. Retail trade, instead of falling off from October is increasing and a record holiday business is forecast. Grain movement through the port is in record volume."

New York Times:—"There is a notable feeling of confidence on the part of business men because fear of possible unsound economic legislation has been removed with the lessening of the radical bloc's power. All factors are favorable for the quickening of business, of which signs are unmistakable. It could not be expected, however, that actual contracts would be signed within a few days of election."

"The increasing volume of newspaper advertising is an assurance of great confidence. The New York Times is far ahead of its record of advertising, having published 1,786,864 agate lines in excess of 1923 at the end of the first ten months of this year, with a total of 21,568,274 lines. We expect to pass the 25,000,000 lines mark this year for the first time in New York newspaper history. "Our classified advertising pages indicate an improvement in the business situation. Holiday prospects are good."

Providence Journal and Evening Bulletin:—"We have not received any more contracts than usual this week. We expect business to be good during the holidays, no great big gain, just a good substantial business with a normal gain over last year. The classified pages are holding their own with last year but as yet do not signify any important business boom. The best report we can offer is (Continued on page 26)

ROY DURSTINE REPORTS INCREASED BUSINESS

INCREASED business was reported by Roy Durstine, of Barton Durstine & Osborne, New York advertising agency, commenting on the prosperity boom following results of last Election Day.

"Most of our customers are ahead with the plans for the 1925 campaigns. Sentiment has been crystallized very favorably and increased activity is noticeable throughout the country. We expect a healthy, wholesome, uniform rise in business generally."

NEWSPAPER CIRCULATION OUTRUNS POPULATION

Chart of Dailies' Distribution By States Also Show That Average Number Papers Per Capita Is Intimately Related to Proportion of Illiteracy and of Urban Population

By R. S. KELLOGG,

Secretary News Print Service Bureau

TWO HUNDRED-TWENTY years in the United States have seen the newspaper develop from the first little two-page 9 x 12 *News Letter* to the more than 40 page week-day issue and the nearly 200-page Sunday publication, with each page nearly twice the size of the Boston venture in 1704. Yet progress was exceedingly slow and with few striking characteristics during the first hundred years of this period. The pioneer newspapers of the Middle West, started about the time of the Missouri Compromise, although somewhat larger, were in essential characteristics and appearance close duplicates of the *News Letter*, the *New England Courant*, started in 1720 by James Franklin, and other publications.

According to Benjamin Franklin, there were only 25 newspapers in America in 1771, and those who wish more detailed information upon the difficulties attendant upon the starting of newspapers in the Middle West a hundred years ago will do well to read the recent story by George W. Purcell, who has also reproduced the second issue of the *Indiana Gazette*, dated August 7, 1804.

As in other undertakings, the first hundred years of newspaper publication were

evidently the hardest, for the second hundred have seen a growth in newspapers far beyond that which has taken place anywhere else on the globe. This development has been brought about through two closely parallel lines of invention—the application of power and machinery both to the making of paper and to the composition and printing of newspapers. Until a hundred years ago the making of paper was a slow, laborious hand process, with only a few pounds produced a day. Even as late as 1848 it is recorded that a machine in a new paper mill at Hamilton, Ohio made one ton of newsprint paper daily. The year 1924 has brought the 100-ton machine, and what the limit will be no one is rash enough to prophesy.

On the newspaper side, the chronology is similar. The year 1846 is said to have seen the successful introduction of the rotary press, and the year 1861 that of the curved stereotype plate. In 1865 there came the roll-fed perfecting press, and in the latter '80's the beginning of

mechanical type setting through the introduction of the Mergenthaler linotype.

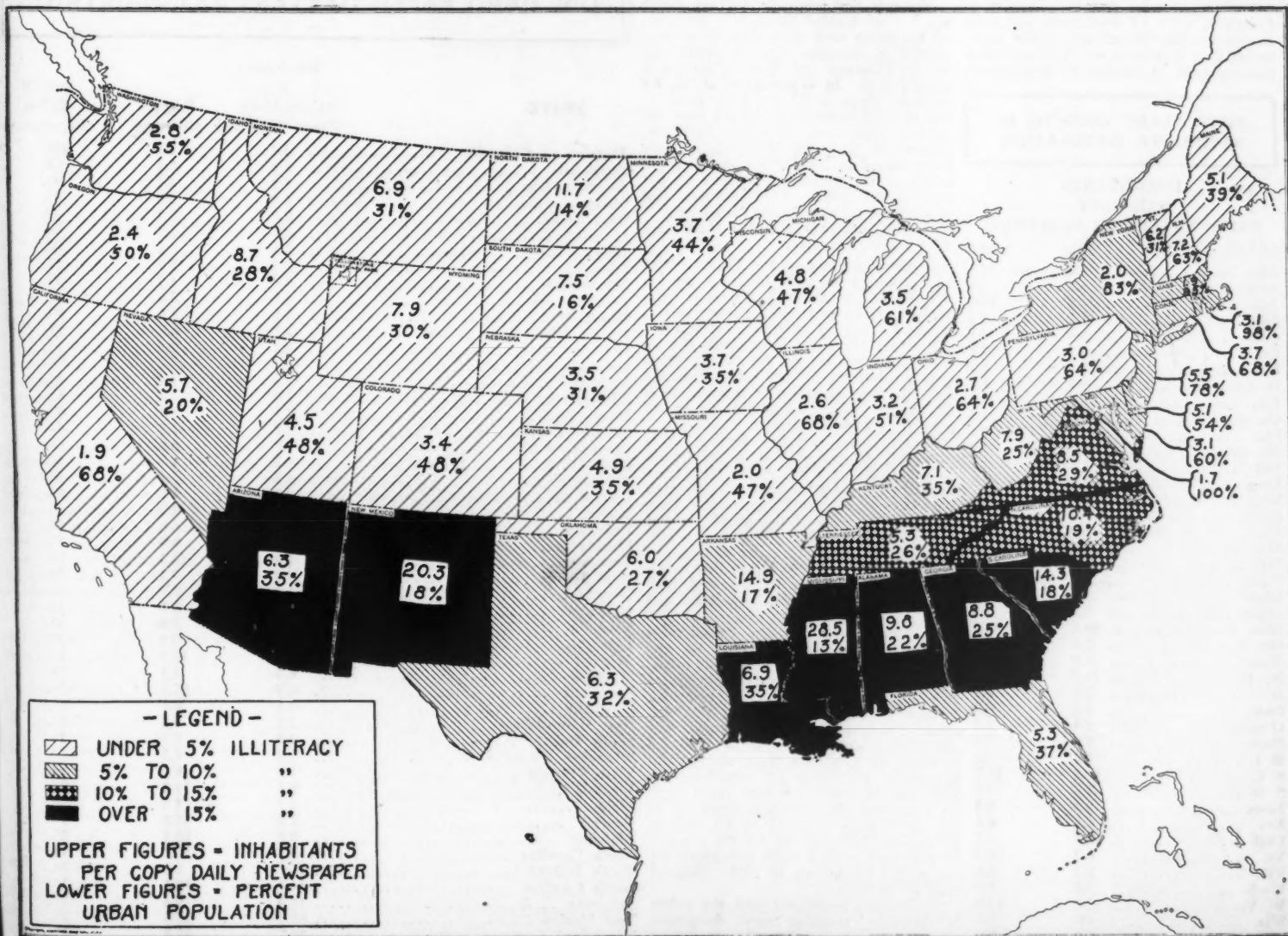
During the same period there was developed through mechanical and chemical means the use of wood as raw material for paper-making, which resulted in greatly increased supplies of paper at much lower prices than the publishers had to pay when their print was made entirely of rags.

These converging lines of development have gone steadily forward until today the people of the United States are using 50 pounds of newsprint paper per capita and 60 per cent. of the world's total production of this commodity. According to the directories there are over 20,000 newspapers of all kinds, classes and conditions in the United States, while figures compiled by **EDITOR & PUBLISHER** for more than 2,000 English language dailies show that these newspapers have a weekday circulation of 32,000,000 copies and a Sunday circulation of 22,000,000. There is a daily newspaper published for every family in North America north

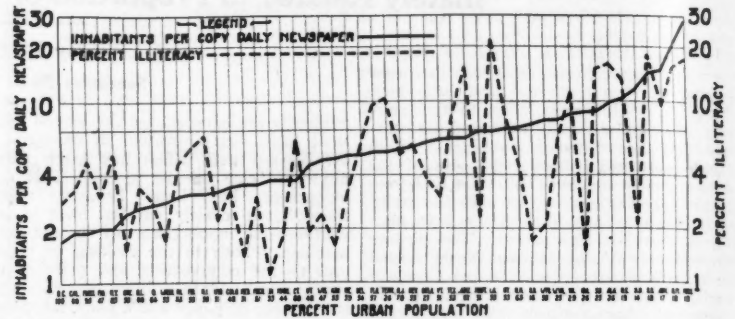
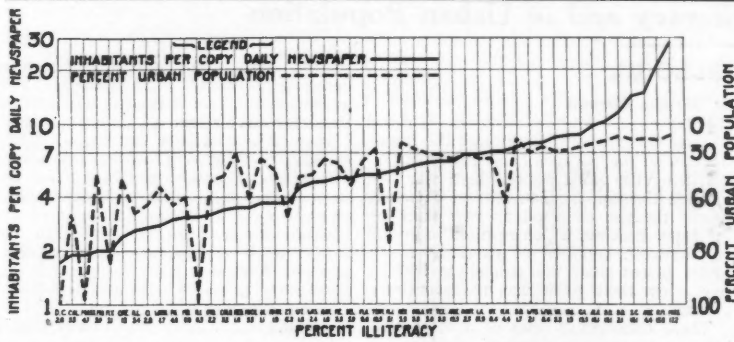
of the Rio Grande and a firmly fixed newspaper habit. Newspapers have grown steadily in diversity of contents, size, and circulation.

How long and how far the ascending newspaper curve will continue is beyond the field of successful prophecy. We can secure some light upon tendencies, however, if we take an outline map of the United States and apply thereto the figures upon newspaper circulation compiled by **EDITOR & PUBLISHER**, reducing these large totals to a per capita basis by dividing the population of each state by the total number of copies of daily papers published in that state. By so doing we get the upper figures shown on the accompanying map. These give us some interesting comparisons. We note that in Massachusetts and California there is a copy of a daily newspaper (not counting Sunday issues) published for each 1.9 inhabitants, and one for every 2 inhabitants in the State of New York. Contrasted with this we see that there are nearly 15 inhabitants per copy of a daily newspaper in Arkansas, over 20 in New Mexico and more than 28 in Mississippi. We know, of course, that there are certain inaccuracies in these

ILLITERACY TIDE EBBS WHERE MANY DAILIES ARE CIRCULATED



TWO LINES THAT LEAD TO NEWSPAPER OPPORTUNITY



comparisons, because the figures are only for the number of copies published in each state and not for the actual distribution in that state. Many of the New York newspapers, for instance, have a large circulation beyond the borders of the State, as is the case also with newspapers published in St. Louis and Kansas City, Chicago, Minneapolis, and elsewhere.

Altogether, however, we find a copy of a daily newspaper published for every 3.5 inhabitants in the United States, which is more than one for every family.

If we take the percentage of urban population (based upon towns of 2,500 inhabitants and over) as reported by the 1920 Census, and put these figures upon the map immediately below the per capita newspaper figures, we get a further illuminating comparison.

We see at once that the District of Columbia, with 1.7 inhabitants per daily newspaper, has 100 per cent. urban population, that California and Massachusetts, ranking next in number of newspapers,

have 68 per cent. and 95 per cent. urban population respectively, that New York is 83 per cent. urban, and that Arkansas, New Mexico, and Mississippi, previously noted as having the fewest newspapers per capita, show 17 per cent., 18 per cent., and 13 per cent. urban population respectively. For the country as a whole, the population is now 51 per cent. urban, and the proportion is steadily increasing.

Turning once more to the Census reports, we check off the percentage of illiteracy in each state and see that there is a direct relationship between illiteracy and newspaper publication, even though we seem to be entering the period when it is not necessary to be able to read in order to get at least a certain kind of information from newspapers of some sort.

We note that while the average illiteracy for the United States is 6 per cent., all the states with more than the average number of newspapers per inhabitant are low in illiteracy, and that the reverse is equally true. In Washington, D. C., for instance, there is 2.8 per cent. illiteracy and in Washington State 1.7 per cent., the greater number of newspapers in Washington, D. C., over Washington State being caused by 100 per cent. urban population in the former as against 55 per cent. in the latter. Again we note that Mississippi, ranking lowest in the number of newspapers published, has more than 17 per cent. illiteracy.

Shading our map of the United States into groups based upon illiteracy, we get the accompanying result, which is self-explanatory to the reader. Plotting urban population against newspaper circulation and doing the same thing with the illiteracy figures, we get the curves which clearly illustrate in detailed fashion the fact that the circulation of newspapers is in almost direct proportion to urban population and to literacy.

Carrying this principle further, it is reasonable to expect that in the region of lowest illiteracy newspaper circulation may be expected to increase more through the growth of urban population than through education of the people, except as new means of public appeal are devised.

For the regions of greater illiteracy it is equally reasonable to expect that newspaper circulation may be increased with both the growth of urban population and with increasing literacy. The recent statistics lend considerable support to this view. In 1920, for example, there was a copy of a daily newspaper published for every 11.9 inhabitants in Alabama, while in 1924 (Revised Census estimates) there was one for every 9.8 inhabitants. In Florida, the 1920 figure was 7.2 compared with 5.3 in 1924. In Louisiana there was a daily newspaper for every 7.9 inhabitants in 1920, and for every 6.9 four years later. In Tennessee the drop was from 6.8 to 5.3, in Virginia from 10 to 7.9, and in Mississippi there was by far the greatest relative gain, with a daily newspaper for every 28.5 inhabitants in 1924 compared with 38 in 1920.

Not being a newspaper man, the writer is doubtless treading upon dangerous ground in venturing into this statistical field. He believes, however, that further studies of this sort are worthy of the

best efforts of those who are guiding the fortunes of the newspapers in the United States.

Woodbridge For A. A. C. W. Program

C. K. Woodbridge, president of the Dictaphone Company, was this week appointed chairman of the National Program Committee to form the program for the international convention of the A. A. C. W. to be held in Houston, Tex., May 10-14, 1925. Mr. Woodbridge served in the same capacity for the A. A. C. W. convention in Atlantic City two years ago, building an extremely successful program.

Demand Six-Day Week

A delegation of the Syndicat des Journalistes called on M. Justin Godart, French Minister of Labor and Hygiene, on Oct. 30, to lay before him the claims of newspaper men in the matter of one full day's rest a week. While most papers give their men a full day's rest a week, there are too many which do not. M. Godart promised that a bill laid on the table of the Chamber by M. Chastenet in August last to make the compulsory weekly rest law would have his entire support and that it should come before the Chamber of Deputies again at an early date.

FOUR YEARS' GROWTH IN NEWSPAPER CIRCULATION

STATE	INHABITANTS PER COPY DAILY NEWSPAPER PUBLISHED	
	1924	1920
Ala.	9.8	11.9
Ariz.	6.3	5.2
Ark.	14.9	14.0
Calif.	1.9	2.5
Colo.	3.4	3.1
Conn.	3.7	3.8
Del.	5.1	5.3
D. C.	1.7	1.9
Fla.	5.3	7.2
Ga.	8.8	9.4
Ida.	8.7	7.3
Ill.	2.7	2.9
Ind.	3.2	3.7
Iowa	3.7	3.9
Kan.	4.9	5.4
Ky.	7.1	7.8
La.	6.9	7.9
Me.	5.1	6.2
Md.	3.1	3.7
Mass.	1.9	2.0
Mich.	3.5	3.8
Minn.	3.7	3.6
Miss.	28.5	38.0
Mo.	2.0	2.5
Mont.	6.9	5.1
N. D.	11.7	10.4
O.	2.8	2.8
Okla.	6.0	6.8
Oregon	2.4	2.8
Penn.	3.0	3.2
R. I.	3.1	3.3
S. C.	14.3	14.8
S. D.	7.5	9.1
Tenn.	5.3	6.8
Tex.	6.3	6.4
Utah	4.5	4.5
Vt.	6.2	6.9
Vir.	8.5	8.6
Wash.	2.8	3.0
W. Va.	7.9	10.0
Wis.	4.8	5.1
Wyo.	7.9	7.5
U. S.	3.5	3.8

ONE DAILY PAPER TO EVERY 3.5 INHABITANTS

STATE	Inhabitants per Copy Daily Paper Published	Percent Illiteracy	Percent Urban Population
District of Columbia	1.7	2.8	100.
California	1.9	3.3	68.
Massachusetts	1.9	4.7	95.
Missouri	2.0	3.0	47.
New York	2.0	5.1	83.
Oregon	2.4	1.5	50.
Illinois	2.6	3.4	68.
Ohio	2.7	2.8	64.
Washington	2.8	1.7	55.
Pennsylvania	3.0	4.6	64.
Maryland	3.1	5.6	60.
Rhode Island	3.1	6.5	98.
Indiana	3.2	2.2	51.
Colorado	3.4	3.2	48.
Nebraska	3.5	1.4	31.
Michigan	3.5	3.0	61.
Iowa	3.7	1.1	35.
Minnesota	3.7	1.8	44.
Connecticut	3.7	6.2	68.
Utah	4.5	1.9	48.
Wisconsin	4.8	2.4	47.
Kansas	4.9	1.6	35.
Maine	5.1	3.3	39.
Delaware	5.1	5.9	54.
Florida	5.3	9.6	37.
Tennessee	5.3	10.3	26.
New Jersey	5.5	5.1	78.
Nevada	5.7	5.9	20.
Oklahoma	6.0	3.8	27.
Vermont	6.2	3.0	31.
Texas	6.3	8.3	32.
Arizona	6.3	15.3	35.
Montana	6.9	2.3	31.
Louisiana	6.9	21.9	35.
Kentucky	7.1	8.4	35.
New Hampshire	7.2	4.4	63.
South Dakota	7.5	1.7	16.
Wyoming	7.9	2.1	30.
West Virginia	7.9	6.4	25.
Virginia	8.5	11.2	29.
Idaho	8.7	1.5	28.
Georgia	8.8	15.3	25.
Alabama	9.8	16.1	22.
North Carolina	10.4	13.1	19.
North Dakota	11.7	2.1	14.
South Carolina	14.3	18.1	18.
Arkansas	14.9	9.4	17.
New Mexico	20.3	15.6	18.
Mississippi	28.5	17.2	13.
United States	3.5	6.0	51.4

ELECTION FORECASTS BOOM FOR ADVERTISING

Now is the Time for Producers and Distributors to Go Forward Boldly, Declares Stuart P. West, Veteran Wall Street Writer—Newspaper Publishers Well Fixed to Reap Benefits of Assured Prosperity

By PHILIP SCHUYLER

"NOW is the time for producers or distributors with something to advertise to go forward boldly."

With carefully chosen words, Stuart P. West, veteran financial writer and head of the financial department of the Consolidated Press Association, this week thus summed up for EDITOR & PUBLISHER the current financial situation, which as a story since election day has taken front page position in newspapers of the nation.

Seeking just what was behind the increased stock trading on the New York Stock Exchange for the average newspaper publisher and newspaper advertiser, EDITOR & PUBLISHER went to Mr. West for information. He has been writing finance from the world's financial center ever since he graduated from Harvard 27 years ago, having won particular prominence, when, during the war, he was one of few to predict correctly the re-opening of the New York Stock Exchange and more recently stood almost alone in successful prediction of the big break in French francs, which culminated last Spring in a drop in value for the franc from 6 to 3½ cents.

"It is true, you can't have the railroads poor and the country rich," West declared. "And the railroads were holding back, waiting the outcome of the election. The vote for Coolidge and the repudiation of LaFollette justified, as far as the railroads are concerned, the present stock market boom. It was not expected that LaFollette would be elected, but it was feared that he would retain his balance of power.

"Buying of railroad stocks had been held back on account of fear of adverse railroad legislation. There is satisfaction with the transportation act of 1920, passed under the Wilson administration.

"Although the election results were no different from what had been looked for a month ahead, it was found that the outside public had really been waiting and had not been accepting, like professional Wall street, the very strong forecasts. The assurance that the present transportation law was not likely to be interfered with, and that its safeguards for investors in railway securities were to remain intact, has had an immense significance. It has opened up to speculative imagination a vista of great railway consolidations being pushed through to conclusion and of the inauguration of dividends in many instances where nothing has been distributed hitherto.

"The election results were interpreted in the business world as a mandate to the political powers to keep things as they are, to go ahead with the tax reduction program, but to do nothing in the shape of new legislation concerning the railroads or any other industry, that would upset existing conditions.

"Increased prosperity for the railroads will mean that increased prosperity will gradually reach all other big industries of the country.

"At the present time," he continued, "the United States is doing the largest volume of business in the country's history.

"Manufacturers who have been buying from hand to mouth will now broaden out and become bolder.

"It is to be hoped, of course, that this increase in buying will not develop into a boom, which would prove unhealthy. If it proceeds slowly and normally it ought to last a year or more.

"No one is better fixed at the present time than the newspaper publishers. Wages are already high and full employment is insured for a long while. Advertisers everywhere will turn to the newspapers' advertising columns as a means of getting their share in the general expansion.

"Added to full employment, I cannot over-emphasize the present high buying



STUART P. WEST

power of the farmer, which, outside of the inflation period during the war, has never been greater. This high buying power reacts favorably upon the whole industrial situation."

Mr. West, who has been writing daily financial articles for 60 newspapers and weekly articles for 120 newspapers for the Consolidated Press Association, has been connected with that organization since 1920. He is a graduate of Harvard College, Class of 1897, where he specialized in railroad finance. He started his newspaper work with the old *New York Commercial Advertiser*, remaining with that newspaper when it became the *Globe* until it was purchased by Frank Munsey, in 1923.

With the exception of a little sports which he wrote for Boston newspapers while at Harvard, Mr. West has concentrated entirely on financial writing. To him there is no better job in the newspaper profession than that of financial specialist.

When I called at his office at 2 Rector street, New York, this week to talk to him on the financial situation and its effect on the newspaper advertising columns, tickers bringing trading news from the New York Stock Exchange, close to his desk, were literally boiling over with its messages of prosperity. Tape from the glass-topped machine flowed out in a continual stream to waiting baskets near by. Mr. West picked up and ran some of the paper from the telegraph printer through his fingers, explaining with remarkable clearness and conciseness the meaning of just what was happening on the Exchange floor, little more than a stone's throw away.

In gathering financial news, in addition to the ticker, Mr. West has three reporter assistants. He himself is constantly on the telephone, talking with high authorities in the world of big business and finance. His ability for successful prediction has been demonstrated time and again.

In the four months when the Stock Exchange was closed following the outbreak of the war in August 1914, the majority of financial critics were saying that it would be impossible to reopen until the war was over because Europe would flood the market with its holdings of American securities, resulting in a tremendous drain of gold, high money rates,

and business prostration. Mr. West was the first to draw precisely the opposite picture, namely that the warring nations of Europe would have to come to America for supplies and pay very high prices for these, that this would create a buying power sufficient to absorb all the bonds and stocks that Europe had to sell and bring about prosperity for American business.

The sequel was that when the Stock Exchange reopened in December 1914, there was no disturbance at all. The market a few months afterwards began to go up, finally developing into the great boom of 1915 and 1916. Trade underwent a similar expansion, and so far from exporting gold the United States was receiving all available surplus supplies of the metal in settlement of its huge merchandise credits.

Last spring Mr. West in his financial articles took a conspicuous part in the controversy as to the causes of the decline in the French franc. He maintained that French statesmen and French financial writers were trying to white wash a situation which was really decidedly black. In opposition to the statement so often made that the franc was going down in consequence of German and English manipulation, he took the ground that the trouble lay in the failure to balance the French budget, and in counting upon German reparations as a source of revenue when it was not at all. The franc went down from around 5.70 cents to below 3.50 cents in a very short time and the Poincare government finally had to come out in the open with its 20 per cent tax increase program, admitting that this and the cutting down of reconstruction expenditures were the only ways through which French finances could be stabilized.

"The financial writer," he said, "is like a doctor. He learns of symptoms, he sees certain facts, and he must diagnose and prescribe from these symptoms and facts. Like a doctor's diagnosis his prescriptions become second nature. He has his theoretical training behind him, and he has his practical everyday experience to guide him.

"There seems to me a fine opportunity for young men in newspaper work to devote themselves to training to become financial writers. The field is limited; it is enjoyable and well paid work."

To those wishing to specialize in this

branch of newspaper work, Mr. West suggests that they take courses in economics at some college where they may also study the theoretical side of banking, foreign exchanges, and the movement of money.

"He should soak himself in financial literature," Mr. West said. "He should read the financial pages of the newspapers thoroughly, reading at least two morning and two evening newspapers.

"There is a growing interest in financial news all over the country, and more trained men will be needed to supply this interest."

Mr. West discounted a great deal the suggestion that financial news can be written without use of technical language.

"I do my best to write my daily business articles in language which is understandable to the average readers. But I think it is impossible to write of some financial matters, such as foreign exchange, without the use of technical terms."

STUDY RADIOCASTING OF FARM NEWS

Scope, Organization and Development to Be Considered at Chicago Meet Dec. 4, Called by the Late Secretary Wallace

During the Third National Radio Conference, called by Secretary of Commerce Herbert Hoover, arrangements were completed with the late Secretary of Agriculture Henry C. Wallace by those interested in broadcasting agricultural information for a conference to consider the scope, organization and development of this important phase of "air" service.

C. W. Warburton, director of the extension work of the Department of Agriculture, has now been requested to take charge of the conference, which is to be held at Chicago, Dec. 4.

A general invitation to attend has been issued to representatives of farm papers, farm organizations, agricultural colleges, State agricultural departments, State bureaus of markets, broadcasting stations and other interests desiring a voice in the proposed extension of the radio in broadcasting farm "news."

Mr. Warburton states the purposes of the conference in the following statement issued by him this week:

"The farm population of the United States is greatly interested in radio broadcasting and in the service that it is rendering to agriculture. Because of this interest and the possibility of a greater service being performed through better organization and coordination of effort, a conference to discuss the various problems of agricultural importance in this connection should prove of value to all concerned.

"Some of the problems of radio broadcasting which have an agricultural significance are:

"The quantity, character, arrangement and time allotment of such agricultural broadcast material as weather forecasts, crop and market information, agricultural news, agricultural educational material and entertainment.

"The development of a National program of agricultural material taking into consideration all State and local needs, thereby offering the widest distribution of agricultural information.

"The development of suitable time schedules for radio broadcast material to meet agricultural needs and the division of time schedules among broadcasting stations."

A. P. PLANS TO DETECT AND PUNISH POSSIBLE RADIO RULE VIOLATORS

Stenographic Reports of Election Returns Broadcast Taken in Four Cities and Will Be Compared With A. P. Report at Executive Committee Meet Nov. 24

THE Associated Press this week announced steps it was taking towards possible detection and punishment of members who may have violated the association's by-laws to radiocast A. P. election returns Nov. 4.

Stenographic reports of election radiocasting, it was officially stated, were taken by the A. P. in New York, St. Louis, Chicago, and San Francisco, covering the broadcasting of member newspaper stations, under suspicion, within range of these four centers.

These reports will be considered as evidence by the association's executive committee at its next regular monthly meeting scheduled for Nov. 24 at New York headquarters.

The executive committee, which meets with A. P. officers, will direct its attention towards discovering how many, if any, A. P. members violated the by-laws and gave the public A. P. election news via the radio.

It was unofficially reported that the *Chicago Daily News* had violated the association's rules and had broadcast A. P. returns. Official confirmation or denial of this report could not be obtained.

Edgar B. Piper, editor of the *Portland Oregonian*, denied reports which had been circulated in the East, that his newspaper had broadcast A. P. returns.

"The *Oregonian* complied with the rules of the Associated Press as it understands them", Mr. Piper informed EDITOR & PUBLISHER. "We received our telegraph returns from the *Chicago Tribune* and from the Postal Telegraph Company. These were broadcast."

The executive committee, made up of seven members exclusive of regular officers, has only the power to recommend member violators for disciplinary action to the board of directors, which does not convene until Jan. 28.

Punishment, ranging from a nominal fine, up to expulsion from membership, may be meted out upon recommendation of the board.

The following are members of the executive committee who will study the stenographic reports to discover whether or not there was any leakage of A. P. news: Clark Howell, *Atlanta Constitution*; Charles Hopkins Clark, *Hartford Courant*; Elbert H. Baker, *Cleveland Plain Dealer*; Adolph S. Ochs, *New York Times*; Frank B. Noyes, *Washington Star*; E. Lansing Ray, *St. Louis Globe-Democrat*, and Robert McLean, *Philadelphia Bulletin*.

Announcement of the A. P.'s plans towards detection and punishment of any possible violators of its radio ruling is the latest phase of the news-broadcasting problem, which, long confronting newspapers and press associations of the country, reached a high water mark election day. Then, with the A. P. opposed to use of its report for broadcast announcements, the United Press Associations favoring such use on "the occasion of important national events," and the International News Service holding an undecided position, 28 newspapers, by EDITOR & PUBLISHER count, gave their readers first news of the election in their homes by radio.

So far, since radio became a problem for the A. P., about a half dozen members have been disciplined for violating the rule prohibiting broadcasting of the A. P. report. The most recent cases were those of the *Chicago Daily News* and the *Boston Herald*, both of which newspapers put news of the return of the world flyers to their respective cities on the air.

In the present situation, Chicago appears to be the center of interest, since more newspapers there than any other city broadcast returns, and since all but

one newspaper (the *Chicago American*) are Associated Press members.

The *Chicago Tribune*, which at first publicly challenged the A. P. over its radio ruling, decided eventually not to "cheat," to use its own headline word, and instead, employed the service of the United Press Associations, and broadcast election night.

Other Chicago newspapers broadcasting were the *Chicago Daily News*, the *Chicago Herald-Examiner*, and the *Chicago Evening Post*.

The Post's radio station announced returns by the International News Service. In regard to this use of the I. N. S. report, George C. Shor, editor and manager made the following statement:

"The I. N. S. does not object to the

use of its report as an election night extension of the bulletin board, which reaches more people, with more comfort to the people.

"A day in and day out service for broadcasting purposes is an entirely different matter, however. We do not sell our service for that use and we have not decided whether we ever shall."

In Chicago, the Tribune also raised the question as to the A. P.'s right to news gathered by the City News Bureau, which apparently supplied an added demand for returns on Nov. 4. The Tribune, in a story printed in its columns Nov. 8, argued that news gathered by the City News Bureau "belongs to the Associated Press just as much as spontaneous news produced in any other way" because the bureau is maintained by the joint efforts of Chicago newspapers.

This argument was denied, however, at A. P. New York headquarters, where it was pointed out that all members of the Chicago News Bureau are not A. P. members.

"It is none of our business what the Chicago City News Bureau does," an official stated.

Meanwhile, the Associated Press is

making a careful collection of newspaper editorial opinions on broadcasting news, which followed the first public announcement of the Tribune, charging the A. P. with monopolistic control and intimating it intended to carry the association's right to prevent members from broadcasting into the courts.

About 100 such clippings have so far been gathered and the majority of them were this week in the hands of Frank B. Noyes, president. It is understood, he will use them in determining the opinion of the majority of A. P. members in regard to the right to radio.

Two editorials, representing both sides of the question, follow in part:

The *Dallas (Tex.) Morning News* says editorially:

"The News does not agree with the Tribune that this is a clash between the Old and the New. It believes, of course, that the Associated Press has the right as an organization to permit broadcasting members to radiocast the election report. The association, however, has not yet given that permission. Perhaps the 1,000-odd members who do not operate broadcasting stations do not agree with the Tribune. More than this, The News doubts that the broadcasting of news can be engaged in to any considerable extent without injuring the press in general, for it costs much money to collect news, and revenues are necessary to cover the expense. To broadcast news, The News believes, would be to pull down the temple."

The *Appleton (Wis.) Post-Crescent* says editorially:

"We believe the position taken by the Chicago Tribune is the right one. We have no fear of the effects of broadcasting on the sale of newspapers or upon their circulation. People will continue to read the newspapers for the complete account of the day's news, irrespective of whether a portion of it is broadcast or not. It will be futile to resist or attempt to resist the use of so valuable a medium for public information as radio. To do so would be analogous to the early attempts to bar the introduction of machinery in industry.

"So far as playing into the hands of rival news agencies is concerned, we think that is a minor concern. No news organization, worthy of the name would depend upon lifting or stealing news from its competitors. It may do so in some instances, but in the main it will have to depend upon its own resources. How the courts will view the claim of the Associated Press to ownership and control of news gathered by itself and its members will be an interesting legal issue."

Three P. M. Dailies Join A. P.

Three evening newspapers were this week announced as new members of the Associated Press. They are: The *Williamson (W. Va.) News*; the *Council Groves (Kan.) Republican*; and the *Russellville (Ark.) Courier-Democrat*. Representing the new A. P. members in the association will be A. C. Preston, for the *News*; Jack Lawrence, for the *Republican*; and J. A. Livingston for the *Courier-Democrat*.

EXPECTS PICTURES BY RADIO

Newspaper Pages May Be So Transmitted, Gen. Harbord Says

Transmission of complete newspaper pages over long distances by radio picture broadcasting was one of several startling predictions made last week by Gen. J. G. Harbord, president of the Radio Corporation of America, when he addressed the third National Radio Exposition in New York.

"It is not too much to say that we are on the eve of developments, whereby it will be within the realm of possibility to transmit a complete newspaper page from London to New York by means of radio and in a fraction of the time it would take to transmit the entire text of the page either by radio or cable telegraph signals," Gen. Harbord said.

Speed of such transmission, he declared, would equal the speed of sunlight.

SEEK REST FROM SIDEWALKS OF NEW YORK

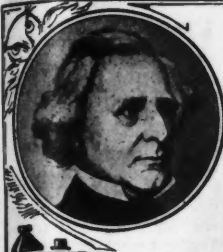


Joseph Bannon, New York Journal circulation manager, and his assistant, Calvin D. Secret, sailed for a European vacation last week.

NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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CHAPTER TWENTY-FOUR

Mr. Bennett's Will—His Tomb Described—Interesting Anecdotes—Final Estimate of His Character and Career



MR. BENNETT'S will was signed on June 23, 1869, and was elaborately drawn in order to carry out without litigation his intentions as to the disposal of his large estate.

The first clause provided for the payment of his just debts and funeral expenses.

The second clause made provision for his wife as follows:

"I give, devise and bequeath to my wife, provided she will accept the same in lieu of her dower in my estate, the use and occupation of my house, stable and appurtenances, situate on the north-east corner of Fifth Avenue and 38th street, together with the furniture, fixtures, paintings, ornaments, silver, &c. in said house, and the carriages, horses and harness in said stable, to have and to hold the same, free of rent or charge therefor, for and during the term of her natural life or widowhood; and also an annuity or annual sum of money, equal in amount to one-half of the actual net annual rental of my real estate, except the building of the Herald, corner of Broadway and Ann street; and said annuity shall be paid to my wife in equal fourth parts, four times yearly; and if my wife will not accept said bequest in lieu of her dower, then I revoke all devise and bequest in her favor, and limit her share and interest in my estate to her dower."

The third clause (the most important of all) gave to James Gordon Bennett, Jr., absolute ownership and sole control of the Herald and its building as follows:

"I give, devise and bequeath to my son, James Gordon Bennett, Jr., the building on the corner of Broadway and Ann street, known as the New York Building, and the good will of the New York Herald newspaper (both the daily and the weekly) established by me, with all the establishment (including the building) for carrying on said newspaper. This will include all, or is intended to include all leases, mortgages or contracts in existence in any way relating to said building or newspaper, and which leases, mortgages and contracts are to be assumed and paid by my said son, and it will include all personal property in the New York Herald Building and all stock of paper that may be stored elsewhere for use on said paper."

The Metropolitan Printing Office, established by the father as a side investment and which at that time was very prosperous, was also willed to his son.

The fourth clause bequeathed all his real estate to his son, who was to first pay all taxes and assessments out of the rents; then pay the annuity to decedent's widow, and the residue of the net annual income to his daughter, Jeannette.

The fifth clause provided that his son was to pay for his sister's education and maintenance during her minority, and the balance of her annual income was to be invested for her, and was to be paid to her at the age of 25.

The sixth clause provided that if his widow married again, or on her decease, all the residue of the estate was to be equally divided between his son and daughter.

By the seventh clause, his daughter's share was to be free from all debts, engagements and control of any husband.

By the eighth clause his daughter's children, if any, were to inherit her share of the estate.

The ninth and last clause appointed his son sole trustee of the estate and executor of the will.

Miss Jeannette Bennett's Fortune

In June, 1871, Mr. Bennett to more adequately protect his daughter's

fortune, added a codicil to his will revoking the clause that provided for the payment to her of her share and interest in his estate on her attaining the age of 25, and directing his son, the trustee, to pay her yearly and every year during her lifetime.

This codicil was drawn by the late John Townshend, Mr. Bennett's lawyer and confidential representative, and effectually safeguarded, it would seem, the rights of his heirs to their inheritance.

Mr. Bennett's Tomb

The senior Bennett had been obliged, early in the year 1845, to secure a burial place for an infant daughter of his, who died on Jan. 3, of that year, aged eight months, and with prudent forethought purchased a large plot in one of the most picturesque sections of the famous Greenwood Cemetery in Brooklyn. Here also was interred the remains of his second son, Cosmo Gordon Bennett, who was born in May, 1853, and who died on March 20, 1859, aged five years and ten months.

In the following year, on April 17, 1860, his mother-in-law, Mrs. Eleanor Crean, died at the age of 80, and was also buried here.

Upon the decease of the elder Bennett, his son immediately had plans drawn for the excavation of a roomy family vault in his plot, 36 feet square, and here erected one of the most interesting and beautiful monuments in a cemetery that is so justly celebrated for the vast number of splendid tombs therein located.

When the vault had been completed, the body of the senior Bennett was removed from the Jerome family vault and interred here. The Bennett tomb is located on very high ground, overlooking New York Bay, and is approached from Fern avenue by four stone steps leading to an ornamental iron gate. Directly in rear of the gate is a heavy stone slab, covering the entrance to the vault. Funerary urns overgrown with ivy mark the four corners of the plot which is kept up as a lawn. At the rear boundary is the beautiful and costly monument that gives mute evidence to the second Bennett's filial affection, and his determination to erect a permanent memorial to his gifted father and the other members of his family, and probably intending that his own body should also rest there after death, but an inscrutable fate decreed otherwise.

The monument of granite is surmounted by the figure of an angel with outstretched wings, supporting in its arms a winged cherub, with its face turned to the sky above. It is a very artistic conception.

Directly in front of the monument is the life size statue of a woman clad in a widow's attire, kneeling on a hassock, in prayer. Her hands are clasped, and the whole attitude is one portraying intense grief and undying affection. As a genuine work of art, this piece of sculpture ranks very high and has been much admired by leading experts. In this connection a very interesting story is related by Miss Morewood, a lady, who as a child, was a member of a family that resided for a number of years close to the Bennett house at Fort Washington. Among other of her reminiscences, she distinctly recollected that Mr. Bennett, Sr., had repeatedly said that he would like to have a statue of his wife erected over his grave. No doubt, Mr. Bennett, 2nd, knew of his father's implied wish and had this expensive and beautiful work of art executed and placed over the tomb, as an outward expression of affection and respect for his parents. In 1874 the remains of his mother, who died in Europe, were brought to America and placed by the side of those of her husband.

Anecdotes of Mr. Bennett, Sr.

Numerous interesting anecdotes of the Senior Bennett were related during the days of his greatest activity and enterprise, and a few well authenticated stories of his wit and eccentricities are here inserted.

Bennett, in the early days of the Herald, purposely made it extremely sensational. Thus the public had come to expect something original and startling in its columns day by day and his witty skits and daring attacks on his opponents secured what he wanted—notoriety and the widest publicity for his little paper. One of his more conservative friends—a matter of fact man, entered his office one day:

"Bennett," he exclaimed, "What are you about? What do you mean to do? When will you be serious?"

"I'm hard at work—mean to make a commercial newspaper for the million—am always serious in my aims but full of frolic in my means. I must be what Providence intended I should become."

"What is that?"

"Heaven only knows; but I feel I must be the sum total of journalism—or a cypher! Now reckon me up!"

(To be continued next week)

A. N. A. ANNOUNCES ATLANTIC CITY CONVENTION PROGRAM

Advertising Notables to Address Annual Meeting November 17-19—President Coolidge Pledges Administration's Support to Group's Activities

THE complete program for the annual meeting of the Association of National Advertisers to be held at Atlantic City, Nov. 17 to 19, was announced this week.



P. L. THOMSON

Coincident with the announcement, P. L. Thomson, the association president, made public a letter written him by President Coolidge, praising the proposed theme of the meeting: "Reduction of Selling Costs by Means of Better Advertising and Marketing Methods."

This theme will be the subject of addresses to be given at the convention by Dr. Jeremiah W. Jenks, economist of New York University; F. M. Feiker, special assistant to Secretary of Commerce Herbert Hoover; Festus J. Wade, St. Louis banker; and J. Henry Scattergood, Public Utility Commissioner of Philadelphia.

The President in his letter to Mr. Thomson commended advertising as "one of the factors through which we must establish a better understanding of our American system of doing business and the inherent soundness of our social and political structure." The text of the letter follows:

"My Dear Mr. Thomson: What you said to me during our talk a day or two ago, about the annual meeting of the Association of National Advertisers, interested me very much. As I understand it, your organization is seeking to make more effective use of advertising toward building good-will, creating markets, and securing the economical distribution of products; to the end that economies thus brought about may be passed along to the public in lower prices.

"Certainly, these are worthy objectives. I note that you have on your program a representative of the Department of Commerce, and I need hardly assure you that you can count on the Administration's cooperation in this work, particularly in eliminating waste in any of the steps in advertising and marketing.

"Your study of how legitimate business can best interpret itself to the public

should be of value because advertising is undoubtedly one of the factors through which we must establish a better understanding of our American system of doing business and the inherent soundness of our economic, social and political structure.

"I commend your association for what seems to me the worth-while work which it is carrying on. Judging from the program, your meeting at Atlantic City should be most helpful. I certainly wish for it all success.—CALVIN COOLIDGE."

A feature of the A. N. A. meeting will be a symposium on magazine circulation, with speakers representing three different recognized methods of building magazine circulation. Tom Beck, President of *Collier's* will discuss "Crowell Circulation Methods," with emphasis on the place of installment methods in circulation building. Myron E. Douglas, circulation manager of the Curtis Publishing Company, will speak on "Paid-in-Advance Subscriptions," and Fred W. Stone, business manager of the *Review of Reviews*, will talk on "The Premium Methods of Building Magazine Circulation." There will also be a speech on "Circulation Methods from the Advertiser's Standpoint," by O. C. Harn, advertising manager of the National Lead Company.

Bruce Barton will speak on "Human Appeals in Copy," Mrs. Caroline Trowbridge Radnor-Lewis on "The Feminine Viewpoint on Advertising," H. W. Harney of the Dennison Manufacturing Company on "Making Small Space Produce Big Results," and C. B. Nash, advertising manager of the Standard Sanitary Manufacturing Company on "Better Use of Illustrations in Advertising."

The reaction of the public to advertising will be the question before another division. Professor George B. Hotchkiss of New York University will discuss "The Change in the Reading Habits of the Public," and William N. Taft, editor of the *Retail Ledger* will talk on "How the Executives of Large Stores Regard National Advertising."

Iowa Press Holds Conference

Iowa Press Association opened its district conference at the University of Iowa, Iowa City, Nov. 14. The principal speaker was to be Henry J. Allen, editor and proprietor of the *Wichita* (Kan.) *Beacon* and former governor of Kansas, on "The Present Trend of Journalism."

JURY FAVORS DAILY IN UNIQUE LIBEL CASE

AFTER only a few minutes deliberation, a jury in a London court before Lord Darling this week gave a verdict against Lady Terrington, who had brought a libel suit against the *London Daily Express*, declaring the newspaper libeled her by stating she wears good clothes.

The article complained of made her say:

"If I am returned to Westminster, I intend to wear my best clothes when I get there. I shall put on my ospreys and my fur coat and my pearls."

Counsel for the newspaper stood by the account of the interview, and argued that statements concerning the plaintiff's apparel were written with no malicious intent.

Lord Darling explained that he did not decide that any question regarding clothes was a matter of public interest, for public interest did not mean public curiosity; but it might be of interest to know what sort of clothes a woman wore in Parliament. He also pointed out that cartoons were really libelous in law, but they made one laugh, and sensible people did not take offense at them.

TO PLACE INDIA TEA DIRECT

Higham-Rankin Agreement Mutually Ended—Account With Higham

The association between the William H. Rankin Company and Charles F. Higham, Ltd., advertising agency of London has been ended by mutual agreement, Sir Charles Higham told Editor & Publisher's London correspondent in a recent interview.

Next year the advertising of India tea, other than certain orders the Rankin Company has placed till the end of March, 1925, will be placed from London direct with American newspapers or through their London offices, according to Sir Charles.

Paris Reading About Rum Row

Bootlegging is supplying the *Paris L'Intransigent*, evening paper, with a good series of articles which are appearing under the title of "Les Pirates de l'Avenue du Rhum"—The Pirates of Rum Row. Each instalment is a series of anecdotes and tales of adventure, together with figures of colossal fortunes reaped in a few months by those who go down to the sea in ships full of liquor.

\$465,000 IS RAISED TO FIGHT FRAUD ADS

Budgets of 20 of Country's 38 Better Business Bureaus Revealed—New York Tops List With \$125,000 Appropriation

Nearly half a million dollars will be spent by 20 Better Business Bureaus in the United States for waging war on fraud in advertising according to a budget list of these bureaus given Editor & Publisher this week by William P. Green, acting director of the National Vigilance Committee of the Associated Advertising Clubs of the World.

New York, with an appropriation of \$125,000 heads the list. Boston and Detroit with \$35,000 apiece tie for second and Cleveland with a budget of \$25,000 is third. The total appropriation by the 20 cities totals \$465,000.

The cities and their appropriations for "Truth in Advertising" work follow:

Akron	\$11,000
Boston	35,000
Buffalo	23,000
Cincinnati	15,000
Cleveland	25,000
Dallas	15,000
Detroit	35,000
Fort Wayne	11,000
Indianapolis	20,000
Los Angeles	18,000
Kansas City	15,000
Louisville	10,000
New York	125,000
Oakland	10,000
Portland	12,000
Providence	15,000
Richmond	10,000
Seattle	10,000
St. Louis	30,000
Toledo	20,000

In addition to the above sums are those apportioned by the other 18 Business Bureaus in other cities of the country.

The National Better Business Commission of the A. A. C. W. which met recently at Los Angeles, comprises the 38 Better Business Bureaus and the National Vigilance Committee, and is the only organization in the United States formed for the specific purpose of working to prevent fraud. The Government prosecutes frauds after they have been committed. The Better Business Commission is stamping out frauds.

"These men," said President Lou E. Holland of the Associated Advertising Clubs in a recent address before the Advertising Club of New York, "have saved millions of dollars to investors.

"It is the widow and the wage earner who are usually mulcted by fraudulent schemes. The Better Business Commission is doing a tremendously valuable work in protecting the interests of business and the savings of investors."

NATIONAL BATTERY OF BETTER BUSINESS BUREAU COMMISSIONERS



Back row, left to right—W. G. Peterson, San Francisco; Harold B. Knowles, Oakland; E. M. Snyder, Ft. Wayne, Ind.; Dele Brown, Cleveland; H. W. Riehl, St. Louis; A. P. Pitts, Detroit; H. M. Cool, Washington; E. L. Greene, Boston; G. F. McDonald, Rochester, N. Y.; G. M. Hussar, Kansas City; L. J. Utt; San Diego; Hugo Swan, Dallas, Texas; G. F. Olwin, Indianapolis; F. E. Miller, Los Angeles.

Front row—Charles Smith, Los Angeles; Frank Zeorlin, Spokane, Wash.; F. M. Wilson, Toledo; Elliott Hensel, Los Angeles; Elliot Epsteen, San Francisco; Karl Finn, Columbus, O.; R. M. Mount, Portland, Oregon; Kenneth Barnard, New York; Elmer J. Hertel, Oakland, Cal.; Edwin Kanitz, Fresno, Cal.; J. N. Garver, Buffalo; Ralph Bales, Louisville, Ky.; W. P. Green, New York; George Kahin, Seattle.

SCIENTISTS' FIND MAY END PAPER PROBLEM

Madison Laboratory Developing Process of Making Newsprint from Southern Hardwoods—To Be Explained at Forestry Meet

By BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)
WASHINGTON, D. C., Nov. 13.—Does a solution of the newsprint paper problem lie within the walls of the U. S. Forest Products Laboratory at Madison, Wis.? Charlie P. Winslow, director of the laboratory, states it has now under development a process for manufacturing newsprint paper from black gum, cottonwood and other southern hardwoods, which will be explained at the national conference on utilization of forest products in Washington, Nov. 19 and 20.

Mr. Winslow, following his arrival here for the conference, explained to the EDITOR & PUBLISHER correspondent: "If the new process, which is still in an experimental stage, proves commercially feasible, it will spread the burden of the newsprint supply over a large number of woods, and over new regions, particularly the South."

With the co-operation of Col. William B. Greeley, U. S. Forestry, Mr. Winslow has arranged to have the program of the conference printed on the new "Hardwood Newsprint" evolved from the Madison laboratory.

"Compare the paper upon which this program is printed with your newspaper," those attending the conference will be asked.

"The paper used here is made entirely from black gum, and has not been bleached. Nine-tenths of a cord produce one ton of this paper, as compared with 1.2 cords of spruce required to produce a ton of newsprint by the usual processes. Similar satisfactory results have also been obtained with poplar and birch.

"This product, and the process by which it was made, are still in the experimental stage. Nevertheless, the high yield and the excellent natural color of the pulp gives promise that such broadleaf woods as aspen, birch, beech, maple, black and tupelo gum, and cottonwood, may be used profitably in the manufacture of newsprint to supplement the rapidly diminishing supply of spruce, which is at present practically the only species considered suitable for newsprint.

"These broadleaf woods are widely distributed, constitute a large proportion of the present stand of growing timber, show rapid growth, and usually reproduce easily. Many of them have only limited uses as lumber, hence their utilization for pulp would be an important advance toward conserving the timber supply.

"There are now in the South large stands of second-growth hardwood not now used to a very great extent as lumber or for other purposes. These species have a fairly rapid growth, so a continuous supply is promised the pulp mills which establish themselves in the new region. Heretofore the Southern woods have not offered much possibility to the pulp manufacturer, except for the making of unbleached kraft or wrapping paper.

"After two years of experimentation, we have been able in the Madison laboratory to utilize these woods by a new chemical process, giving a yield of paper equivalent to 80 per cent of the weight of the wood. This is as high a yield as is obtained in the usual processes of making newsprint, which are adaptable only to spruce and a very few other soft woods."

W. B. Greeley, Chief of the Forest Service, United States Department of Agriculture, in discussing the forthcoming National Conference on Utilization of Forest Products, said:

"It is the first comprehensive attempt ever made in the United States to place the efficient manufacture and use of forest products on the same plane as the two other important phases of a constructive forest policy, namely, promoting forest growth, and promoting forest protection, principally from fire."

The conference is to be attended by

prominent men from all over the country, representing not only manufacturers, dealers, remanufacturers and users of lumber, timber, pulp and paper and other forest products, but also the engineering and forestry professions, educational institutions, the trade and daily press, and the various Government agencies.

It is only a question of time until the higher civilization must stop and wait for the courts to catch up.—*Baltimore Sun*.

TAX TEST CASES "SOON"

Newspapers U. S. Will Sue Have Been Picked, Says Stone

WASHINGTON, D. C., Nov. 13.—The newspapers against which the Government will file suit for publishing income tax payments have been selected, Attorney-General Stone indicated Thursday, after a conference with President Coolidge. The suits would be filed "soon."

FOWLER TAKES HELM ON N. Y. AMERICAN

Sporting Editor of Hearst's Tabloid Mirror, Named Managing Editor of Its Big Morning Brother—Began on Old Denver Republican

Gene Fowler, sporting editor of the *New York Daily Mirror*, was this week appointed day managing editor of the *New York American* and assumed his new duties immediately. W. A. Thayer remains as night managing editor.

Joining the staff of the *American* six years ago, Fowler has spent most of his time as special writer for that newspaper, covering many important assignments. He started his newspaper career on the old *Denver Republican*, following graduation from the University of Colorado in 1912.

From the *Republican*, Fowler went to the *Denver Rocky Mountain News* and then to the *Denver Post*. He came east in 1918.

Transferred from the *American* to the *Mirror* when that morning tabloid started publication this year, Fowler, as sporting editor, devoted his attention to building up a sporting page by, as he expresses it, "training newspaper men to become sports writers, instead of training sportsmen to become newspaper men." He discovered and developed in consequence such men as Joe Gordan and Dan Parker, sports writers on the *Mirror's* staff.

Fowler is 34 years old, is married and has three children. He is president of the New York Newspaper Club.

Raymond Helgesen, formerly assistant sports editor, succeeds Fowler as sporting editor of the *Mirror*.

PLAN WORLD SURVEY

International Chamber of Commerce Launches New Project

Of interest to advertising agencies and advertisers seeking to expand markets in foreign countries was the announcement Nov. 9, in Washington by Willis H. Booth, president of the International Chamber of Commerce and vice-president of the Guaranty Trust Company of New York, of a project launched for making an economic world survey for the purpose of determining what measures must be taken to stimulate production, revive industry and restore international trade.

This survey will be made by an international committee composed of the ablest business representatives of all the important commercial nations of the world. To this end the Committee on Economic Restoration of the International Chamber, of which Fred I. Kent is chairman, will be enlarged by the addition of members from the countries now represented and from other countries which play an important part in international trade.

Former N. Y. City Editor Dies

Henry Proctor Waugh, 50, former city editor of the *New York World*, and for many years in charge of publicity for the Interborough Rapid Transit Company, New York, died in a New York hospital, Nov. 12 following an operation. "Colonel" Waugh, as he was familiarly known, came to New York from the South. He began his newspaper career on his home town paper in Morristown, Tenn., later going to the *Louisville Courier-Journal* and to Atlanta, Ga. He was a reporter on the *World* staff 25 years ago and later became city editor. He resigned this position to go to the Interborough. He was a member of the Newspaper Club of New York.

"Silk" Misuse Curbed

In an order issued by the Federal Trade Commission, Nov. 8, the May Hosiery Mills of Burlington, N. C., are prohibited from using as labels or brands on hosiery sold by them the word "silk" unless the hosiery so labeled is made entirely of the silk of the silk worm or where the hosiery is made partly of silk it is accompanied by a word or words truthfully describing the other material.

SONGS OF THE CRAFT

(Written exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner
THE MYSTERY

I

Upon a hill at dawn I stood
And gazing over sea and wood,
River and brook, where meadows lie
Kissing the dipping of the sky,
I saw the waking of the day—
A mellow color in the gray,
Then, crimson-shot, a great round ball
Rose in its majesty over all.

And when its first grand thrill was gone
I felt the mystery of the dawn.

II

Then facing west, from that same hill
When everything was soft and still,
I watched the gathering shadows seem
Grouping, to cover field and stream;
And in the distance, broad and bold
Brushings of blue and red and gold
In one vast field of softening light—
A regal welcome to the Night.

I pondered, when that thrill was done,
The mystery of the setting sun.

III

Closed in by midnight's cheerless grip
With solitude for companionship,
I stood upon the hill, and thought
Of moments in the ages caught:
Of infinite space . . . of time . . . of fears . . .
Of fancies, and of smiles and tears—
Of pride, and of humility—
Of hope, and of futility!

O thrill of thrills! . . . What is the goal
Of that deep mystery—my Soul?

BRITISH JOURNALISTS HERE

Sir Campbell Stuart and Sir Andrew Caird Arrive on Mauretania

Two distinguished British journalists arrived in this country Nov. 7, on the S.S. *Mauretania*, Sir

Campbell Stuart, K.B.E., director of the *London Times* and Sir Andrew Caird, of the *London Daily Mail*.

Sir Andrew declared his was a pleasure trip, while Sir Campbell is planning to visit Canada and the West Indies to inspect the cable facilities from the islands to Great Britain.

Just before sailing from the other side Sir Campbell Stuart gave a dinner in the Salon des Batailles in the Palace of Versailles by special permission of the French Government, at which were present, in addition to the Duke of Connaught and the Premier of France, descendants of French and English families who have played a part in Canadian history. The Canadian History Society in France was formally inaugurated at the dinner.



SIR ANDREW CAIRD

There is every indication that there will be a conflict in Congress next month over the tax publicity question, with an effort to repeal the publicity clause.

The *Washington Herald* on Thursday started publication of all District of Columbia returns, giving nearly a page to the initial installment.

Trade Commission Issues Complaints

Branding and advertising "seamless" hosiery as "fashioned" or "full fashioned" is charged by the Federal Trade Commission in a complaint issued against the B. Z. B. Knitting Company, of Rockford, Ill. The commission has also issued complaints against three New York furniture dealers, which charge that they are misleading the public into the mistaken belief that they are either manufacturers of furniture sold by them or direct agents or representatives of such manufacturers. The commission has dismissed its complaint against Joseph Feldman and Gertrude Feldman, trading as Roxford Knitting Mills, of Philadelphia, Pa., upon the ground that the respondents cannot be located.

New York Sun Issues Food Folder

A four page, two color folder with the title "Selling Food Products in the World's Largest Market" has recently been issued by the Research Bureau of the *New York Sun*.

MORRIS DESCRIBES NEWSPAPER LIFE ON JAPANESE AMERICAN DAILY

Editor & Publisher Tokyo Correspondent in New York Tells How Americans Obtain News in Japan With Translators' Aid—City Boasts 100 Press Associations

"BARRING earthquakes, newspaper work in Japan is great fun."

Such is the opinion of John R. Morris, member of the *Tokyo Japan Advertiser* staff and Far Eastern editor of *EDITOR & PUBLISHER*, who, following a visit in this country, plans to return shortly to the Orient with Mrs. Morris.

In an interview in New York this week, Mr. Morris told of the life of an American newspaper man in Japan, their problems and adventures. For *EDITOR & PUBLISHER*, he reconstructed the landing in Yokohama, the process of becoming acquainted, and then the newspaper routine.

"A newspaper man steaming into Yokohama harbor now," he began, "will see a city rebuilding.

"A new steel pier stands completed next to the wrecked landing demolished by the quake. But altogether, the visitor's first sight of Japan is depressing. Yokohama still shows livid scars of the earthquake havoc.

"When I left there last July, the Japanese were still dragging the harbor for the skeletons of victims of the disaster.

"The first beginnings of a new city are visible, nevertheless, and as one journeys on towards Tokyo one becomes more cheerful. Tokyo itself is practically rebuilt.

"Once settled in Tokyo, it is not a very difficult problem becoming acquainted. The city of 2,500,000 boasts an American colony of about 1,200. In all Japan there are between 6,000 and 7,000 white foreigners.

"The Americans do not segregate themselves in Tokyo as they do in many Oriental cities. Their homes are scattered in various sections of the metropolis.

"In the office of the *Japan Advertiser*, an American may feel quite at home. We have a staff of about 10 Americans on the *Advertiser*.

"The *Advertiser* is read by the educated Japanese as well as the English-speaking people living in that country. We keep in close touch, therefore, with local Japanese as well as international news.

"In Tokyo there are more than 100 city news associations, aiming to be as up-to-date as the one in New York. But instead of telegraph tickers to transmit the news, these agencies send their dispatches to the newspaper offices by means of boys riding bicycles.

"The dispatches come to our office written in Japanese characters. We keep a staff of 10 translators busy all day translating them.

"Whenever an agency tips us off on a big story, we of course send out one of our American writers on the assignment. He takes a translator with him, to help him with the taxi drivers, and for getting information at the scene of the story.

"The American newspaper men on the *Advertiser* also cover the Imperial Hotel, where most of the foreigners stay, the Japanese Foreign Office and the American and Japanese Embassies, and the Navy Department.

"Japanese government officials are very courteous to American newspaper men, and the correspondents from this country are always welcomed in their offices. The majority of the officials can speak English well, and if they cannot, there are always interpreters within easy call.

"Japanese newspaper men who have years of experience, ask our cubs how to put American punch in their news," he said. "The Japanese papers give every story twice—in the borrowed Chinese character for the educated readers, and a vertical interlinear version in the old phonetic characters which are understood by the uncultured.

"In some things the young Japanese copy us so hard it is funny. Handshaking is not their custom, but let an American call at a Japanese home or office and he will get a shake when he arrives, several

times during the visit, and again when he goes away."

The Japanese, Mr. Morris said, are not as a whole anti-American.

"Here is a true story to show how little there is to fear from the element who made the trouble when the United States exclusion act was passed," he explained.

"A delegation of about 20 ruffians, the shabbiest type of Japanese citizenry, called at the Tokyo foreign office last summer and introduced themselves as leaders of a society whose name signified 'great forward movement,' or something like that.

"They said a great anti-American demonstration was planned for the day the exclusion act became effective, and hinted they could not be responsible for things that might happen to Americans who got caught in the row.

"The foreign office is particularly susceptible to a bluff like that. After thinking it over they came across with a big sum to finance a vacation for the delegation over the week-end for which the rumpus was planned.

"That is the type responsible for all the ominous reports you received here. The people who really count, and who will be responsible for Japan's moves, are quite sane about the matter, although they resent the 'insult.'"

Mr. Morris was married recently in Philadelphia to Miss Bernice Thomure, of the *Philadelphia Public Ledger* staff.

The *EDITOR & PUBLISHER* correspondent brought news to this country of several American newspaper men now on the staff of the *Japan Advertiser*, including Frank H. Hedges, the managing editor, formerly with the *Christian Science Monitor*; J. Hamilton Johnson, news editor, at one time with the *St. Paul Pioneer Press*; Hugh J. Shuck, formerly with the *Los Angeles Daily News* and the *Des Moines Tribune*; Francis H. Misselwitz, from the *St. Louis Post-Dispatch*, and Erwin F. McEwen, from the *Washington (D. C.) News*.

\$35,000 Tourist Ad Budget

Plans to spend \$35,000 next year for tourist advertising in California newspapers and magazines were laid at the annual meeting of the Puget Sound and British Columbia, Associated, held in Vancouver, B. C., recently.

To Issue Artgravure Section

The first issue of the *New Bedford (Mass.) Sunday Standard* artgravure section will be published, Sunday, Nov. 30, consisting of four pages of original and local illustrations.

246,043

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

Six-Month Period
Ending Sept. 30

The average net Sunday circulation of The Sunday Sun for the same period was 177,548.

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

TABLET FOR MERGENTHALER

GOVERNMENT officials, representatives of German book-making and newspaper industries, and the entire village of Hachtel in South Germany, paid homage November 11, to Ottmar Mergenthaler, inventor of the linotype machine, when a memorial tablet was unveiled on the house in Hachtel, where he was born.

Mergenthaler found no encouragement at home and so he emigrated to the United States, where he perfected the machine bearing his name, which revolutionized typesetting.

Presses Halted to Print Ballots

Jo Daviess County, Ill., voters shattered all records last Tuesday for heavy balloting and when election supplies began to run short the *Galena (Ill.) Gazette* suspended printing its newspaper to send through a rush order for 1,100 extra ballots. The election judges did not realize the shortage until the press hour and to accommodate the waiting queues, the *Gazette* stopped its regular newspaper run and rushed on the voting blanks.

"No Pass" Rule on Toledo Blade

A "no-pass" rule has been announced by the management of the *Toledo Blade*. Employees have been notified that the *Blade* will not receive complimentary tickets for athletic contests, theatricals or other entertainment.

STUDENTS COVER POLLS

Illinois Journalism Classes Gathered County Returns for News Services

Fifty-two out of the 59 precincts in Champaign county, Illinois, in by 4:30 Wednesday morning, was the accomplishment of the students in journalism at the University of Illinois, when they covered the last election for the Associated Press, the United Press, and a number of Illinois newspapers.

The student reporter assigned to each precinct stayed until the count was completed, reporting the result to headquarters just as rapidly as the judges and clerks counted the ballots. At the journalism office the returns were tabulated by another group of students, and the totals filed to the press associations at hourly intervals. The 37 voting places outside of the twin cities of Champaign and Urbana were covered by men and those within the towns were reported by women.

Champaign county was leading the state in completeness of returns at 9:30, according to the United Press, and later the Associated Press reported the county among the most complete in the state.

Preparing 90th Birthday Edition

The *Galena (Ill.) Daily Gazette*, the oldest paper published in the lead mining country and one of the oldest in the west, is preparing a huge souvenir edition for Nov. 27, the ninetieth anniversary of its founding. Edward Grimm is president and treasurer of the corporation which now publishes the paper.

Tuning in at Cincinnati with the Times-Star Special Radio Section

Cincinnati is the headquarters of three great broadcasting stations presenting regular daily programs. With Crosley, W. L. W.,—United States Playing Card Company, W. S. A. I.,—and Ainsworth Gates, Alms Hotel Station, W. M. H.,—Cincinnati radio fans can tune in on something worth while at practically any time, regardless of atmospheric conditions and of seasonal influences that demoralize radio in communities that are altogether dependent upon distant broadcasting stations.

Cincinnati is therefore a wonderfully staple and profitable market for the manufacturer of radio equipment and Cincinnati dealers testify to the fact that the local preference is overwhelmingly for sets, parts and equipment locally advertised in the *Times-Star*. This consumer preference is due not only to the fact that the *Times-Star* has a daily home circulation reaching practically every native white family in the city and suburban territory, of which it is the recognized buyers-guide, but also to the fact that the *Times-Star* was the first Cincinnati newspaper to publish a special radio section.

Times-Star radio advertisers enjoy the advantage of talking to their market through a loud-speaker, with maximum selectivity at any stage of amplification and any desired degree of frequency.

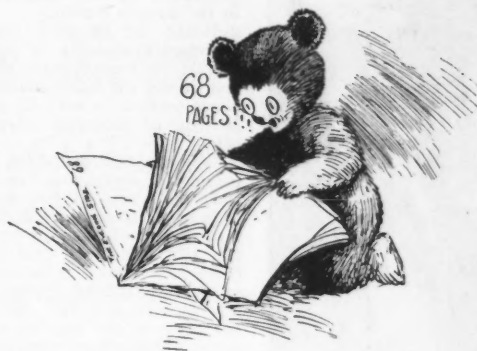
For special market information relative to radio in Cincinnati address the Merchandising Department.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



You can best judge the advertising value of a newspaper by the local merchants' estimate as expressed by their use of it.

The Washington Star on Friday, Oct. 31st, was compelled to print a 68-page paper to accommodate the demand made on its space for advertising. There were no extraordinary circumstances—just the natural course of business publicity—through the natural medium for Washington merchants—because they know The Star—Evening and Sunday—completely covers the field—going directly into the homes.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE

Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE

J. E. Lutz
Tower Building

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



LAURENCE HILLS—He's showing Europe How We Do It.

A FORMER "star" reporter from New York has turned journalism professor to the newspapers of Europe.

Laurence Hills, known as "Larry" Hills, in the days when he worked along Park Row for the old *New York Sun*, now editor and manager of the European edition of the *New York Herald Tribune*, has under the new ownership of that newspaper, become despite himself an instructor in the art of American advertising and news methods. He is in New York now on a business trip, planning to return to Paris the end of this month. In an interview with EDITOR & PUBLISHER he told how the Paris Herald had advanced from a Europeanized journal under Bennett, with improvements under Frank Munsey, until today, under the control of Ogden Reid, it had become the model for newspaper makers of the Old World.

"We are trying to make our 8-page daily in Paris a perfect model of American newspaper production," Mr. Hills said, "and it has been most gratifying to see how European journals appear to be looking to us more and more for suggestions and American improvements.

"Not long ago, Senator Paul DuPuy, publisher of the *Paris Petit Parisien*, sent all of his newspaper's executives to our plant to learn the American way of doing things.

"The Senator had been impressed among other things with our copy desk system, when he visited America recently, and he wanted his men to watch copy-readers at work. After the visit to the Paris Herald's plant, a copy desk was installed in the *Petit Parisien* for the first time in its history.

"We also seem to be able to be of continual service to the daily Continental press in the preparation of advertising copy and in its display in newspaper columns.

"It is the usual custom of European newspapers to take advertisements and put them anywhere in their papers. They have no idea of pyramiding ads as is the practice in this country. Now, with the instruction and example we are giving them, they are gradually adopting the American style."

Mr. Hills is enthusiastic over the work he is directing abroad and the advance the American newspapers in Paris have made in recent years, catering to the steady American population of France, which is now estimated at about

35,000 with an annual influx of 250,000 tourists during the summer months.

"The Paris Herald, under James Gordon Bennett was a curious institution," he declared.

"It was never thought of as a real newspaper, despite the fact that Mr. Bennett spent a considerable amount of money on it. Some years the property showed a loss around 400,000 francs and only in one year did it show a profit under Bennett.

"As a piece of American newspaper enterprise, however, Mr. Bennett had accomplished a tremendous thing in the establishment of the Paris edition of his old Herald in 1887.

"Bennett's own personality pervaded the paper and it became known and read in all corners of Europe, England, and Egypt. But Bennett became Europeanized and the Herald suffered the same fate.

"Now the paper has been given a great boost under Mr. Reid's ownership. Cable service, of course, is the backbone of our success. It is the heaviest single item of expense, 15 per cent of our income being paid out in cable tolls. The

cable service from America increased under Mr. Munsey and today we are running five times as much of this news as we did a year or two ago. The most recent improvement in this direction was the addition of the United Press service."

Advertising, Mr. Hills pointed out, has increased correspondingly with the improvement of the American newspapers in the French capital.

While the standard size of French newspapers remains at six pages, the Herald runs to 8, with 10 on Sundays and during the last summer, it ran to 10 pages week-days with 12 pages Sundays because of increased advertising, Hills said.

"We are now averaging 20 out of 56 columns of advertising," he declared. "In 1920 the Paris Herald carried 638,260 lines of advertising, while during the first nine months of this year we have already run 1,270,000 lines. Our advertising income has jumped from 2,859,000 francs to nearly 5,000,000 francs for the first nine months of 1924. And this advance has come in the face of an increase in rates. Our advertising rates now compare favorably with those of New York dailies, our rate being 8 francs a line or about 45 cents."

The Paris Herald is the only American newspaper in France to have its own plant. Its offices at 49 Avenue de l'Opera, Mr. Hills said, is the mecca of many American tourists traveling abroad, especially since the war, when France has become the debarkation point of most Old World travelers.

In the newspaper's plant are two Goss straight line sextuple presses, which were brought to Paris for the Exposition of 1900, and 11 linotypes. Incidentally, Mr.

Hills pointed out, the Herald was the first newspaper in Europe to install linotypes.

While now a newspaper publisher, Mr. Hills finds it hard to forget the old reporting days, and said he wished he had more opportunity to take up writing again. From 1896 until 1916 he spent reporting for the old *New York Sun*, being political reporter during eight of these years. In 1916 he was appointed chief of the Sun's Washington bureau, and held this post during the World War.

Following the war, he was sent to cover the Peace Conference, and after that was made general European correspondent, with charge of the Paris edition. He obtained his present title and position since the Herald was purchased by Mr. Reid.

Mr. Hills arrived in this country before election day and took charge of the cables sent to his newspaper covering the returns.

HEARST LIKES CALIFORNIA

Declares He Will Spend Several Months of Each Year There

William Randolph Hearst surprised friends in New York this week by announcing he expects hereafter to "live for three or four months of each year" at La Cuesta Encantada, his estate at San Simeon, Cal.

Not long ago Mr. Hearst remodelled his apartment at Riverside Drive and 86th street, New York. He also recently purchased an extensive property in Palm Beach on which it was reported he planned to build a winter home.

Who's Who in the CONSOLIDATED PRESS



H. R. BAUKHAGE

H. R. BAUKHAGE, Business Superintendent of the Consolidated Press in the Pacific Coast Division, had a wide experience in the editorial end of newspaper making, before going to the business side.

That is typical of the all-around equipment of C. P. A. men.

Mr. Baukhage was with The Associated Press in its Paris and Washington bureaus, covering important assignments until shortly before America entered the war. He then enlisted in the artillery, served in France, worked on the "Star and Stripes" and covered the peace conference.

Having been with the C. P. A. since its organization, Mr. Baukhage has served in both the Editorial and Business Departments. For the last three years he has specialized in the business field. He has "covered" the United States from coast to coast and is a thorough-going newspaper man of the modern school.

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

Covers
Every
Agency and
Advertiser

Mr. J. H. Jordan, Advertising Manager of the Duluth, Minn., NEWS-TRIBUNE wrote another paper:

"The Advertising Checking Bureau is very thorough and serves the entire Eastern and Western field, and is not confined to any particular territory. It has eliminated a great deal of grief in our office, and is not as expensive as the old method. In other words, the service is entirely satisfactory, and we know that if any publisher secures the same service as we receive, it will be pleasing to him."

You, too, would appreciate our service in action. Can we serve you?

The Advertising
CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE

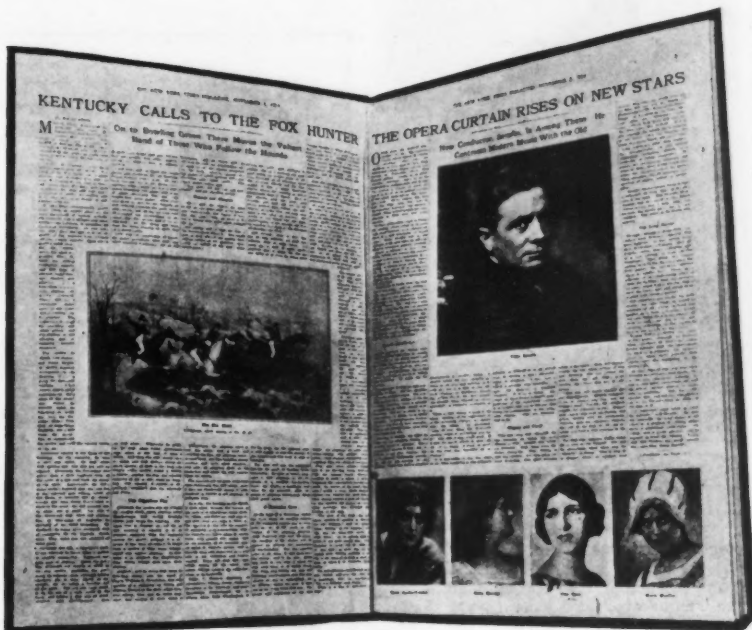
MAGAZINE SECTION

The New York Times

SUNDAY EDITION

PRINTED BY THE ROTOGRAVURE PROCESS

Advertising rate one cent an agate line for each 6000 of circulation. Lowest advertising rate for best quality of magazine circulation.



READ IN 8,000 CITIES AND TOWNS OF THE UNITED STATES

With a sale of 600,000 copies, the Magazine Section of the Sunday edition of The New York Times effectively presents any article of home or family appeal to the largest group of intelligent and responsive readers.

In the metropolitan district, where more money is spent than in a like area anywhere in the world, and within a radius of 150 miles of New York, 400,000 copies of the Sunday Times are distributed.

The circulation both within and without the metropolitan district represents unequalled interest of readers: first, because it is a part

of the Sunday edition of The New York Times; second, because it is a magazine with a New York interest. The nation reads about New York.

Its articles are of high quality and follow fresh upon the news. The rotogravure process by which the Magazine Section is printed gives advertisers the opportunity of most effectively illustrating their announcements.

The care exercised by The New York Times in the acceptance of advertisements is an asset to advertisers, obtaining for their announcements the confidence of readers that The Times enjoys.

Advertising forms for the Magazine Section close twelve days in advance of publication

**VAN VALKENBURG LEAVES
NORTH AMERICAN**

(Continued from page 3)

of compromise. And in another year the deficit was transformed into a profit.

The North American, under Van's direction, had a prodigious energy and a prodigious zeal. These it combined with a lofty purpose. Philadelphia soon knew that at last a newspaper was being published in the North American office. Circulation went up with a whoop and advertising went up with it. The Van Valkenburg idea was soon under way. But it was not easy, in any sense. The advertisements and the editorials, in the language of Van, were "growing at each other." The North American had no uniform rates for advertising. It was one price to the "big fellow" and another rate to the "small fellow."

That didn't look right to Van, and he told Mr. Wanamaker so. The latter asked what it would cost to "stick to the card." Van said he couldn't tell. All he knew was that \$400,000 worth of advertising contracts were about to expire and if the rates were held level some of the short-enders would drop out. Mr. Wanamaker stuck to Van. The rates were made level and some of the short-enders did drop out. The slaughter of advertising contracts upon the bloody angle of principle became first a battle and then a massacre. But it soon righted itself under the consistent pronouncement of the "square deal" policy by Van.

Van has had a plain conception of his mission in life. He believes his duty is to do what he can to put the government into the hands of the people. He has a notion that this nation ought to be a democracy in fact as well as in theory. Conservation was the keynote of the Van Valkenburg program. Rather, it was the whole keyboard. Conservation of forests, mines, water power, babies, Alaska, public health—everything of value to the nation.

"A war on waste" was the Van Valkenburg phrase and it is perfectly clear to him that it is just as much our duty to save children from impure foods and drugged soothing syrups, and poor men and women from tuberculosis and typhoid and other needless diseases as it is to rescue timber lands from thieves.

Plundering of natural resources, over-capitalization, uneconomic methods in transportation, franchise-grabbing, child labor, machine politics, bad sanitation, pollution of water supplies—these and other evils he saw—and the North American has persistently seen—as a waste of energy, public property and human life. He fought them all in his editorial and news columns—fought them bitterly.

Many times it cost the North American thousands of dollars in advertising and possibly loss of circulation. But that didn't feaze him! Even when, many times, he had been threatened with arrest and had been actually arrested on alleged charges of libel, he always stood "pat" on what his publication had printed. And he always came out on top. The old "gang" game of indicting insurgent editors did not scare Van.

While Van antagonized everything that didn't measure up with his ideals of public service, he gave one hundred per cent support to any personage or any project destined to carry through the "square deal" for the people. He was always an ardent admirer of Theodore Roosevelt and his staunchest supporter in American journalism. Van almost revered T. R. He got behind Pinchot in his fight, as chief forester, to conserve the nation's forests and streams and he fought Ballinger tooth and nail.

He was a bitter enemy of the get-rich-quick promoter and the food doper and many a fake corporation has been smashed and many a food adulterator has been sent to jail as the result of his persistent crusades against food evils. For twenty-five years Van kept at it, fighting, fighting all the while for the principles he had laid down for his publication. There was never any middle-of-the-road policy. Either a thing was right or it was wrong.



E. A. VAN VALKENBURG

And whatever it was Van wasn't afraid to say so, in plain English that anyone could easily understand. A crook was a crook, not a peculator. And if the city's most influential banker had gone wrong he was as much crook as a petty thief.

Possibly the best summing up of Van is to be had by a reference to the North American's policy as he laid it down in a series of editorials. Here, for example, is one of his pronouncements:

"In the most general terms, the policy of the North American has been to stand for liberty, for equal opportunity, for charity and for uplifting.

"An instant criticism of this statement will be that the program, far from being unique, is deadly commonplace. All newspapers uphold these principles. There is none so wicked as deliberately to fight against liberty or equal opportunity, none so base as to despise charity and the uplifting of men.

"But the North American is different because it has stood for these things in practice as well as in theory. Its success, which has attracted and puzzled experienced newspaper men the country

over, has come not merely through having a policy, but through having a policy and living up to it—living up to it in the face of organized opposition, desperate assaults, the estrangement of friends and heavy handicaps in business.

"The North American stands for liberty in its fullest sense, and that, of course, includes good government; indeed, it means good government. This newspaper has upheld the principles of liberty in the United States, in the Philippines, in Cuba, in South Africa and in Ireland. It has fought for them unceasingly in Pennsylvania and in Philadelphia.

"It stands for equal opportunities among communities and among men; hence it fights against discriminations in law and in business. But it does not stand for equality of rewards. The important thing is to guarantee equal opportunity; reward must depend upon individual skill, energy and ability.

"It is for charity, for helping those who are too weak to help themselves. Not because charity idealizes life or covers the sins of civilization, but because while faulty conditions exist there must always be with us many who are helpless, and it is our solemn duty to do what we can to raise them up and make their lives a little easier.

"And it is for the uplifting of men through the improvement of their physi-

cal surroundings. There are many noble agencies which seek to save the souls of men. The North American will be satisfied if it can help, to save their bodies, for it believes that the message of religion can best find access to the minds of men when they are freed from the distraction of poverty and pain.

"To brighten the life of a child and win it back from sickness to health; to spread the doctrine of right living and aid in the magnificent campaign of science against disease; to fight ignorance and negligence and greed, which create conditions that invite disease—it is through work like this that the North American aims to benefit humanity by bettering material conditions.

"The consistent and ceaseless advancement of such a policy by a newspaper is, we say, unique. We should be the last to assert that newspapers as a rule are not conducted honestly and do not seek to benefit the communities in which they exist. But men in this trade all over the country are our witnesses that the North American has gone farther than any other in establishing a rule of conduct which meets every question, in laboring for the good of humanity and in maintaining this policy undeviatingly through the stress of business competition and the reprisals of those whom it offends."

TRADE **LINOTYPE**

**On the Linotype all
magazine changes
are quickly made—
from the front**

Mergenthaler Linotype Co.
Brooklyn, New York

**THE
PASSAIC
DAILY NEWS**

Leads in
Classified, Local and
Foreign Advertising in one of
New Jersey's Fastest
Growing Cities

**TRADING POPULATION
167,395**

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark



ON November 8th, The Des Moines Register and Tribune purchased The Des Moines News from the Scripps-Howard Newspapers. The News has been merged with The Des Moines Evening Tribune—the largest evening newspaper in Des Moines and Iowa.

For more than forty-four years The News was published in Des Moines. It had a large following both in the city and state.

All of the news services and features of The News have been added to The Evening Tribune.

The
DES MOINES REGISTER *and* TRIBUNE



*“The Back-bone
of practically every successful advertising campaign
in Des Moines and Iowa”*

DES MOINES TRIBUNE ABSORBS NEWS

Buyers and Merges Scripps-Howard Daily Effective Nov. 10—Price Withheld—Name Becomes "Tribune-News"

Purchase and consolidation of the *Des Moines News*, evening Scripps-Howard newspaper, by the *Des Moines Evening Tribune*, was announced Nov. 8 by Gardner Cowles, president of The Register and Tribune Company. The consolidation became effective Monday of this week. The combined paper will be known as the *Tribune-News*. The purchase price was not made public.

The Daily News was established in 1880, and for more than 20 years had been published by the Scripps-Howard group. The Tribune was established by its present owners in 1908.

J. A. Keeffe, general manager of the News, will remain in the city for several weeks to supervise the closing up of outstanding business matters of the News company, after which he will join a Scripps-Howard newspaper in another city in an executive capacity, as will Harold Place, editor of the News for the last two years.

In announcing the merger the Tribune said:

"The merger of the Evening Tribune and Des Moines News, effective Monday, Nov. 10, 1924, into one greater newspaper, 'The Tribune-News,' is made with the expectation and purpose of better serving the people of Des Moines and Iowa. This consolidation is in keeping with the nation-wide trend toward fewer and better newspapers.

"The fact that the editorial policies of both the Tribune and the News have been liberal and progressive makes the consolidation particularly fitting. The consolidated paper will strive always for fairness in its news and editorial columns and to show sympathy for the average man."

The United Press, the Newspaper Enterprise Association service and other news and feature agencies now serving the News will be added to the Evening Tribune's list of services for the combined paper.

Many of the Daily News employees will join the Register and Tribune organization, and others will be transferred to newspapers in other cities published by the Scripps-Howard newspapers.

The consolidation reduces the number of daily newspapers published in Des Moines to three, the Register, morning, and the Tribune-News, evening, published by the Register and Tribune Company, and the Capital, evening, published by Lafayette Young, Sr.

CLEAN UP GREENSBURG FIELD

Evening Record Purchased and Suspended by Tribune Review Co.

Purchase and suspension of the *Greensburg* (Pa.) *Record* by the *Greensburg Tribune Review* has been announced by E. Arthur Sweeny, president of the Tribune Review Publishing Company. The *Record*, an evening daily, suspended publication Nov. 6.

On Jan. 1, of this year, the *Greensburg Morning Review* and the *Greensburg Daily Tribune* were consolidated and a new publishing company incorporated, known as the Tribune Review Publishing Company. E. Arthur Sweeny is the president and managing editor of the two papers and Robert B. Herbert, the business manager. The *Review* was continued as a morning publication and the *Tribune* as an evening publication. The discontinuance of the *Record* means that the *Greensburg* field has now but one morning newspaper and one evening publication.

Following the merging of the *Review* and *Tribune* interests, the old companies were completely re-organized and a modern plant completed. *Record* subscribers are being served with their choice of the *Tribune Review Publishing* com-

pany's papers. Machinery and equipment of the old *Record Publishing* company will be sold.

CANADIAN DAILY SOLD

Edmonton Bulletin Bought by R. H. and C. B. Munson and G. B. O'Connor

The *Edmonton* (Alta.) *Bulletin*, formerly owned by Hon. Frank Oliver, well-known Canadian newspaper man, has been purchased by R. H. Munson, G. B. O'Connor and Curtis B. Munson from J. A. McClory, R. M. Halpenny and Ernest Herderson and has been reorganized.

A. R. Alloway, recently proprietor of the *Trenton* (Ont.) *Courier-Advocate*, and prior to that manager of the *Oshawa* (Ont.) *Reformer*, has been appointed general manager. J. Ross Woodring will be managing editor and R. J. Robb, business manager, both having been previously connected with the *Bulletin*.

R. Bruce Munro, formerly of the advertising staff of *Montreal Star* and prior to that with the *London Advertiser* and *Brantford Expositor*, has been appointed advertising manager. The paper will continue in morning field and will have Canadian Press leased telegraph service.

OWNERS CHANGE, NOT NAME

Erie Dispatch Herald Sold by Chas. H. to John A. Strong, No Kin

The *Erie* (Pa.) *Dispatch Herald* has been sold by Charles H. Strong to John H. Strong, who has been editor and general manager. The old and new proprietor are not related. The former owner is retiring because of his advanced age.

John H. Strong has been with the *Dispatch Herald* since 1918. He is 29 years old. His father formerly published the *McConnellsville* (Pa.) *Herald*. The *Record Publishing* Company, owner of the newspaper, has been reorganized with Mr. Strong as president, G. M. Morton, as secretary and Carrie Kraemer, as treasurer.

WALLA WALLA TIMES FAILS

Daily Was Supported by International Typographical Union

The *Walla Walla* (Wash.) *Times* discontinued publication Nov. 3. The daily was started Oct. 2, 1922 and was published by union printers and supported financially by the International Typographical Union and union printers of the Northwest. It is said to have lost \$80,000.

The *Walla Walla Union* and the *Walla Walla Bulletin* will continue to operate on an open shop basis.

Publishers of the *Times* were listed as the Northwest Service Corporation, with Frank R. Lampman, as editor.

In these paint and powder days flowers are not the only things born to blush unseen.—*New Haven Register*.

A Leacock Laugh is a Laugh that Lingers!

STEPHEN LEACOCK

"Ace of Humorists"

Once-a-week

Illustrated by KESSLER

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK CITY

BUFFALO TABLOID A MIRAGE

Organizers of \$1,000,000 Corporation "Not In" When Marshal Calls

The Buffalo Newspaper Corporation, which was to have been formed with a capital of \$1,000,000, to publish a daily tabloid, has passed away, according to the Buffalo Better Business commission. A city marshal who sought to evict the firm for non-payment of rent found its offices at 200 Pearl street vacant.

Paul H. Noll, manager of the enterprise, is no longer in Buffalo, the marshal learned. The commission charges Noll attempted to influence prospective purchasers of stock by representing himself as an indirect agent of the Vanderbilts. This was denied in EDITOR & PUBLISHER when the announcement of the new venture was made.

Milk Advertising Report Published

The report of the survey of the use of advertising for promoting the sale of milk and milk products made by the United States Department of Agriculture in co-operation with the Pennsylvania Department of Agriculture has been completed and is now ready for distribution, the Washington bureau of the A. A. C. W. has announced.

A. B. C. Proceedings Printed

A complete report of the proceedings of the 1924 Chicago convention of the Audit Bureau of Circulations has been issued in attractive book form with a two color cover. A reproduction of a photograph of the annual banquet held at the Drake Hotel occupies a double page in the center of the book.

D. A. R. to Entertain N. E. A.

Commonwealth Chapter, Daughters of the American Revolution, Richmond, Va., has voted to co-operate with the Virginia Press Association in entertaining the delegates to the National Editorial Association convention to be held in Richmond the second week in June, 1925. The members of the D. A. R. will provide their cars for the use of the women attending the N. E. A. meeting.

Charlotte, N. C., Forming Ad Club

Organization of an Advertising Club at Charlotte, N. C., will be perfected at a luncheon Tuesday, Nov. 18. Among the sponsors of the club are W. M. Bell, advertising manager of the *Charlotte News* and Tom Pearson, advertising manager of the *Observer*. The group expects to affiliate with the A. A. C. W.

Jeweler Buys Eight-Page Ad

The *Seattle* (Wash.) *Daily Times* recently carried a full 8-page section advertising the business of a single jewelry store in Seattle. On the Monday following the Sunday advertising, the store did almost \$50,000 worth of business it claimed. The price of the space was in the neighborhood of \$3,000.

Sawyer Honored on 70th Birthday

Charles Pike Sawyer, dramatic critic on the staff of the *New York Evening Post* was the guest of honor at an after-theatre supper Nov. 6, celebrating his seventieth birthday and the end of his fiftieth year as a critic. The hosts were Dr. Julius Lempert, Dr. Leo Michel and Leo Marsh. Many persons prominent in the theatrical world were present.

The Biggest October in its History!

In October of this year the paid advertising carried by the daily St. Louis Star exceeded by thousands of dollars the advertising carried in any other October in its history, unseasonable weather and alleged depression to the contrary notwithstanding.

THE ST. LOUIS STAR

"Nothing counts but RESULTS!"

The Greatest Novelty in a Newspaper Supplement Since Gravure

THE NEW YORK WORLD which started the Cross-Word Puzzle Craze by its famous Sunday World Cross-Word Puzzle Page, has started a new feature—even better than Cross-Words



HOUDINI

WHAT better editor for a magic section could be found than Houdini, who can free himself from all the handcuffs and chains there are in the world, walk out of doubly locked jail cells, vanish through a brick wall, make an elephant disappear, swallow needles and bring them up threaded; swallow swords, eat fire and mystify even his fellow magicians?

Widely known as an author and an exposé of spiritualistic shams, he has written much: "A Magician Among the Spirits," "Paper Magic," "Miracle Mongers" and "Handcuff Secrets" being among his recent books. As he traveled the world over in his profession, he has accumulated an immense library of books on magic, tricks, puzzles and illusions from which he will draw for material for this section.

A 4-Page Weekly

MAGIC SECTION

Edited by

The World-Famous

HOUDINI

Greatest of all living magicians, President of the Society of American Magicians, etc.

This supplement is devoted entirely to

TRICKS PUZZLES
ILLUSIONS TESTS
 PROBLEMS

that will entertain, amuse and instruct the whole family.

Issued in four Tabloid pages that can be used as a full page.

It is a much better circulation-maker than four extra pages of comics because of its novelty and interest.

For samples and prices in your territory wire or write

F. B. KNAPP

Manager World Syndicate, Room 1111, 63 Park Row, New York

EDITORIAL



GOOD-BYE, LEAHY!

JUDGE LEAHY of New Mexico has been defeated at the polls.

There is something for you to cheer about—there is something for you to take to your heart when you think that the old popular government machine is riding the ties almost as often as the Toonerville trolley.

"Stand up, Carl C. Magee, you horse-thief, you skunk, you low-down this and that." Such vicious language as Judge Leahy used in sentencing to jail for contempt the editor of the *New Mexico State Tribune* has not often been heard on either side of the judicial bar in this country. It had as its object the intimidation of a newspaper man who had dared to act on conscience and tell his readers what he thought they should know about their public servants. Judge Leahy proposed to shut this editor up.

The people decided the issue between the tyrant judge and the independent editor at the recent election. The district is normally Republican by about 3,000 and Leahy thought he had nothing to fear. But he was licked, with about 600 votes to spare. Magee campaigned against him. He took to the stump, like a man who means business, and in a tour of the state told the voters what he knew of political corruption and a judge that did not hesitate to clap into jail any free spirit that threatened the corruptionists. Magee might have stayed at the office, hammering out editorials and being conventional. Perhaps he had been slapped once too often. He did what any editor who is not a mere sap-head would do—he cleaned the tyrant up.

Our information from the front-line trenches in the southwest indicates that a variety of interesting events occurred on election day. One-half of the population of the state neither reads nor speaks English. The population of Judge Leahy's district is said to be 75 per cent Spanish-speaking. To swing them into line, it is charged that Leahy's friends resorted to the basest racial and religious appeals. One story was that the Spanish priests would be murdered by wholesale if the Leahy party was defeated. There was an unconscionable gerrymander, a big slush fund, and all of the usual resorts and tools of corrupt politicians thirsting for more power. Even now they are talking of a contest, but the possibility is remote.

The people, who seemed to understand a situation so elemental as the jailing and tongue-lashing of an independent editor, gave the old guard the worst beating of their lives. The more intelligent Spanish-speaking voters went to the polls and quietly stuck the harpoon into Leahy and his associates. Of course, the priests are all in good health today.

Goodbye, Judge!

In your leisure, study the Constitution of the United States; read "The American Commonwealth," by Bryce; consider the ultimate fate of all Bourbons and Cossacks who have attempted to set up thrones on this footstool; get into contact with progress and, if you would better understand the spirit which Carl C. Magee typifies, read the Canons of Journalism as promulgated by the American Society of Newspaper Editors.

Take care o' yourself!

Now is a good time to plan next year's promotion campaign.

A CHRISTMAS APPEAL

FEW services that newspapers may legitimately do for advertisers are so much appreciated as campaigning during the month of December for early Christmas shopping.

"Shop and do your mailing now" should be the slogan of every newspaper, backed up by the best ingenuity in the office to make it grip the public.

It is likewise a sound benefit to the buying public. The advantages of selecting from fresh stocks, of buying in comfortable circumstances, of deliberate selection of gifts and of mailing in time to reach destinations are obvious.

The human tortures that Christmas procrastination works upon sales and delivery forces can scarcely be exaggerated.

Get this note on your first page and hammer it home!

CORINTHIANS—I

Chapter XIII—4-7

Charity suffereth long, and is kind; charity envieth not; charity vaunteth not itself, is not puffed up,

Doth not behave itself unseemly, seeketh not her own, is not easily provoked, thinketh no evil;

Rejoiceth not in iniquity, but rejoiceth in the truth;

Beareth all things, believeth all things, hopeth all things, endureth all things.

FOREST POLICY

NEXT week the country will hear something official about the imperiled American forest. The discussions at Washington are of vital interest to every citizen. Parents who have foresight for the welfare of their descendants should take heed. To those of us who depend for the very existence of our industry upon the products of pulpwood this problem of protecting the American forest is a challenge which cannot be ignored.

A bulletin recently issued by the News Print Service Bureau presents the forest policies of both the United States Forest Commission and that of the Royal Commission on Pulpwood, in Canada, and points out that they are practically identical, showing that nature has no international boundary when the safety of the tree from fire, insects and disease is under consideration.

Publishers should have well in mind these proposed policies:

1. Extended and improved forest protection in co-operation with private owners.
2. Equitable forest taxation.
3. Encouragement of satisfactory forms of timber insurance.
4. Research upon pulpwood and pulping processes.
5. More research by forest experiment stations into problems of reforestation, timber growing and forest protection.
6. A timber survey to determine supplies, needs and available forest lands.

Editorial men, organize for the promotion and defense of your calling as your business brothers have done!

November 15, 1924 Volume 57, No. 25

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Warren L. Bassett Philip N. Schuyler

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

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London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

NEWS PICTURES

HOW do the tabloid newspapers produce such excellent results in printing news-picture half-tones?

There are numerous reasons, mechanical and editorial. On the mechanical side: First-class copy is demanded. Unless a photograph is bright and contrasting in its shades, or can be made printable through retouching, it is not used. Photographers are compelled to deliver "the goods." The very best photograph equipment and materials are used. Retouchers who do not butcher copy must be real artists. Photographers have more liberal expense allowances than reporters ever dreamed of.

Most of the tabloids use 60-line or even finer screens for flat half-tones and when etchings do not meet specifications they are junked. Nothing is spared in the matter of high-grade matrices and sufficient time for careful and thorough molding. Ink heavily blended with blue prints half-tones that sparkle.

On the editorial side, nothing is so important to successful news-picture publishing as an editor who thinks in terms of pictures, rather than words. There are such, but they are not common. They know sources of pictures and how to play them when obtained. The ordinary portrait may satisfy interest if given one-half column size, but your picture editor demands real space for the photograph of commanding interest. Whereas the biggest story may be told in a few paragraphs of type, the biggest picture of the day must have size to reveal its interesting details. Crop the routine subjects to the central object, if you will, but give the day's great news-picture its full length and depth. Exactly the same psychology as that attending the "close-up" of the movie waits on the news-picture of rich public interest.

Tabloid newspapers are making rapid circulation strides. Theirs is an elemental appeal. Nothing that they do, however, except the half-fold form, is unavailable to any newspaper of standard size. It is a question of editing, and when that old-familiar problem faces a publisher he instantly realizes that it can only be solved by the right man.

You like and dislike newspapers for the same reasons you like and dislike people.

THE POSTAL ABUSE

NO one has put the direct-by-mail waste and abuse of the postal system so well as the *Indianapolis News*, in a recent editorial. Wastebaskets no longer yawn, because they are too full and the mails are so glutted with circular matter that valuable letters are often thrown away by irritated business people. "I thought it was a circular and threw it away" is a common explanation. "The post office department needs more money and postal employees should have more pay, and the mails continue to be flooded with matter that is worthless." That is a fair description of the condition.

The editorial then says: "If mail of a doubtful value is to be continued in the interest of various schemes, it might be asked to pay its own way. Some time ago the postal authorities worked out a schedule for reading matter in newspapers, magazines and periodicals at a certain postage rate, and advertising at another and higher rate. A circular goes anywhere in the country for 1 cent. It might not be a bad idea to study the postal financial situation with a view to raising the circular rate to 2 or 3 cents and so rid the mails of the things that uselessly burden them, or else bring in sufficient additional revenue to meet the needs. Personal or business letters, under this arrangement, would continue with 2-cent postage, but advertising matter would be treated in the same manner that advertising is classified if printed in various publications."

"The power of the Press is not growing less; the power is being shifted; the Press is powerful still, but not so much to direct men how to think, how to feel, how to vote, as to direct them how to buy," says Samuel Strauss, in a searching article in Atlantic Monthly.

PERSONALS

FRANK MUNSEY was one of the principal speakers at the 156th annual banquet of the State of New York Chamber of Commerce at the Waldorf Astoria Hotel, New York, Nov. 13.

Clarence W. Barron, publisher of the *Wall Street Journal*, entertained James J. Davis, Secretary of Labor, as honor guest at a dinner Nov. 7 at the Ritz-Carlton Hotel, New York.

A. C. Duel, publisher of the *Niagra Falls* (N.Y.) *Gazette*, visited New York this week on business.

George W. Marble, editor of the *Fort Scott* (Kan.) *Tribune-Monitor* and president of the National Editorial Association, visited the School of Journalism of the University of Missouri at Columbia, Mo., last week.

Theodore Christianson, editor of the *Dawson* (Minn.) *Scimitar*, was recently elected governor of Minnesota.

W. B. Colver, editorial director of the Scripps-Howard newspapers, sailed from New York this week for a vacation to be spent in Havana, Cuba.

Frederic W. Hume, executive secretary of the National Publishers Association, sailed for abroad this week to spend his fall vacation on the Continent.

Norman R. Hamilton, publisher of the *Portsmouth* (Va.) *Star*, evening and Sunday morning, announces that through new financing, the *Star* is now all home-owned and home-controlled, all outside interests having been removed. The *Star*, according to announcement, will make greater efforts for the upbuilding of Portsmouth, and the development of that city as an industrial, transportation and residential center.

Kent Cooper, assistant general manager of the Associated Press returned to New York headquarters last week following a month's trip through states in the Central Division, visiting Associated Press bureaus and newspapers along the trunk circuit.

Lou E. Holland of Kansas City, Mo., president of the Associated Advertising Clubs of the world and also of the Holland Engraving company, has been elected a director of the Chamber of Commerce of Kansas City.

Thomas Rees, publisher of the *Springfield Illinois State Register*, and Mrs. Rees left Springfield Nov. 10 on a trip around the world.

James H. Furay, vice-president of the United Press Association in charge of foreign service, sailed from New York this week for a vacation to be spent in Havana, Cuba, and San Juan.

IN THE EDITORIAL ROOMS

RUDOLPH H. HORST, managing editor of the *South Bend* (Ind.) *Tribune*, who underwent an operation Oct. 29, is recovering, although not able to return to his desk.

Joseph E. Garrettson, formerly managing editor of the *Cincinnati Times-Star*, who retired some months ago due to two strokes of paralysis, is reported as recovering at his home in Hyde Park.

J. H. Monte has been named managing editor of the *Greensboro* (N. C.) *Daily Record*.

Harry A. Kenney, formerly in charge of the business and political run on the *Cincinnati Commercial Tribune*, has been named day city editor.

Harry R. Burke, former music and dramatic critic of the *St. Louis Times*, has joined the editorial staff of the *St. Louis Post Dispatch*.

Dick Farrington, for the past two years on the *St. Louis Post Dispatch* staff and previous to that managing editor of the *St. Louis Times*, has become editor of *Sporting News*, the national baseball weekly published in St. Louis.

Virgil A. Jackson, formerly of the *St. Louis Post Dispatch* staff, who lost an

arm in the Argonne drive, has become sports writer for the *Denver Times*.

Guy McKinney and Walter Roderick, both of the local staff of the *Chicago Tribune*, have been transferred to the Washington Bureau.

Ben Baines has rejoined the *San Antonio Evening News* as army reporter.

Paul W. Lisle has resigned from the *San Antonio Light* reportorial staff to enter the real estate business.

Joseph W. Martin, jr., editor and manager of the *North Attleboro* (Mass.) *Evening Chronicle*, was elected last Tuesday to Congress from the 15th Massachusetts Congressional District.

Vincent Carroll, for several years state capitol man for the *St. Louis Post Dispatch*, has resigned to become Director of Public Relations for the Laclede Gas Light Corporation.

John Goad of the *Cleveland Plain Dealer* reportorial staff is back on the job after an illness of several weeks.

Charles F. Theis has joined the *San Antonio Evening News* street staff from Brooks Field, where he was a flying student for a time. He formerly was with the *Cleveland Press*.

Vance Griffith has resigned from the *San Antonio Evening News* reportorial staff.

C. L. Bartlett is now covering the city hall for the *Sioux City* (Ia.) *Tribune* succeeding Merle M. Moore, who is now on the copy desk.

Forrest Ginn, reporter for the *Salem* (Ore.) *Capital Journal*, has resigned to join the Penney chain of stores. Ralph Emmons has succeeded him on the *Capital Journal*.

Archie Herzoff is now day police reporter for the *Sioux City* (Ia.) *Tribune* succeeding A. Vaughn Weidel, Jr., resigned.

L. J. Hampton, director of publicity for Governor-elect A. W. McLean of North Carolina during the campaign, will return to his old work as special correspondent for the *Winston-Salem* (N. C.) *Journal*.

Miss Marian C. Sloan, of Lansing, Mich., has joined the staff of the *South Bend Tribune*.

George E. Brown, night editor of the *Manchester* (N. H.) *Union-Leader*, has resigned to enter the real estate business in Florida. He is succeeded by Edward J. Parshley of Concord, correspondent for the *Manchester* (N. H.) *Union-Leader*. Frederick I. Blackwood has taken the position made vacant by Mr. Parshley.

IN THE BUSINESS OFFICE

E. M. REVELL has resigned from the classified advertising staff of the *San Antonio Express*.

William F. Wiley, general manager of the *Cincinnati Enquirer*, was appointed one of the judges for the Home Lighting Contest of the Cincinnati Electrical Club of the Chamber of Commerce.

George H. Powell has joined the *Staunton* (Va.) *News Leader* as assistant circulation manager.

Roger Fergar, advertising manager of the *Cincinnati Enquirer*, was elected recently as president of the American Business Club, a young men's luncheon organization.

H. E. Stewart has been appointed promotion manager of the *Houston* (Tex.) *Post-Dispatch*.

L. R. Philips has joined the staff of the *Wilmington* (N. C.) *Morning Star*, as advertising manager. He was formerly with the Johnson-Dallis Company, Atlanta, Ga., advertising agency and the *Lakeland* (Fla.) *Star*.

George D. Crissey, formerly with the *Porterville* (Cal.) *Recorder*, has been appointed advertising manager of the *Provo* (Utah) *Herald*, succeeding A. T. Harding, who remains with the newspaper as circulation manager.

W. B. Dunn has been appointed classified manager of the *Portland* (Ore.) *Telegram*.

Harry J. Walsh will join the national advertising staff of the *New York Daily News*, Nov. 17. At present he is space

FOLKS WORTH KNOWING

MORRIS A. BEALLE, who just recently was promoted from the position of managing editor to that of general manager of the *Hendersonville* (N. C.) *Daily Times*, is, according to his chief, John Temple Graves, former editor of the *New York American*, "entitled to a high place among the younger men of the country in regard to newspaper work."



MORRIS A. BEALLE

Last Aug. 17, on one day's notice, Bealle turned the *Times*, a weekly newspaper, into a daily, which has been growing ever since. For five weeks, the paper was published on an old weekly press and with one linotype. It was newspaper publishing under adverse conditions. But Bealle proved his ability, and the promotion came as reward.

He began his newspaper career as a cub reporter on the *Washington Times* when Arthur Brisbane first bought it in 1916. From there he rose to special writer and later to financial editor. After the war he returned to the *Times* as financial editor and in September 1919 went to Wheeling, W. Va., as managing editor of the *Telegraph* of that place.

Herbert Hoover bought the *Washington Herald* in December 1919 and on January 1st his managing editor, N. C. Odell, brought Bealle to Washington as capitol correspondent and three months later made him day city editor.

In February 1921 he went to Richmond and became publicity director for the then State Senator E. Lee Trinkle during his primary campaign for Governor and by every method known to the publicity game made him known from Norfolk to Big Stone Gap in three months.

buyer for Evans & Barnhill, Inc., New York advertising agency.

Joseph N. Shryock, formerly assistant advertising manager of the *Chicago Daily News*, has been appointed assistant to Walter A. Strong, business manager.

Ed. F. Snakenburg, former foreman of the *Charlotte* (N. C.) *Labor Herald* and president of the Charlotte local, U. T. A., is now mechanical foreman of the *Hendersonville* (N. C.) *Daily Times*.

MARRIED

H. STUART MORRISON, of *New York American* Sunday staff, to Miss Gertrude Lindner, of Brooklyn, N. Y., Monday at New York City Hall. William J. Wallace, American cameraman, was the best man.

Frederico Allen Hinojosa, managing editor of the *San Antonio La Prensa*, Spanish daily, to Miss Beatrice Blanco in San Antonio. Mr. and Mrs. Hinojosa went to Mexico City on their honeymoon.

Peyton C. Bradstreet, editor, *Mt. Healthy* (O.) *Hilltop Weekly* to Miss Mary Dietrich, club editor of the *Cincinnati Enquirer*, Nov. 7.

Frenk H. Sosey, senior editor of the *Palmyra* (Mo.) *Spectator*, to Miss Sarah Thompson Nichols, also of Palmyra, in St. Louis, Mo., recently.

HOLDING NEW POSTS

J. IRBY KOON, from staff, *Columbia* (S. C.) *State*, to staff, *Charlotte* (N. C.) *Observer*.

B. S. Stephenson, from staff, *Philadelphia Inquirer*, to staff, *Charlotte* (N. C.) *Observer*.

L. W. Adams, from staff, *Charlotte* (N. C.) *Observer*, to staff, *Norfolk* (Va.) *Virginian-Pilot*.

K. L. Peterson, from *Des Moines*, (Ia.) *Register*, to-night commercial reporter, *Sioux City* (Ia.) *Tribune*.

Roy Alexander, from staff, *St. Louis Star* to *St. Louis Post-Dispatch*.

SCHOOLS

THE Missourian Magazine is now being issued as a special Saturday section of the *Columbia* (Mo.) *Evening Missourian*, laboratory product of the students in the School of Journalism of the University of Missouri.

M. Lyle Spencer, director, University of Washington School of Journalism and president, American Association of Schools and Departments of Journalism, has been appointed a member of the national council of the National Economic League.

Julian B. Arnold, world known traveler and assistant on Stanley's African expedition, recently lectured before the students of the Medill School of Journalism at Chicago.

Press Club of Hamline university, St. Paul, has increased its membership and plans to hold open meetings with Twin City newspaper men as speakers.

SPECIAL EDITIONS

SOUTH BEND TRIBUNE, 76-page third annual business expansion number Sunday, Nov. 9.

The Answers to Questions feature, by Frederic J. Haskin, Washington, D. C., is an exact barometer of what readers want to know and therefore is a valuable help to the editor in the selection of news, editorials, and special articles. It is also an unfailing means of keeping in constant personal touch with readers—thus aiding in the creation of good will and confidence.

ASSOCIATION CHIEFS

JAMES M. GOULD, *St. Louis Star*, and 1924 president of the Baseball Writers' Association of America, is a West Point graduate, who, after nine years regular army service, decided the "battle of the newspapers" suited him for his life work.



JAMES M. GOULD

Born in Albany, N. Y., in 1883, Gould was educated in Albany preparatory schools for his West Point appointment. Upon completing his nine years, army service, he started his newspaper career on the old *Network* (N. J.) *Star*.

From the *Star*, he went first to the *Albany* (N. Y.) *Knickerbocker-Press*, and then to the *Buffalo* (N. Y.) *Courier*, before joining the staff of the *St. Louis Star*, where he is now starting his seventh year.

During the baseball season, Gould devotes himself to that sport, in which he is recognized as an optimist, since he still believes a St. Louis team will win a major-league pennant. He says he "plays golf terribly", and, when the tumult and shouting of the baseball season have died, writes and referees football.

ASSOCIATIONS

MARITIME Division, Canadian Weekly Newspapers Association held its annual meeting at Truro, N. S., on Nov. 7. Don F. Fraser, *New Glasgow* (N. S.) *Chronicle*, who was re-elected chairman, presided. Various matters affecting interests of publishers in Maritime Provinces were discussed and address on work of the Association was delivered by E. Roy Sayles, Toronto, secretary. All the officers of the Division were re-elected. Following the meeting the Maritime Selected Weeklies Association held their annual meeting.

Press Club of Atlantic City at a re-organization meeting Nov. 8, elected James M. Healy, managing editor of the *Ventnor* (N. J.) *News* and former editor of the *Albany* (N. Y.) *Knickerbocker Press*, president. Other officers include: Edward P. Beach, vice-president; Aubrey L. Thomas, treasurer; Arthur G. Walker, secretary and Francis E. Crossdale, Ernest F. Smith and William P. Houpt, trustees.

Advertising Club of St. Louis had as recent speakers Charles W. Myers, director of trade relations of Armour & Co., formerly advertising manager of Morris & Co., Chicago, on "Who was the first advertising man," and James Schermerhorn, formerly publisher of the *Detroit Times*, on "Signs of the Times."

Women's Advertising Club of St. Louis recently re-elected Miss Hazel Ludwig of the research department of the D'Arcy Advertising Company president.

Cleveland Plain Dealer Glee Club now has 50 members enrolled. Fred Charles is president; J. Jay Atkinson, vice-president; Adairline H. Higgins, secretary; Henrietta Squire, accompanist.

Tulsa (Okla.) Advertising Club has instituted a course in advertising in connection with the Tulsa city night school, under the direction of C. T. Walker, advertising manager of Brown-Dunkin Dry Goods Company.

Advertising Club of New York observed Armistice Day with a luncheon at the club at which R. B. Alexander, first Commander of the New York Ad Men's Post of the American Legion, presided.

Advertising Club of Utica, N. Y., is making arrangements for a winter frolic to be held Dec. 9. Presidents of all advertising clubs in the Second District of the A. A. C. W. have been invited to attend.

Advertising Club of New Orleans recently adopted the A. A. C. W. educational course in retail advertising and selling, and within two weeks time, was able to double its membership as a result.

PRESS ASSOCIATION NOTES

FRANK H. KING, London correspondent of the Associated Press, in this country on a leave of absence, will be attached temporarily to the Washington bureau of the A. P. to assist in covering the short session of Congress which begins next month. He was married recently to Miss Olga Opie of Oakland, Cal., in St. Louis, Mo. At present Mr. and Mrs. King are visiting at Mr. King's home in Columbia, Mo. Following service in Washington, he will resume his duties in the London bureau.

D. V. Haddock, Associated Press correspondent at New Orleans, has been granted an indefinite leave of absence to attend to the affairs of his mother's estate. He will leave Nov. 15, when a substitute will be appointed.

J. L. Kilgallen, assistant news manager of the International News Service, left this week on an extensive inspection trip of I. N. S. bureaus. He will visit among other places Kansas City, Chicago, Indianapolis, Cleveland and Washington, D. C.

Frank H. Fuller of the Associated Press, Atlanta, Ga., bureau, has been appointed state mail editor with headquarters at Montgomery, Ala., succeeding Ward E. Moore, resigned. F. R. Bridges replaces Fuller at Atlanta.

Percival H. Winner, who has been on the Associated Press New York staff for the past three or four years, sails Nov. 15, on the S. S. *Leviathan* to join the A. P. London staff.

H. C. Hamilton of the New York headquarters office of International News Service has been made manager of the I. N. S. bureau at Atlanta, Ga., succeeding D. D. Sturdivant, resigned.

"Cap" Garvin, formerly with the Kansas City bureau of the International News Service, is now with the Chicago bureau.

John Evans has resumed his duties in the Paris bureau of the Associated Press, following a three month's vacation trip to the United States.

Elton C. Fay has entered the Associated Press service as night filing editor in the Albany bureau. He was formerly with the *Schenectady* (N. Y.) *Gazette*.

Duane A. Russell, Jr., formerly city editor of the *Columbus* (Ga.) *Ledger*, has entered Associated Press service to edit the Georgia State mail service.

W. T. Cottingham has been appointed supervising editor of the Southern division of the Associated Press with headquarters in the Washington bureau, succeeding R. E. Wheatley, who has returned to the Washington bureau staff. Cottingham was formerly correspondent at Jacksonville, Fla., and has been replaced there by O. S. Woodrich.

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

Oliver S. Morton, until recently managing editor of the *Montgomery* (Ala.) *News*, has been appointed Virginia state mail editor for the Associated Press.

FLASHES

It is going to take an expert on the structure of the atom to "keep the third party intact."—*New York World*.

It doesn't really matter if your sins do find you out. The neighbors would, anyway.—*New York Telegram and Evening Mail*.

This approaches the limit. The *Kansas City Star* reports a man who saw this sign: "Ye Olde Hot Dogge Shoppe."—*Toledo Blade*.

Moscow is to have a subway. There can no longer be any doubt the Soviet form of government destroys civilization.—*Don Marquis in New York Herald Tribune*.

Hell is where the other denominations go.—*Columbus* (S. C.) *Record*.

Primo Rivera may be dictator of Spain, but the average American will continue to think of him as just another of those good five-cent cigars.—*New York Herald Tribune*.

What has become of the old-fashioned actor who could swagger even when he was sitting down?—*Don Marquis in New York Herald Tribune*.

Four politicians fought a duel in South America. Now who says South America isn't a fine place?—*Columbia* (S. C.) *Record*.

Friends are people who forgive every-

thing except success.—*New York Telegram and Evening Mail*.

The human race is capable of the most extraordinary loyalty to unrealities. Otherwise there would be no professional politicians.—*New York Herald Tribune*.

Henry Ford is engaged in a learned discussion of what constitutes a New England breakfast; and it may interest him to know that nowadays most of us get ours from a tin can.—*Providence* (R. I.) *Journal*.

CHANGES OF OWNERSHIP

PANORA (Ia.) *Guthrie County Vedette* has been sold to P. H. Haughtelin by Tom J. and Joe R. White, who purchased the paper only a year ago from R. A. Stacey. Dan Brown, associate editor, will continue with the new management, it is reported.

E. M. Bardil of Alma, Wis., has purchased the *Spooner* (Wis.) *Advocate*, which was formerly owned by the late Frank Hammill, former member of the Wisconsin assembly.

Ben F. McKey, editor and owner of the *Lebanon* (Ind.) *Pioneer*, a weekly, has retired from newspaper work, having sold the newspaper to Alva H. Wyncoop and J. Ralph Cunningham, of the *Lebanon Daily Reporter*. McKey is a past president of the Indiana Democratic Editorial Association.

NEW PLANT AND EQUIPMENT

DAHLHART (Tex.) *Texan* will start construction of a new 3-story building soon. C. H. Walker is publisher.

Vancouver (B. C.) *Province* has ordered 18 new linotypes.

Tampa (Fla.) *Daily Times* has purchased four model 14 linotypes.

Hoboken (N. J.) *Jersey Observer* has just installed its third Scott sextuple press.

"Made in America"

To publishers and stereotypers the phrase "Made in America" when applied to Certified Dry Mats is of double significance.

In the first place, it signifies that the SOURCE of SUPPLY is ASSURED. That the mats are made here at home, and can be had when and as you want or need them. No necessity of stocking up far in advance in the fear of inevitable uncertainties when depending upon unknown supply.

Secondly, that the QUALITY is the best and is uniformly so, for the simple reason that the labor and raw products entering into the manufacture of Certified is under the control of the men who sell the mats. Requirements or preferences as to thickness, shrinkage, etc., can be satisfied by men who are familiar with American conditions, and who have the will and facilities to give you what you want.

Buy right by buying Certified and you can forget your stereotype troubles.

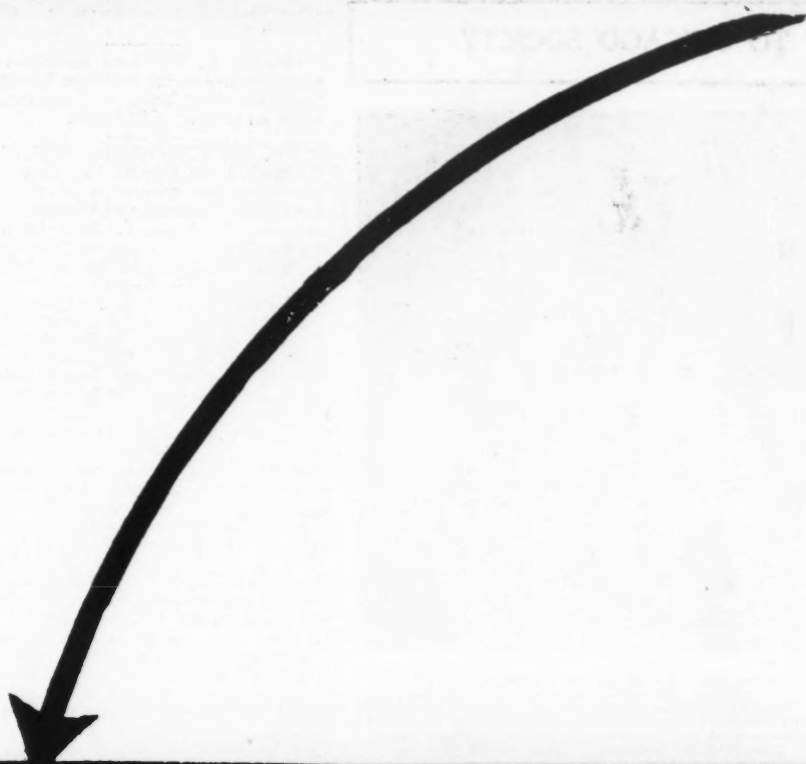
Samples of Certified cold process dry mats cost you nothing—they are yours free of any charge or obligation. Just let us know how much shrinkage you require and what kind of equipment you employ, particularly your casting box, so that we may be able to send you the Certified mat best suited for your needs.

CERTIFIED DRY MAT CORPORATION

340 Madison Ave. New York, N. Y.

"Profits through Service"





On week days the circulation of The New York Herald Tribune in the suburban zone is the largest of any New York morning newspaper.

The New York Herald Tribune

CHAPERON TO CHICAGO SOCIETY



When Miss Mary Dougherty lifts her pen, Chicago's 400 prepares to be interested. Miss Dougherty is "The Chaperon" of the Chicago Evening American's society page. Her "Chaperon's Notebook" is one of the most widely read society columns in the city, and her success has been won on merit. Miss Dougherty began as a stenographer in the circulation department of the American, progressing until she was secretary to the managing editor, then secretary to the publisher. From this last position she began writing bits for the society page. Now she has charge of the page.

WHAT'S WHAT IN THE FEATURE FIELD

AMERICAN comics have captured the Orient by storm, according to Duke N. Parry, who has just returned to this country, following four years spent as Tokyo representative of King Features Syndicate, Inc., and the International News Service.

"It would be a revelation to newspaper men in this country to see the interest the Japanese are now taking in western newspaper features," Mr. Parry said in an interview.

"Two years ago the Tokyo newspapers were absolutely opposed to American comics. Now this sort of feature is firmly established over there. The newspapers have begun to realize their circulation value, and a three-cornered circulation fight has developed in Tokyo to see which newspaper can print the best American features.

"Japanese newspapers are rapidly becoming Americanized," Mr. Parry concluded. "All are using more news from this country than ever before and are adopting our features on a wide scale. Practically every big still picture organization of the United States is sending thousands of pictures weekly to the Orient."

Mr. Parry has been in newspaper work since 1912. He started as cub reporter for the *Kansas City Star*, remaining with that newspaper about three years. During years he spent at the University of Missouri, he also corresponded for the *Star*. During the war, he wrote for the *Stars and Stripes* in Paris, and following the war went to Tokyo to join the staff of the *Japan Advertiser*. Since, besides being with King Features and I. N. S., he has also been Peking correspondent for the *Philadelphia Public Ledger*.

Ring Lardner, who writes the balloons for the "You Know Me Al" comic strip, handled by Bell Syndicate, Inc., New York, has returned to his Long Island home from a vacation spent on the Continent.

Harry Houdini has become editor of a "Red Magic" section, which will appear in the *New York World Sunday*, Nov. 16, and be offered to other newspapers by the *New York World Syndicate*. The McClure Newspaper Syndicate, New York, is also handling a series of articles by Houdini.

Copy for "The World Fliers' Own Story," which is being released through the McClure Newspaper Syndicate, New York, and the Chicago Tribune Newspapers Syndicate, is very properly coming in by air mail.

Harry Hershfield, comic strip artist, creator of Abie Kabibble, is preparing the Cheese Club, New York, of which he is president, for "the world's greatest vaudeville bill" to be presented in New York this month.

The De Forest Porter Advertising Service, Inc., 86 West Chippewa St., Buffalo, N. Y., calls the attention of EDITOR & PUBLISHER to the fact that a feature they have been publishing since 1912 was omitted from the Annual Directory of Syndicate Features, published in this magazine Oct. 25. The feature is known as the "De Forest Porter Want Ad Boosting Service" and is issued monthly. In connection with the feature there is a Want Ad Horseshoe, which is provided each subscriber.

William Thompson, Tarpon Springs, Fla., announces he has just returned from a year and a half abroad and has added many photographs and illustrations to his collection, making a total of about 50,000

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

pictures, ready for syndication to newspapers.

Howard R. McEwen, middle-western representative of the McClure Newspaper Syndicate, New York, is on a short furlough on account of ill health.

Mrs. Ida Clyde Clarke, chief of the Women's News Service, Inc., New York, addressing the convention of the New York State Federation of Women's Clubs at Lake Placid, N. Y., Nov. 11, urged the election of six women of brains to sit in "that Old Man's Home, the Senate."

William T. Tilden, tennis champion of America since 1920, who writes "Wise Tennis Tips" for the Ledger Syndicate, Philadelphia, made verbal bow to Vincent Richards, reporter for Universal Service, this week when he placed him at the head of a list of the "World's First Ten" tennis players, appearing in his column.

Will A. Page has written a series of eight two-page features for King Features Syndicate, Inc., New York, under the heading "Behind the Curtains of Broadway's Billion Dollar Beauty Trust."

Herbert Roth, cartoonist for the *New York World*, returned from a trip abroad this week on the S.S. Leviathan.

The Affiliated Press Service, Washington, D. C., is taking an editorial referendum on the time-old question of young people and their up-bringing. More than 30 editors have been written to, asking them to state their opinion as to whether the cities now have adequate institutions for the fostering of American ideals among the youth. Also asking if city fathers are necessary to run the business ends why not city mothers to look after the social side?

Science Service, Inc., Washington, D. C., announces it has obtained the exclusive newspaper and periodical rights to articles by Knud Rasmussen, Arctic explorer. The newspaper story comprises ten chapters of about 1,000 words each, illustrated. It will be ready for publication Nov. 22.

The Post Syndicate, New York, this week announced it would again distribute this year the *New York Evening Post's* "Annual Financial Review and Forecast," published each year by the financial department of that paper Dec. 31.

Yale S. Nathanson, of the department of psychology, University of Pennsylvania, has written a series of 48 daily articles for the Ledger Syndicate, Philadelphia, called "Odd Facts About Yourself." The articles are of the popular psychology nature. Mr. Nathanson was formerly city editor of the *Philadelphia Press*.

Cliff Sterrett, who draws "Polly and Her Pals" is back in his studio at King Features Syndicate, Inc., New York, having been ill with grip for three weeks.

A. E. Hayward, creator of "Somebody's Stenog" for the Ledger Syndicate, Philadelphia, has returned to Philadelphia from an extended trip through Colorado, New Mexico, and Arizona, and has been appointed to the Pennsylvania Academy of Fine Arts to instruct in cartooning. Mr. Hayward, who has contributed many serious works to the academy, is one of the medalists of that institution.

H. C. Witwer, of Los Angeles, creator of "Samson and Delia" is visiting New York from which his comic strip is distributed by King Features Syndicate, Inc.

Ludlow has given us a Cleaner, Roomier and More Efficient Shop

Says Mr. W. O. Saunders, Publisher of *The Independent*, Elizabeth City, N. C.

IN commenting further on his Ludlow System, Publisher Saunders continued: "I am always glad to recommend the Ludlow. I purchased reluctantly at a time when it was either purchase a Ludlow or invest a lot of money in new single types; the type in all my cases was worn out.

"When the Ludlow came in we thought we would hold on to the old type cases and type, but they soon went out the back door and we sold a thousand pounds of old type as scrap metal. The Ludlow made room for us in the shop, taking up only a third of the floor space of the old type cases. The printers took to it like ducks to a pond. Now we are never out of sorts; every ad is printed from a new typeface, giving a sharp, clear-cut impressions that delights the advertiser. There is no distribution and our type banks are always clean. The Ludlow has given us a cleaner, roomier, happier and more efficient shop."

Ludlow Typograph Co.

2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

World Bldg.
New York



LUDLOW QUALITY COMPOSITION

Private Letters
of
THEODORE ROOSEVELT
and
HENRY CABOT LODGE

Released as a newspaper serial January 4, 1925, to
continue in Sunday and daily instalments
for ten weeks

Subscribers include the following:

BOSTON GLOBE
CHICAGO NEWS
NEW YORK AMERICAN
PHILADELPHIA BULLETIN
BALTIMORE AMERICAN
WASHINGTON TIMES
ST. LOUIS GLOBE-DEMOCRAT
ST. PAUL PIONEER-PRESS
BUFFALO NEWS
YOUNGSTOWN VINDICATOR
ALBANY TIMES-UNION

DETROIT TIMES
SAN FRANCISCO EXAMINER
SEATTLE POST-INTELLIGENCER
LOS ANGELES EXAMINER
ATLANTA GEORGIAN
FORT WORTH RECORD
SYRACUSE TELEGRAM
ROCHESTER JOURNAL
SPOKANE SPOKESMAN-REVIEW
SAN ANTONIO LIGHT

In these historic letters, which throw new light on the vital political events of four decades, Theodore Roosevelt tells his most intimate friend what he thinks of men and issues, recounts his adventures in the West and through the Spanish War, and discusses the problems facing him as Governor of New York and President of the United States.

The letters cover the 34-year period 1884 to 1918. The latest one was penned only a few weeks before Mr. Roosevelt's death. In his last six years he wrote vividly and often about the course of the Great War, the attitude of the United States, and the policies of Woodrow Wilson.

Of all the "Roosevelt literature," this is the most interesting and the most important. The historic value of the letters is enhanced by their brilliant wit, stirring action, and sparkling anecdote. For the serial about 150,000 words are being used, out of a total of nearly 400,000 words. No newspaper feature of such wide interest has been offered in recent years. There will be no publication in book or magazine until the serial ends.

Territory rights which are still open may be obtained by wire

D. P. SYNDICATE
GARDEN CITY, N. Y.

Doubleday, Page & Co.

PUBLISHERS REPORT LINEAGE GAINS

(Continued from page 4)

that the month of October was the largest month in our history, beating the best previous record by more than 48,000 lines, and so far this month we have a substantial gain over the first ten days in November last year."

Bridgeport (Conn.) Telegram and Post:—"Bridgeport industry has commenced after months of waiting to purchase stocks of raw material to be held in anticipation of business improvement for finished goods made here, as the immediate consequence of the conservative victory at the polls. Retail stores anticipate the largest volume of Christmas trade ever."

Rochester (N. Y.) Times-Union:—"The only thing holding back a big advertising business here is the weather. Advertisers waiting for the first cold weather. Indications point to the biggest fall in the past few years. Classified gives no indications of a business boom. Holiday prospects are the best ever."

Wilmington (Del.) Every Evening:—"We are optimistic on the business outlook. Local business promises good for the holidays. Foreign business appears to be improving. That is the situation as we see it today."

Trenton (N. J.) Evening Times:—"The Trenton Evening Times carried 950,564 lines of paid advertising during October, the greatest volume we ever carried in a single month. We are looking for a record breaking Christmas business in both display and classified. Many national and local advertisers are using our columns for first time."

"GREATEST BOOM SINCE '49"—S. F. EXAMINER

San Francisco Examiner:—"The San Francisco Examiner is enjoying greatest business in the history of the paper from circulation and advertising viewpoints. Merchants are highly optimistic over holiday prospects. Recent heavy rains have greatly benefited rural sections and farmers are jubilant over the present outlook. There is every indication of prosperity. San Francisco and trans-bay cities are growing rapidly and old timers foresee the greatest boom for California since the days of '49."

Denver (Col.) Rocky Mountain News and Times:—"There is a decidedly optimistic feeling among Denver advertisers since election, Lewis & Son using three pages at once on annual sale followed by full pages. They have used 58 columns since election. Denver dry goods using three ads at a time totaling over two pages, other department stores increasing copy. Classified up 13 columns Sunday, three columns daily. We are showing marked increase day by day over last year."

Spokane Spokesman-Review and Chronicle:—"Farmers of Washington, Oregon and Idaho are receiving a substantial gain in net cash receipts over last year's bumper crops on account of much better prices and lower production cost. Country banks of the Pacific Northwest, not including city banks, had on deposit \$373,000,000 even before 1924 crop money was paid to farmers. Washington, Oregon, and Idaho farm weeklies report substantial gain in advertising from Pacific coast states this year over last, indicating confidence in improved agriculture con-

NEWS EDITORS FILE:

Los Angeles and So. Calif. News Dispatches Filed to You Promptly Over W. U. or Postal at Regular Rates.

SOUTHLAND NEWS SERVICE
418 Lissner Bldg., Los Angeles

ditions and farm buying power. The Spokane country alone produces a large part of the total grain potato and apple crops of the three states. Spokane country sawmills reported recent months biggest output since 1919 which is significant as this section ships over \$50,000,000 worth of lumber annually. Mining conditions are good. Advertisers placed 768,650 more lines of advertising in the Spokesman-Review and Spokane Chronicle in the first ten months of this year than last. October shows a good gain. November is starting off fine. Merchants and business houses are optimistic. They anticipate a big holiday business for 1925.

Portland (Ore.) Telegram:—"There is unmistakable evidence here of a ground swell which should surpass conditions of 1920 without causing over-extension. Bank clearings are reaching figures not equalled during the past five years. There is lots of money on deposit and good credit conditions. Even before election exceptional increase in advertising line-

"GO FORWARD WITH JUBILANT FEET"

"Go forward with jubilant feet," was the slogan offered by A. W. Erickson, of the Erickson Company, New York, regarding the present optimistic business outlook, when asked for a statement this week by EDITOR & PUBLISHER.

"The outlook for the next two or three years is bright—brighter than it has been for a long time," he said.

"Fundamental conditions are sound—the farmer is coming into his own; the laboring man is generally employed at high wages; the European problem is on the way to a satisfactory solution. Combined with all these favorable conditions we are assured of having at the White House a man whose integrity, judgment and common sense will encourage business in every one of its intricate phases.

"It should go forward with jubilant feet."

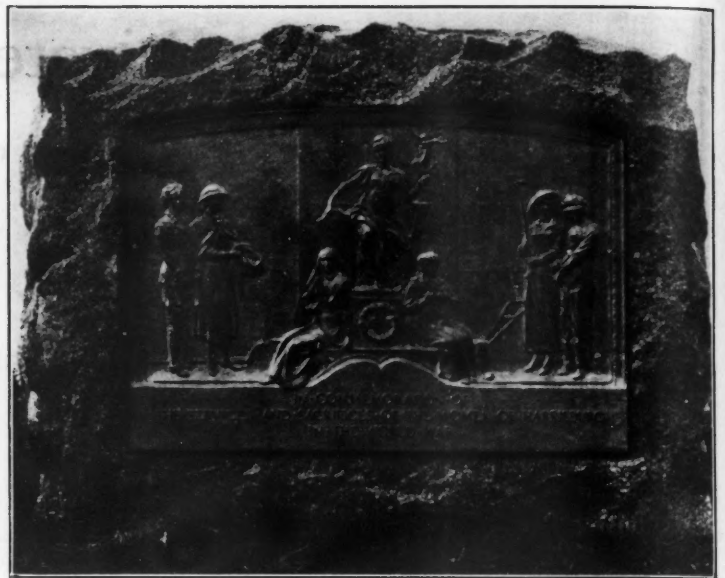
age showed the upward trend. More contracts and for larger space are being received than ever before in our paper's history. Both national and local space should set a new record during 1925. Classified was as usual last month, but is making remarkable gains now. There is every promise of record-breaking sales during the holiday season preceded by a corresponding volume of advertising. All bankers and merchants of the city are genuinely optimistic."

OHIO CIRCULATORS GROW

Eight New Members Added at Recent Columbus Meet

Eight new members were elected to the Ohio Circulation Managers Association at the 16th semi-annual convention held recently at Columbus, O., it was announced this week. The convention also elected Charles S. Wilson of the Columbus Dis-

HARRISBURG PUBLISHER GIVES BRONZE MEMORIAL TO WAR MOTHERS



ARMISTICE DAY in Harrisburg, Pa., was observed by the unveiling of a handsome bronze tablet erected by E. J. Stackpole, Sr., president of the Telegraph Printing Company, and editor-in-chief of the Harrisburg Telegraph, in honor of the War Mothers and women war workers of Harrisburg and vicinity. The memorial has been placed by vote of City Council in a prominent spot in the River Front Park, overlooking the Susquehanna river, a few hundred yards north of a memorial to the men of Harrisburg who

served in the World War, given to the city two years ago by Mr. Stackpole. Both are the work of Thomas G. Hardy, well known sculptor, now engaged on a war piece for the Massachusetts State House in Boston. The unveiling was preceded by a parade in which all of the veterans' associations, the National Guard units and the organizations of women participated, the presentation address having been made by Mr. Stackpole and the speech of acceptance by John R. Geyer representing the city.

patch, president for the forthcoming year. The new members are: H. E. Hughes, Lorain Journal; L. F. Wonder, Lorain Times Herald; Vic Adler, Canton News; W. S. Brain, Canton Repository; Grace Willett, Wilmington News Journal; Bertha Kerr, Ashland Times Gazette, and R. M. Conklen, Youngstown Chronicle-Telegram.

In addition to Mr. Wilson, other officers elected were: Bertha Kerr, Ashland Times Gazette, vice-president; and T. S. Moorehead, Cambridge Jeffersonian, secretary-treasurer. The retiring president is B. J. Ullman, of the Youngstown Vindicator.

Those attending the convention included: G. F. Alf, Hamilton News; C. A. Armstrong, Chillicothe News-Advertiser; Glen Cox, Dayton News; H. F. Davis, Columbus Citizen; T. J. Dowling, Cleveland Press; S. J. Dorgan, Mt. Vernon Banner; C. A. Evans, Ashtabula Star Beacon; W. B. Johnson, Athens Messenger; T. J. Kavanaugh, Dayton News; F. B. Kennedy, Middletown Journal; H. C. Kloecker, Cincinnati Enquirer; C. C. Sedgwick, Martins Ferry Times; R. Shaeffer, Coshocton Tribune; J. Spencer, Newark Advocate; C. L. Sink, Zanesville Times Recorder & Signal.

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers—standing that counts.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers

2 West 45th St. 900 Mallers Bldg.
New York Chicago
401 Van Nuys Bldg.
Los Angeles

INTERTYPE

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

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

THE DAILY NEWSPAPERS OF NEW ENGLAND

Circulate Over 2,000,000 Copies Every Day

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E) 5,628	.0275	.0175
*Besten Globe	(M&E) 274,892	.50	.50
*Besten Globe	(S) 322,030	.55	.55
***Boston Post	(M) 362,520	.60	.60
***Boston Post	(S) 367,600	.55	.55
*Fall River Herald	(E) 15,553	.05	.05
*Fitchburg Sentinel	(E) 11,383	.055	.045
*Haverhill Gazette	(E) 15,400	.055	.04
†Lynn Item	(E) 16,845	.06	.04
††Lowell Courier-Citizen and Evening Leader	(M&E) 21,270	.08	.06
*New Bedford Standard Mercury	(M&E) 33,883	.10	.10
*New Bedford Sunday Standard	(S) 26,944	.10	.10
*North Adams Transcript	(E) 9,491	.04	.035
††Pittsfield Eagle	(E) 17,073	.04	.035
*Salem News	(E) 20,754	.08	.07
*Taunton Gazette	(E) 8,479	.04	.03
*Worcester Telegram-Gazette	(M&E) 86,049	.24	.21
*Worcester Sunday Telegram	(S) 49,849	.18	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial	(E) 14,750	.055	.05
*Portland Press Herald	(M&S) 31,783(A)	.09	.08
*Portland Express	(E) 27,251	.10	.07
*Portland Telegram	(S) 29,992	.10	.07
(Sunday Edition Express)			
†Waterville Sentinel	(M) 6,134	.035	.025
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot	(E) 5,104	.0375	.025
†Keene Sentinel	(E) 3,609	.08	.034
*Manchester Union Leader	(M&E) 27,864	.09	.07
RHODE ISLAND—Population, 604,397			
†Newport Daily News	(E) 6,249	.0336	.0296
†Pawtucket Times	(E) 25,555	.07	.07
†Providence Bulletin	(E) 64,524	.17	(E) .23
*Providence Journal	(M) 36,686	.10	(E) .23
*Providence Journal	(S) 61,575	.15	.15
*Providence News	(E) 26,845	.07	.07
†Providence Tribune	(E) 23,603	.10	.09
*Westerly Sun	(E&S) 4,618	.025	.025
†Woonsocket Call	(E) 13,666	.05	.05
VERMONT—Population, 352,428			
*Barre Times	(E) 6,944	.03	.025
†Bennington Banner	(E) 3,067	.0125	.0125
*Burlington Free Press	(M) 12,983	.05	.05
*Rutland Herald	(M) 10,765	.04	.04
***St. Johnsbury Caledonian-Record	(E) 4,024	.0214	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram	(E&M) 45,795	.15	.15
*Bridgeport Post	(S) 20,017	.10	.10
*Hartford Courant	(M) 37,649	.08	.08
***Hartford Courant	(S) 50,247	.11	.11
†Hartford Times	(E) 46,875	.12	.12
*Meriden Record	(M) 7,348	.045	.03
*Middletown Press	(E) 8,050	.0325	.025
†New Haven Register	(E&S) 42,171	.12	.11
†New London Day	(E) 11,925	.08	.045
††Norwich Bulletin	(M) 12,494	.07	.05
*Norwalk Hour	(E) 5,342	.04	.04
†South Norwalk Sentinel	(E) 4,280	.025	.025
*Stamford Advocate	(E) 9,305	.05	.04
*Waterbury Republican American	(M&E) 22,838	.08	.08
*Waterbury Republican	(S) 15,043	.08	.08
*** A. B. C. Statement, April 1, 1924.			
††† Government Statement, April 1, 1924.			
† Government Statement, Sept. 30, 1924.			
* A. B. C. Statement, Sept. 30, 1924.			
(A) Circulation daily edition only.			
(E) Combination rate Daily Journal and Eve. Bulletin.			

Here, in this territory, more than 3,500,000 of the people live in 39 cities of more than 30,000 people and most of the remainder of 3,900,000 belong to the cities in a trading sense.

There are 1,255,964 dwellings in this New England territory containing 1,703,812 families with 10,000,000 wants daily.

These people seek the finest necessities as well as luxuries and with forty per cent of the country's savings deposits concentrated in the small territory containing only seven per cent of total population, New England can afford to buy the best.

You concentrate when you use the New England dailies. Their 2,000,000 daily circulation enlightens not only the cities of 30,000 or more, but the 600 manufacturing towns and also the great outdoors.

Think of the trade and profit this circulation can gain for you, if employed skillfully and persistently to advertise your merchandise.

REPORTER AND CAMERAMAN SOLVE MYSTERY OF BOY'S DEATH



H. B. Mayer (right), reporter for the New York News, and Harry Warnecke (left), photographer for that newspaper, on Nov. 7 solved a murder mystery that had baffled police of Long Island for ten days, when two playmates of Ernest Schwer, 13, of Richmond Hill, admitted to them that Ernest had been accidentally shot with a rifle and his body hid in a swamp. Schwer had disappeared from home Oct. 28. Fear that he was the victim of a degenerate led to a wide search of a swamp near his home. The Daily News arranged for army airplanes to aid in the search. When police and detectives failed the two newspaper men won the admission from one of the playmates that a rifle had played a part in the disappearance. The boys consistently told police they had only an air rifle with them when they went out in the swamp with Schwer. Reporter Mayer unearthed the fact that they had a .22 calibre rifle with them. With the camera man and detectives he required the boys to lead them to the swamp where they said they had last seen Schwer. Asked which direction Schwer went, each boy pointed a different direction. Warnecke snapped pictures of each as convincing proof that they were confused in their stories. The confessions followed.

DAILIES ON BAND WAGON

Nebraska Newspapers to Advertise Revival of Business

Moving quickly to take advantage of the revival in general business conditions, the Nebraska Newspaper Association on Nov. 11 announced the launching of its second campaign of advertising in daily newspapers of the east.

Fourteen newspapers are members of the association. The advertising campaign will be carried on in New York, Chicago and other large cities, exploiting the state and pointing out the desirability of the Nebraska market. Full page advertisements will appear in the metropolitan newspapers.

A book, "The Buying Power of Nebraska," containing detailed information about the rich Nebraska market, will be given to those who wish to look it over, the advertisement states.

In large block type, the advertisement is headed "Nebraska Is Ready to Buy. \$100,000,000 Increase in Crop Value."

WITH OUR READERS

The Merchandising Service Problem

To EDITOR & PUBLISHER: I note Mr. Carl P. Slane's article in your November issue on the subject of merchandising service rendered national advertisers by newspapers.

I do not agree with Mr. Slane's proposal to add the cost of this service to the advertising rate, and for two reasons, first because the great majority of our national lineage comes to us without expecting or receiving any co-operation, second where the cost of maintaining a merchandising service is becoming burdensome it is prima facie evidence that the publisher is doing too much and the trouble can be corrected by cutting down on the service.

Merchandising service can be efficient without being burdensome to the newspapers of a city. As an example, San Antonio is a city of 180,000 with three

daily newspapers. Each publisher maintains a merchandising service and there is no attempt to compete with each other in giving unusual or expensive service to attract advertising. The *Express* and the *News* have a well defined service which is extended to advertisers that need it and beyond this service these newspapers do not go.

Also it seems to me that there is such a vast difference between sales problems met up with in cities like Chicago and New York, as compared to Peoria and San Antonio, that we in the smaller cities are little concerned with what the newspapers do in those cities in conducting their merchandising service. Undoubtedly many manufacturers would hesitate to go into Chicago and New York were it not for the assistance great newspapers like the *Chicago Tribune* and *New York Journal* are in position to render. The hugeness and the complexity of these great city-markets seems to demand a super-service.

I think you will agree that, since there is so general a misunderstanding on the part of some newspapers in regard to how far to go legitimately in rendering service to national advertisers, Mr. Slane's article will tend to further cloud the situation whereas what we need is something to clarify the situation.

TOM DARLINGTON,
San Antonio Express and Evening News.

Toronto Star Lineage

Toronto,
Nov. 5, 1924.

To EDITOR & PUBLISHER: I notice in your issue of Oct. 4, the comparison of the lineages of papers for the first six

months of 1924. In looking carefully over the list can find no record of Canadian papers being mentioned. As this is not the first time, as you know, I have drawn your attention to the non-listing of papers on this side of the line, I rather feel that probably information of this character may not be welcome, but I trust that you will overlook my frankness in saying this for the reason that we have papers on this side whose lineage is something for which the publishers need not fear criticism when put in comparison with some of the larger metropolitan papers in the United States.

I am giving you herewith our figures and would ask if these do not compare rather favorably, especially insofar as national advertising is concerned?

	Local	National	Total
Daily ...	3,994,900	1,427,020	5,421,920
Sunday ..	363,020	510,440	873,460
			6,295,380

W. C. R. HARRIS,
Manager *Toronto Star*.

Asks Rate Rise Discussion

To EDITOR & PUBLISHER: Numerous newspapers, throughout the country, increase their rates during the months of October and November, at which time the agencies are compiling new estimates for the ensuing year. This causes considerable inconvenience and misunderstanding.

I should appreciate your publishing this letter so that some of the publishers may read it and express to you their reaction regarding this subject.

A. J. SLOMANSON,
Dorland Agency, Inc.

Muskogee News Will Use Series No. 6

Very enthusiastic is the business manager of the Muskogee, Oklahoma, Daily News over the church advertisements which comprise Series No. 6, issued by this department.

This series of 52 advertisements is designed to stimulate the attendance at all the churches in your community. The material is being used by papers in all parts of the country. If you have not seen proofs, your request will bring them without obligation.

Price for use of the series is only 3 cents per week per thousand circulation.

Address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Radio Comic Strip—John Decker.
Weekly Sport Survey—Buddy Scheel.
Jingles, by Sucker & Pause.

Tri-Feature Syndicate Service, 110 W. 40th St., New York.

Editorials

DAILY SERVICE, TIMELY TOPICS
Reid Editorial Service,
Harrisburg, Pa.

Fiction

"STORIES"

Lewis Wilson Appleton, Jr.
2045 East Wilmet St., Philadelphia, Pa.

CIRCULATION BRINGERS

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

Home Features

"WOMEN IN THE HOME"

and every kind of home feature.

Tri-Feature Synd. Service, 110 W. 40th St., N. Y.

Radio

RADIO NEWS AND FEATURES

Two columns weekly by Carl H. Bntman.
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

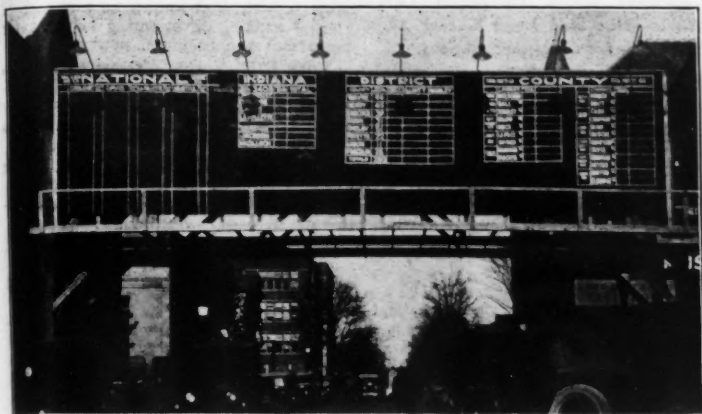
CURRENT RADIO

Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

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

WHO'S ELECTED—AT A GLANCE



The Richmond (Ind.) Palladium used a novel system to give out election news to a crowd of 10,000 people which gathered before the newspaper office election night. A large blackboard, 9 feet high and 40 feet long, was erected across the street, and ruled into state, district and county blocks with white paint. The board was brilliantly illuminated; the returns were marked in chalk. The results were also megaphoned from the platform in front of the board. The board itself was made by nailing thin sheet iron on common boards and giving it a coat of black paint.

ADVERTISING AGENCY AFFAIRS

THE Harrison-Riphey Advertising Company is a new advertising agency with offices in the Arcade Building, St. Louis. Milton Riphey, the president, formerly was with Nelson Chesman & Company and more recently secretary of the Schiele Advertising Company, Robert H. Isaacson, vice-president, and Edward K. Harrison, secretary and treasurer, have been connected with St. Louis advertising concerns for several years.

George M. Lattimer has joined the staff of William R. Robinson & Co., Inc., New York Advertising agency.

Cross & LaBeaume, Inc., advertising agency, has been organized in New York by J. Frederick Cross, Jr., and E. Irving LaBeaume. Mr. Cross was formerly in the advertising department of the Winchester Arms Company, and LaBeaume

H. P. Woodcock has been made vice-president and a member of the board of directors of Myers-Beeson-Golden, Inc., New York advertising agency, succeeding Sterling Beeson, resigned.

The Frank M. Comrie Company, advertising, Chicago has moved its offices to the Straus Building, 310 S. Michigan avenue, Chicago.

A. R. Madigan who has been with the W. N. Gates Company, advertising firm of Cleveland for 35 years, has been made secretary-treasurer of the company, succeeding the late C. A. Gates. Mr. Madigan is a charter member and one of the founders of the Cleveland Advertising Club.

The H. E. Lesan Advertising Agency, which has offices in New York and Chicago, has opened a branch office in the Hillsboro Hotel, Tampa, Fla., in order to handle its growing Florida business.

C. M. Beecher has been appointed production manager of Heer-Miller Company, advertising agency of Columbus, O. Mr. Beecher was formerly with the Kever Starch Company of Columbus.

Blanford A. Doane, formerly with the Littlehale Advertising Agency, Inc., is now with the Walter A. Alen Agency, Inc., Hartford, Conn.

was advertising manager of the Hercules Powder Company, Wilmington, Del.

John P. Gillespie has joined the staff of the Wildman Advertising Agency, New York, as account executive. He was formerly with the copy staff of Bolton, Meek and Wearst, advertising agency, Youngstown, O.

E. H. Lischer has been appointed space buyer of the Schiele Advertising Company, St. Louis.

Graham Hemminger, recently connected with *Drug Topics*, New York City, has joined the staff of Eastman, Scott & Co. advertising agency in Atlanta, Ga.

WITH THE ADVERTISERS

H. G. CISIN has been appointed sales and advertising manager of the Mohawk Electric Corporation, Chicago. Formerly he was sales and advertising manager of the Radio Receptor Company, New York.

A. H. Nicoll has been named advertising manager of the Regal Shoe Company, Whitman, Mass., succeeding A. Pettingell, resigned.

J. H. J. Adams is the new advertising manager of the Winchester Repeating Arms Company, New Haven, Conn.

W. T. Woodward has resigned as vice-president of Hoggson Brothers, New York, to become sales director of the H. W. Gossard Company, Chicago, corset makers.

JOURNALISM VS. LITERATURE

Chancellor of British Exchequer Says No Difference Between the Two

Journalism as literature was discussed by Winston Churchill, new Chancellor of the Exchequer, at a dinner of the

Printers' Pension Corporation in London, Nov. 12. Sir James Barrie was also a speaker. Major J. J. Astor, chief proprietor of the *London Times*, presided.

"Was everything that was sold for a penny journalism, and everything that was sold for 32 shilling 6 pence literature?" was one question raised.

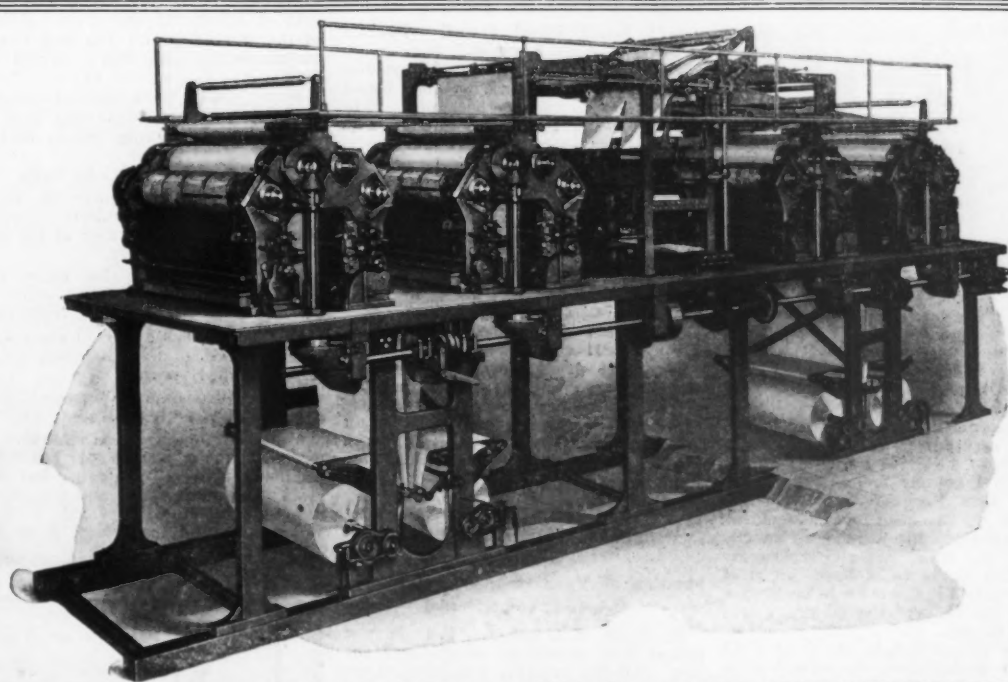
"I am quite impartial," said Mr. Churchill. "Personally I do not believe there is any principle on which you can make a sharp dichotomy between literature and journalism. The world of letters is all one, and all its variations and graduations can be brought to the same simple test, namely, that of clear, pleasing expression of thought. That is the test by which all forms of written thought must be judged. All styles are respectable if they are suited to the subject, and even slang is admissible if it helps to convey the meaning."

LAST CALLS FOR



There have already been calls for it from 250 of the leading newspapers of the country. You can still put in *your* call today!

The Basil L. Smith System, Inc.
Otis Building Philadelphia



THE NEW YORK HERALD-TRIBUNE

are now installing a battery of

SCOTT "STRAIGHT-UNIT" OCTUPLE PRESSES

in order to meet the great increase in circulation of this paper.

THESE PRESSES ARE ALL BUILT

with Heavy Duty Folders and will print and fold up to 64 page papers, collect without "ribbons."

BE SURE AND SEE THESE PRESSES RUN

WALTER SCOTT & CO.

CHICAGO
1441 Monadnock Block

PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK
1457 Broadway, at 42d Street

In New Orleans it's THE ITEM

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By CHARLES W. KAHLES

"Trifles Change Our Fates," Says Creator of "Hairbreadth Harry"



TENSE MOMENT
AFTER DRAWING
MY FIRST COMIC.

"TRIFLING accidents change our fates and alter our careers," said Charles W. Kahles, who for 18 years has produced the Ledger Syndicate's popular comic "Hairbreadth Harry."

"In my own case," Mr. Kahles continued, "had a certain cartoonist stayed in out of the wet and kept his feet dry I might today be painting mural decorations or designing underwear advertisements instead of hammering out a daily comic."

"At a very tender age I began studying art with a serious purpose. At the age of 16 I got my first newspaper job on the *New York Recorder* and immediately got an out-of-town assignment. Being unused to the ways of a big city I missed my train, and almost lost my job. That is, I would have lost it if my imagination hadn't come to my rescue, enabling me to fake the picture I was assigned to get."

"When Hearst bought the *New York Journal* I worked there for several years and then went on the *New York World*. If in those days anyone suspected me of having a sense of humor, including myself, it never came to my attention. Nothing was further from my thoughts. Painting 'big' things was my ultimate goal. But one day, while on the *World*, the aforementioned comic artist got his feet wet and did not display them in the accustomed place under his desk in the Art Department. The daily comic had to be drawn, but who was to draw it? "An ominous silence filled the room. There were no volunteers. The paper seemed doomed to go comic-less. The situation was desperate. Suddenly a clear voice rang out! 'I will draw that thing comic,' it trilled, high above the clicking of the neighboring typewriters! All eyes turned. It was our hero. 'What,

you?! Haw! Haw! Haw!' Derisive laughter filled the room.

"With a sickening feeling of impending doom, I went to work on that comic. There was no turning back now. The die was cast. I must go through with it to the bitter end. And I did."

"When the editor came in he took the thing over into a corner. I could see his shoulders heave with, as I thought, sobs! A lump came up in my throat. Suddenly he swung around and the terrible truth crashed upon me. He was LAUGHING!!!!

"Hereafter you will draw the daily comic," he said between chuckles.

"And so it was! From that moment on my doom was sealed. Never since that fateful day has anyone taken me seriously. It was shortly after this that I started 'Clarence the Cop' in the same paper (1901). Deeper and deeper I got into the comic game. Then 'Hairbreadth Harry' was born (1906) and it now seems likely that we will end our careers together."

ST. LOUIS TABLOID RUMORED

Mention of Vanderbilt, Jr., as Backer Brings Prompt Denial

St. Louis, it is rumored, is to have a tabloid daily newspaper in the near future. All that remains, according to reports, is for the promoters of the project to determine whether the price asked by a local evening paper is within reason to permit of its purchase and conversion into this type newspaper.

Mention of Cornelius Vanderbilt, Jr.'s name in connection with the venture led EDITOR & PUBLISHER to wire the coast publisher. Replying, Mr. Vanderbilt declared he knew nothing of the matter.

It is said that the new paper, in the event it is started, will be called the *St. Louis Mirror*.

Utica Daily Has New Press

The *Utica* (N. Y.) *Daily Press* is now printing with its new Hoe octuple press installed recently in a new addition erected at the rear of the daily's plant.

GUS KARGER REPORTED NEAR DEATH

Veteran Washington Correspondent Underwent Major Operation Last Week—Has Had Long Career as Writer for Cincinnati Papers

(By Telegraph to Editor & Publisher)

WASHINGTON, Nov. 13.—Gus J. Karger, veteran Washington newspaper correspondent, is at death's door at Providence Hospital. Blood transfusion and other heroic measures are being resorted to to save his life. Little hope for his recovery, however, is held out by attending physicians. He was operated on for appendicitis and gallstones Friday. He is 58 years old.

Karger came to Washington in 1899 as correspondent for the *Cincinnati Post* and Scripps-McRae Papers. Since 1906 he has represented the *Cincinnati Times-Star* here. He was publicity manager for William Howard Taft in the 1908 presidential campaign. He was formerly president of the National Press Club. He is a Mason, Shriner, and member of the Ohio State Society here.

Born in Germany, Karger came to this country with his parents in 1873. He started his newspaper career as a reporter on the *Cincinnati Freie Presse*. In 1890 he went to the *Cincinnati Commercial Gazette* and later became its city editor. In 1895 he assumed the same position on the *Cincinnati Post*, and rose to be its managing editor before coming to Washington as its correspondent.

Obituary

BRADLEY B. HOGUE, 44, editor of the *Dallas* (Tex.) *Times-Herald*, died Nov. 6, in Dallas. He had been connected with the same newspaper for 15 years.

W. J. HOULT, 35, one of the publishers of the *Merced* (Cal.) *Sun* died Oct. 31, of pneumonia. He was a World War veteran.

R. E. POWER, 67, former editor of the *Wausau* (Wis.) *Herald* and later the *Durant* (Okla.) *Daily News*, died recently.

JOHN SIMS MARTIN, 70, who, with his brother, the late George M. Martin, and Charlie Cotton, formerly owned the *San Antonio Express*, died at his home in San Antonio recently.

JOSEPH M. REGAN, for many years marine editor of the *Buffalo Courier*, died in New York while visiting relatives.

FRANKLIN POTTER, for 30 years editor and published of the *Cassellton*, (N.D.) *Reporter*, died recently.

GEORGE W. HENDLEY, pioneer Missouri editor, died recently at Kansas City.

MISS KATHERINE E. MACMAHON, instructor in the School of Journalism, Columbia University, for the last three years, and during the summer months member of the staff of the *Christian Science Monitor*, died Nov. 9 in New

York. Miss MacMahon had taken graduate work in the School of Journalism, winning a Pulitzer traveling scholarship.

DR. CHARLES MINOR BLACKFORD, 59, who died in Staunton, Va., on Thursday, Nov. 6, was well known as a writer of special articles on scientific subjects for magazines and Staunton newspapers.

JOHN J. H. YOUNG, 72, many years ago a reporter for the old *Decatur* (Ill.) *Republican* and correspondent for many larger newspapers, died Nov. 4 in his home in Long Beach, Cal.

MRS. FRANK JAQUA, wife of Frank Jaqua, editor of the *Humboldt* (Ia.) *Independent*, is dead following an automobile accident in Nebraska.

ROBERT THORNBURGH HEED, associated with the Albert Frank & Company, advertising agency, Chicago office, died Nov. 3.

FRED M. COONS, 69, associated with the paper-making industry in Rockton and Beloit, Wis., all his life, one of the best known men in the industry in the middle west, died Nov. 5, in his home in Beloit.

WILLIAM G. GIBSON, 52, editor of the *Monongahela* (Pa.) *Daily Republican*, died at his home there on Nov. 8.

JOHN EDWARD STEDLER, 14, son of Robert Stedler, sporting editor of the *Buffalo Times*, is dead following an operation for appendicitis.

GORMAN SIMONDS, vice-president of the Three-Minute Cereal Company, died Nov. 8, at Cedar Rapids, Ia., following an attack of acute indigestion. He was formerly editor of the *Milwaukee Journal* and also of the *Flour and Feed Journal*.

MISS MILLIE EGAN, 36, a former employee of the *Chicago Tribune*, died recently at her home in Chicago, following a prolonged illness.

EDWARD J. TIRRELL, assistant cashier of the *Boston Globe* since 1897, was fatally stricken Nov. 5, and died in an ambulance on the way to the hospital. He had been in the employ of the *Globe* since 1889, as a clerk in the business department, working his way up to assistant cashier.

How to Reach 25,000 People

at
PALM BEACH and WEST PALM BEACH

The fastest growing cities in the United States.

\$7,500,000.00

Building program First 9 months of this year.

25,000 PEOPLE

spend their money here. Reach them through the

PALM BEACH TIMES

Evening & Sunday Morning
3 Editions Daily
West Palm Beach, Florida

Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

WHAT THEY ARE SAYING

HUMOR IN ADVERTISING

“ONE thing the matter with most advertisements is their deadly seriousness. They are so solidly instructive; so solidly, conscientiously descriptive; so heavily declarative. If they could occasionally exchange the solemn zeal of the evangelist for the bantering touch of the comedian, one feels that things would somehow be better. But a laugh seems to be the last thing an advertiser wants to provoke—whereas it does seem as though that might be the best possible way to start.”—Miss Frances Boardman, *St. Paul Dispatch*.

SELLING AUTOMOBILE ADVERTISING

“ESTABLISH confidence with the automobile dealers in your city, and do not betray it any more than you would the man who tips you off for a ‘scoop.’ Give them to understand that the amount of advertising they do has no connection with the amount of publicity they receive for their respective cars. Get the ‘No advertisement, No publicity’ idea out of their heads. You will be better off and so will they, but you will have to sell them the idea.”—B. P. Perkins, Automobile Department, *Portland (Me.) Evening Express*.

CURBING FREE PUBLICITY

“SO long as our newspapers will print column after column of free publicity sent them by advertisers, advertising agents and press agents they will continue to be given only from 10 to 20 per cent of national appropriations. In saying this I do not mean to criticize either the advertiser or the advertising agent for trying to get all the publicity that he can. We would do the same thing were positions reversed. We have only ourselves to blame for the situation in which we find ourselves. * * * If we eliminate free publicity, the advertiser would of necessity be forced to use much more of our space than he does today in order to get results, for newspaper advertising is the only sort of advertising which directly sells goods.”—Jason Rogers before Inland Press Association.

CHURCHES URGED TO ADVERTISE

Federal Council Requests Local Congregations to Use Newspapers

Newspaper advertising by churches throughout the country was urged as part of the campaign to “call people to the church” in a statement issued in Washington, Monday, by the Commission of Evangelism of the Federal Council of Churches.

Co-operation by business offices of newspapers to make the advertising effective has been asked by the church organization. The advertising will be placed by local churches or church organizations and will be in addition to church items printed in news columns.

Richmond Times-Gazette and Secretary J. C. Latimer a committee to arrange the program for the meeting. A considerable portion will be set aside for business connected with the coming of the National Editorial Association to Virginia the second week in June, 1925.

L. E. Pugh, of the *Newport News Daily Press*, was named a committee of one to solicit for the N. E. A. Special Fund to carry on the work for the convention.

Secretary Latimer outlined the tentative educational tour for the N. E. A., which was approved, and copy will go forward to the executive officers of the National Editorial Association for their approval.

N. Y. Ad Show Postponed

Postponement of the second annual Advertising Show, scheduled to be held in New York this month, until April was announced this week by H. H. Charles, president of the Advertising Club of New York. Exhibitors who contracted for the November show have had their reservations extended. Mr. Charles has named Grover Whalen as chairman of the committee for the April Show, and will shortly announce subsidiary committees who will apportion floor space. The show, like the one of last year, will be held in the 71st Regiment Armory, New York.

VIRGINIA PRESS TO MEET

Mid-Winter Convention To Be Held in Charlottesville, Jan. 16-17

The executive committee of the Virginia Press Association meeting in Richmond, Nov. 12, decided to hold the mid-winter meeting at Charlottesville and named Friday and Saturday, Jan. 16 and 17, as the dates.

President Paul Scarborough named W. S. Copeland, *Newport News Daily Press*, George Kilpatrick, *Lawrenceville Bruns-*

**A New Leader
in Erie, Pa.**

The Dispatch-Herald

Evening and Sunday

NOW

Over 27,000

Net Paid

**Largest Circulation of any Erie
Newspaper**

**Largest City Circulation
Largest Suburban Circulation**

**Most Complete Coverage—Lowest
Milline Rate**



National Advertising Representatives

CHAS. H. EDDY CO.

Boston

NEW YORK

Chicago

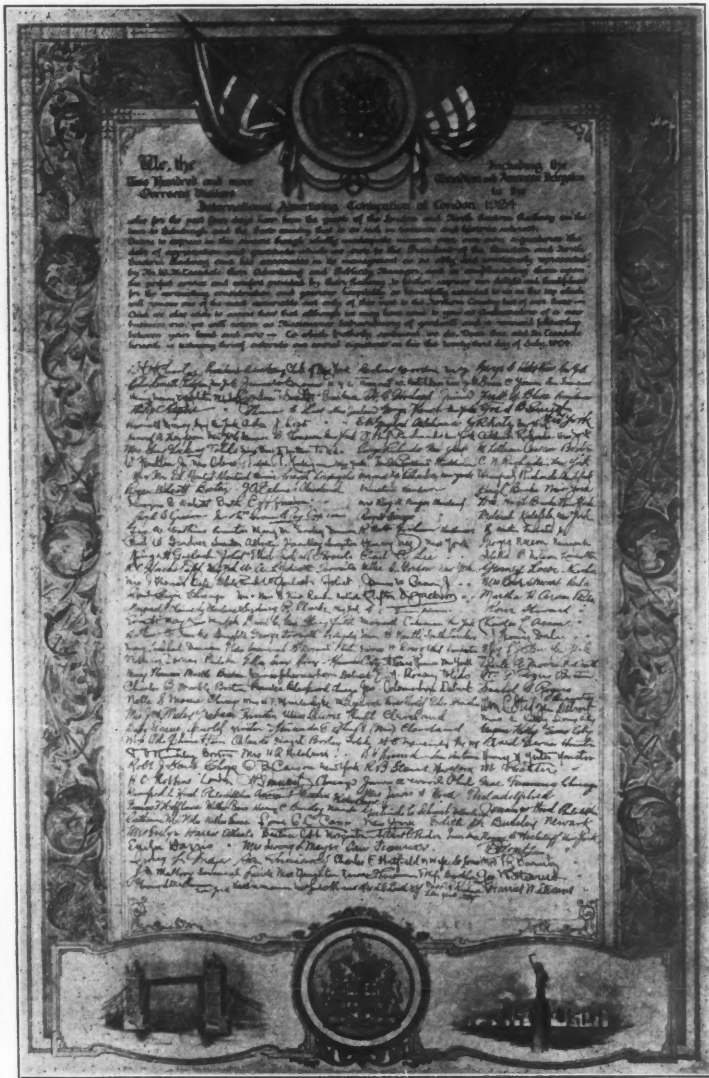
**GRAVURE
SECTIONS
PRINTED**

**Special and Regular
Editions, Magazine Inserts
and Commercial Work.**

**Standard Gravure
Corporation**

LOUISVILLE, KY.

DID YOU VISIT SCOTLAND LAST JULY?



Above is a reproduction of the handsome engraved parchment which has been prepared for presentation to William M. Teasdale, advertisement manager of the London & North Eastern Railway, at a dinner of the Thirty Club of London, as a testimonial of the appreciation of the A. A. C. W. Wembley delegates who were guests last summer of the Railway on a post convention tour of England and Scotland, under the guidance of Mr. Teasdale. It contains the signatures of all the American advertising men making the tour.

Conant Joins Morrill Ink Firm

John K. Conant, formerly with the Curtis Publishing Company, has been appointed purchasing agent of the George H. Morrill Company, New York, manufacturers of printers' ink. He succeeds Miss A. J. Nelson who has been connected with the company many years and has, at her own request, been relieved of her responsibilities as purchasing agent. She will take a much needed rest before assuming other duties with the firm.

Duranty Injured in France

Walter Duranty, staff correspondent of the New York Times in Moscow, was injured Nov. 6, in a wreck on the Paris-Havre express train. Mr. Duranty

had been on sick leave in France during the past two months and was on his way to visit his family before returning to his post. The compartment in which he was riding was smashed to matchwood and he was dragged some distance along the line, suffering two compound fractures of the left leg and slight injuries to head and hands.

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST—by Merit

35,434

Net paid (1923) Average. An increase of 47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York

Lytton Bldg. Chicago

OCCUPIES NEW \$250,000 HOME

Greensboro (N. C.) News Plant Embodies Most Modern Ideas

The Greensboro (N. C.) Daily News has just moved into its new home, erected at a cost in excess of \$250,000, giving this paper one of the most modern and complete plants in the two Carolinas.

The building, three stories in height, was erected at a cost of \$150,000, being designed to fit every need of an up-to-date newspaper plant.

Much additional equipment was installed including a new 48-page Goss sextuple press, four linotype machines and numerous other articles of modern equipment. The old 32-page press was retained and will be used as an auxiliary unit in printing color work and magazine sections.

In the basement are located the two presses and stereotype equipment, on the first floor are the business and advertising offices, while editorial offices, city room and telegraph offices are in one large room on the second floor with the composing room adjoining this.

For the present the third floor space is being utilized as offices by the Balliett Advertising Agency and the North State Engraving Company.

E. B. Jeffers is president of the Greensboro News Publishing Company, and business manager of the paper; A. L. Stockton, is vice-president and managing editor; Earl Godbey is secretary and editor. Mrs. A. B. Joyner is treasurer of the company. W. S. Dickson is advertising manager.

FORESEE TRADE BODY CHANGES

Gradual Reconstruction of Federal Commission Believed on the Way

WASHINGTON, D. C., Nov. 13.—A gradual reconstruction of the Federal Trade Commission is foreshadowed by some members of the "official family" of President Calvin Coolidge.

It has been an open secret for some time certain reports handed down by the

Commission have been "distasteful" to the administration as well as to leaders of the Republican majority of Congress.

Huston Thompson, Colorado, the chairman, is a Democrat. He has found himself in frequent conflict with the Department of Justice. His term does not expire until Sept. 25, 1926. He can be removed "for cause" by executive order, as can other members of the commission: Vernon W. Van Fleet (R), Indiana, term expires, June 25, 1929; Nelson B. Gaskill (R), New Jersey, recess appointment subject to Senate confirmation; John F. Nugent (D), Idaho, term expires, Jan. 14, 1928; Charles W. Hunt (R), Iowa, Sept. 25, 1925.

It is the general belief that the advent of the President's new term will develop changes not only in his Cabinet, but in so-called "independent" bodies like the Federal Trade Commission, the Tariff Commission and the Shipping Board.

A summary of the activities of the Federal Trade Commission for October shows there were 224 preliminary inquiries pending before it on Oct. 1, as compared with 172 Nov. 1. During October 154 were received, 173 dismissed and 33 docketed.

In a few weeks some of us will be able to remember the time when the evening papers carried the same cross word puzzle through all editions.—F. P. A. in the New York World.

First nine months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

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

Over— 200,000 CIRCULATION in less than 3 years. —because Detroiters want it. DETROIT TIMES

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

20 lumber mills in city limits which shipped products valued at over \$36,000,000 last year; largest production of fir doors, wood columns and veneer in U. S. 19 furniture factories manufacturing \$6,000,000 worth of furniture annually. You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A.B.C. Audited Circulation, 32,643.

Frank S. Baker President

Charles B. Welch Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall 341 Fifth Ave. New York City

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

R. J. Bidwell & Co. San Francisco and Los Angeles, Cal.

Advertisement for The Indianapolis News featuring the word 'first' in a large, stylized font. Text includes: '~in circulation', '~in lineage', '~in reader interest', '~in proved results'. The Indianapolis News logo is at the bottom.

BUILDERS OF SOUTHERN WANT ADV.



Here are some of the classified men who attended the recent meeting of the Southern Association of Classified Advertising Managers, held in Atlanta, Ga. They are, reading from left to right, top row: J. R. Littlejohn, Spartanburg (S. C.) Herald-Journal; Curtis De Lamar, Macon (Ga.) Telegraph; Louis J. Frenkel, vice-president, Atlanta (Ga.) American; Howard Haire, Atlanta Constitution; "Bill" Cunningham, Atlanta Journal. Bottom row: W. H. Clifton, secretary-treasurer, Macon (Ga.) News; G. F. Medano, Raleigh (N. C.) News and Observer; A. T. Miller, president, Nashville (Tenn.) Banner; G. W. Ritchie, Memphis Commercial Appeal; J. W. Mann, Lexington (Ky.) Leader.

COAST EXECUTIVES SET FOR ANNUAL MEET

Revised Program Announced by Hofmann of Portland Oregonian for San Francisco Sessions—To Stress Ad Development

A revised program for the second annual meeting of the Pacific Coast and Inter-Mountain Newspaper Executives, scheduled to be held in San Francisco No. 20, was announced this week.

The meeting is being held under the auspices of the Pacific office of the Bureau of Advertising of the American Newspaper Publishers' Association. William J. Hofmann, advertising manager of the *Portland Oregonian*, is chairman.

Following are speakers under the changed program: Ramsey Oppenheim, publisher of *Western Advertising*, "Development of Pacific Coast Advertising"; John J. Cuddy, director of advertising, Standard Oil Company of California, "What Should the Western Advertiser Expect from the Western Newspaper"; Dr. B. M. Rastall, manager of Californians Inc., "The Newspaper as a Community Builder"; Thomas L. Emory, Pacific Coast manager, Bureau of Advertising, "Developing More Newspaper Space"; and R. F. Haegelin, district sales manager, Kellogg Sales Company, "The Profitable Cultivation of the Pacific Coast Market through Newspaper Advertising."

Discussions from the floor will be started by the following: Jacob Baum, *Los Angeles Times*; R. L. Litchfield, *San Francisco Call*; F. H. McMahon, *Los Angeles Examiner*; W. R. Penney, *San Francisco Call*; Carl F. Brockhagen, *San Francisco Illustrated Herald*; H. R. Judah, Jr., *Santa Cruz News*; Robert Breeze, *Oakland Tribune*; Sidney Anderson, *Tacoma News Tribune*; Hall Hoss, *Oregon City Enterprise*; William Hessian, *Oregon Journal*; Hal King, E. Katz Special Agency; Perry Epstein, *San Francisco Chronicle*; Thomas J. Turner, *Spokane Review-Chronicle*; G. L. Hurd, *Corvallis Gazette Times*; E. C. Griffith, *Seattle Post Intelligencer*; Oscar Conklin, *Long Beach Telegram*.

Brisbane to Address Sphinx Club

Arthur Brisbane will be principal speaker at the next meeting of the Sphinx Club to be held at the Waldorf-Astoria Hotel, New York, Nov. 18.

TO EXPAND NEWSPAPER DRIVE

Glove and Mitten Manufacturers Vote Advertising Increase

An enlarged advertising campaign to be conducted largely through daily newspapers of 12 leading jobbing centers of the countries was voted by the National Association of Leather Glove and Mitten Manufacturers in its convention at Hotel Sherman, Chicago, Nov. 10.

The plan adopted is substantially that presented by Byron G. Moon, advertising director, who had been engaged to do the association's work until January, 1926. The co-operative advertising heretofore has been conducted chiefly in trade journals, but this Fall small space in 25 newspapers was bought.

Arizona String Broken by Sale

The *Bisbee* (Ariz.) *Daily Review* and the *Tucson* (Ariz.) *Daily Star*, formerly associated under the management of the State Consolidated Publishing Company, have separated, following sale of the *Star*, Nov. 1, by the Phelps Dodge Corporation to Ralph Ellinwood and W. R. Matthews. The *Review* remains the property of the Phelps Dodge Corporation. It will be immediately incorporated into a new company under the management of Fulsom Moore. The State Consolidated Publishing Company continues to publish the *Tucson* daily under the new ownership.

Wyle Leaves Newspaper Work

Herbert Wyle, formerly business manager of the *Baltimore News*, has returned to Baltimore to become a member of the executive staff of the Hecht Company, a department store. While with the *News* he was given leave of absence by Frank Munsey to become general manager of the *New York Telegram*. At one time Wyle was also advertising manager of the *Baltimore Post* and more recently he was assistant to the publisher of the *El Paso Herald*.

Sturdivant Leases S. C. Paper

B. V. Sturdivant, formerly Southern manager of the International News Service with headquarters at Atlanta, has leased the *Union* (S. C.) *Progress* which was suspended last July because of the illness of its editor and publisher Allan Nicholson. Mr. Nicholson will contribute editorials and articles to the *Progress*.

A Rich Section Which Grows Richer Each Year

Although Iowa ranks 16th in population and 23rd in area she ranks *first* in

- Per capita wealth.
- Number of banks.
- Combined value of live stock.
- Production of corn.
- Production of oats.
- Production of hogs.
- Telephones in farm homes.
- Automobiles per capita.
- Low illiteracy.
- Value of farm property.

Iowa, from border to border, whether it be from east to west or north to south, is a great wealth producing area that is unequaled among states.

You can do as much with a few dollars spent in daily newspapers, here as anywhere, and much more than in most places.

To reach the people of Iowa, you must use Iowa newspapers—the home papers that the folks in these towns and cities love—the papers that are published in the interest of the people in these towns and cities.

	Circulation	Rate for 5,000 lines
***Burlington Gazette	(E) 10,535	.04
*Cedar Rapids Gazette	(E) 21,481	.07
*Davenport Democrat & Leader.....	(E) 14,564	.06
*Davenport Democrat & Leader.....	(S) 17,895	.06
†Davenport Times	(E) 24,676	.07
*Iowa City Press-Citizen.....	(E) 6,387	.035
††Mason City Globe Gazette.....	(E) 13,405	.04
*Muscatine Journal	(E) 7,762	.035
*Ottumwa Courier	(E) 12,852	.05
*Waterloo Evening Courier.....	(E) 17,071	.06

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

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

BOWLING news and complete scores of matches are being printed in sports sections more this season than ever before. Printing the scores of all the leagues in any city requires a lot of space which is well worth consuming if the circulation department will enlist the services of the bowling alley owners in getting subscriptions amongst the bowlers.

They want to see their names in print almost as much as professional athletes do and their orders can therefore be obtained with comparative ease. An effective and inexpensive way of getting these subscriptions is to offer bowling alley managers or their assistants a commission on all orders they get that stand up under verification.

When such an arrangement can not be made a canvasser will do well in the evenings before bowling begins.

The best way we know of advertising to bowlers is to print score sheets and sell them to the alley owners at cost. One or two lines of type on each sheet that will tell about your bowling news and how your paper may be ordered will call continual attention to it and pave the way for your canvass. By setting the type in your own composing room and getting competitive bids from printers the sheets can be bought and sold at much less than the price bowling supply companies ask.

Another good way to exploit this feature is to post on bowling alley walls full sheet theatrical style posters which always compel attention.

Election night extras were hardly worth putting out. We did not expect to sell many but we were not prepared for the bumping we got. Radio is largely responsible for this condition because by the time the extras hit the streets their contents were stale and they looked sick in the suburbs.

Radio parties in public halls, clubs, on street corners, and in homes killed almost completely the sale of all papers we know of election night. We rather welcome this situation. The value of extras was always overrated and now that they are practically obsolete during conventions and elections, papers will be able to devote more time and resources to regular editions.

Now we shall expect some real prosperity.

One thing the election proved. The silent vote was cast for the silent man.

As a circulator we are not concerned with the ethics involved in printing the names of income tax payers and amounts they paid. This information is news, really big news from an interest point of view and makes sales.

Hotel circulation is paid for, reaches very desirable readers for advertisers' purposes and should be classified as paid. We don't see how it can be called otherwise. And when the A. B. C. lists as

EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation. Sworn Government Statement, Six Months Ending Sept. 30, 1923. 167,640 Daily. Six Months Ending Sept. 30, 1924. 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris III, 719 Hearst Bldg., San Francisco, Calif.

bulk sales hotel distributed papers they should be so designated in order that advertisers may know how many papers the hotels use. We have yet to meet a merchant who does not value hotel circulation almost as much home delivery business.

Bargain days for the purpose of getting single mail business, which are popular in the Middle West, are hard to beat when employed moderately. A paper can get a good start with a real bargain offer, but the stunt should not be repeated more than once, or twice at the most. A bargain day or rather period every year kills itself and any paper that has to resort to price cutting continually probably needs shaking up in its market, farm, and state news departments.

Delinquent accounts can almost always be collected by systematic dunning. When dealers' accounts are due monthly they should be paid before the 10th. If by the 15th remittances have not been received reminders ought to go out promptly. Another should be sent on the 22nd and a third on the 29th. If these do not bring in the money, we believe, the dealers should be cut off, or the bills turned over to traveling men to collect.

In handling inactive accounts we have always sent four duns, ten days apart. If after the fourth letter we can not effect a settlement we let a traveling man try to collect and if he fails we send the bill, if it is big enough, to an attorney.

There was a time when we hesitated to sue anyone because of the enemies the paper might make but we are over that now because few people, if any, pay attention to opinions of persons who do not pay their bills.

Papers having strong women's pages that carry daily menus can advertise them without cost by reprinting the best menus in booklet form to be sold at a nominal price. These booklets can be distributed through coupons, news stands, and women's clubs and societies.

We were a guest recently at a dance given by the circulation department of one of our contemporaries. The crowd filled comfortably the ball room of one of the largest hotels; almost everybody on the paper attended from the president and business manager down to corner hustlers and the spirit displayed was a treat to behold.

The value of such an affair is obvious and its success was due to the fact that the men themselves ran the whole show; the management merely lent its encouragement.

Many papers can use samples with good

results; others do better without them. That's because the first impression made by big, attractively made up papers is favorable, while the light, dignified looking paper has to be seen for weeks to get a fair reading. Such a paper had better refrain from sampling and resort to getting subscriptions of three, six, and 12 months' duration.

But the paper that makes a big flash, that is bulky and looks like a good buy can get circulation by using samples. One method that has been successful is to have the carriers paste small slips on the samples for six consecutive days and then follow up the distribution with a careful canvass. Each slip should tell the reader something about the paper; its news, features, departments, delivery service, cost. If the boys do their work efficiently they will get good results.

STANDARD GRAVURE EXPANDS

New, Finely Equipped Plant Established at Louisville, Ky.

Standard Gravure Corporation has just established at Louisville, Ky., a roto-gravure supplement printing plant, said to be one of the largest and best equipped plants in the country. It was located at Louisville for the purpose of affording favorable transportation rates and closer proximity to the newspapers of the South and Central West which are making use of roto-gravure supplements.

Walter Hunter, for 15 years connected with the roto-gravure printing industry, is in charge of the new plant.

Boyden Sparkes Turns Ad Man

Boyden Sparkes, brilliant political reporter, this week resigned from the *New York Herald Tribune*, effective the last of this month, to become associated with the Carl Reimers Company, New York advertising agency, established last week. It was known that Mr. Sparkes was financially interested in the new agency, but until this week it was not expected he would give up newspaper work entirely to adopt the advertising profession.

Publisher Joins Weekly

Charles W. Ellis, former Lackawanna, N. Y., publisher, has been appointed associate editor of the *Niagara Falls* (N. Y.) *American*, a weekly, which he plans to convert into a daily early in 1925.

The Desert News

SALT LAKE CITY, UTAH

Covers the news field in the best possible manner. Great popularity throughout Utah.

Foreign Representatives

CONE, HUNTON & WOODMAN

New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives

H. H. CONGER COMPANY

Los Angeles San Francisco

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, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,743

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., Lytton Bldg.
New York, N. Y. Chicago, Ill.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

Celebrate Golden Wedding

Mr. and Mrs. Charles A. King, both of whom were formerly active in New England newspaper fields, recently celebrated the 50th anniversary of their wedding. The Kings conducted the *Beverly* (Mass.) *Citizen* for 30 years until 1920 when it was discontinued. Mr. King also published the *American Benefit Journal* for 25 years. Mr. King started his career by ownership in the *Vermont Gazette*. Later he organized the *Milford Gazette*. He had also been connected with the *New York Sunday Era*, business manager of the *Woonsocket* (R. I.) *Call*, editor of the *Great Barrington* (Mass.) *Berkshire Courier*, and proprietor of the *Merrimack Budget*. Mrs. King carried on the newspaper when her husband was absent and for several years was proprietor of the *Salem* (Mass.) *Register*.

To Advertise North Dakota

North Dakota's prosperity is to be advertised to the rest of the United States in a campaign which will call for the expenditure of \$100,000, according to an announcement made at Minneapolis, Minn., by R. W. Clark, assistant to the president of the North Pacific Railway, who has just returned from a visit to North Dakota. The fund will be administered by a statewide organization which is known as the Greater North Dakota Association. Herman Stern, of Valley City, N. D., is the president.

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

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

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

BRITAIN SPENT \$170,000 ON A.A.C.W. MEET

Total Fund of \$228,000 Raised—\$47,000 Returned to Subscribers, \$11,000 to Be Used in Establishing A. A. C. W. Headquarters

By HERBERT C. RIDOUT,
(London Editor, EDITOR & PUBLISHER)

Interesting details of the cost of running of the A. A. C. W. Convention in London in July last are contained in the report of the District 14 Executive Committee. It should be remembered that this advertising convention, the first international event of its kind, differed in every detail of organization from any previous convention, the scale upon which it was conducted was much greater. The fact that of the 4,850 delegates, no less than 1989 were American and other overseas visitors who had to be taken care of in the matters of transport, entertainment and hospitality.

At the meeting of the general committee to review the work of the Convention, at which the report was submitted, there was evinced nothing but unqualified praise and satisfaction at the results—financial, national, international and individual.

The financial side was particularly gratifying, in view of London's complete inexperience in these matters. Out of a total fund of \$228,000 the cost of running the Convention figures at \$170,000. The balance of \$58,000 is being disposed of in what I suggest is a typical British fashion. Forty-seven thousand dollars (approximately 25 per cent of the subscriptions) are to be returned to the subscribers. The balance of some \$11,000 is being applied as a fund for the establishment of permanent District 14 headquarters in London.

It is pleasing to record the fact that general satisfaction is felt here that our people were so keen on ensuring a good time for the U. S. delegates and other overseas visitors that the hospitality and entertainment fund was so heavily oversubscribed.

The London Convention Committee arrive at several very satisfying conclusions concerning the Wembley conference.

They state their belief that there can be no doubt that the Convention has set forward the cause of advertising in Great Britain 25 years. It has given to our country a sound basis for public confidence in advertising which British advertising interests will surely capitalize for themselves.

The success of the Convention and the wonderful results achieved, both nationally and internationally—have far exceeded the Committee's highest expectations. Advertising has been given a new place as a social and economic force in Great Britain. A higher plane has been reached and a still higher ideal has been set for us to attain.

It is proposed that a definite organization should be maintained, and it is hoped that Mr. Andrew Milne—the Secretary of the Convention organization—will remain in this position, as honorary secretary, so that the advance in advertising ideals and methods of practice which has resulted from the Convention may not only be maintained, but developed for the betterment of all engaged in the business of advertising. With this permanent organization available it should

be possible to do much in this direction, and after an interval a British Convention can be held.

LABOR BITTER OVER PRESS TREATMENT

British Party Workers Claim Speeches Blue Pencilled in Offices—Institute of Journalists Ask Retraction

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

A feature of every British parliamentary election, and doubtless a similar phase of elections on your side, is the complaint from one party or the other that the newspapers refuse them a platform for their views or that they twist their expressions to suit the party represented. This year's general election saw the Labor party constantly declaring that not only is the majority of English newspapers against them but that they were subject to a vigorous campaign of vilification in the press. Leaders of the Labor party made this statement on innumerable occasions in the fever heat of the election, but most of them were cautious enough to speak only in general terms.

In one case, Mr. Ramsey MacDonald used bitter terms concerning the *London Daily Mail* in connection with the notorious letter addressed from Moscow to the Communist party in England, but this arose from the fact that the newspaper in question had boldly asserted its intention to publish the letter, which had come into its possession from secret sources, and which, indeed, it had already circulated to other newspapers for that purpose.

In another instance, a speaker at one of the Labor meetings in Leeds made a specific reference to newspaper reports that promptly brought him into conflict with the Institute of Journalists. This was Sir Henry H. Slessor, who was reported as saying:

"He (Sir Henry Slessor) did not blame the reporter, but the gentleman with the blue pencil at the head office, who took out of the speeches of Labor men what he thought would not suit his particular side of the case. That was how things were polluted at the source. . . . If a man stood for the rights of the people the newspapers vilified his character and twisted his words."

This suggestion was at once countered by Mr. E. R. Phillips, chairman of the Yorkshire district of the Institute of Journalists, who in the course of a lengthy letter to the offender, said "My conferees consider that to make a general charge of this sort, even if a prima facie case could be made out in individual instances—of which, however, they have no cognizance—is grossly unfair to sub-editorial members of the journalist profession, which has standards not less high than those of the law. . . . They take the exception to your use of words open to the interpretation mentioned, and they consider that in making complaint against

the manner in which newspapers are, as you allege, conducted, you should adhere to the procedure usually observed in the legal profession by stating specifically whom you charge, and producing evidence in support of your accusation."

The reply from Sir H. Slessor was a curt acknowledgment and the statement that he had no comments to make.

It will be interesting to see the sequel, if any, as in a somewhat similar case another local speaker was completely ignored in newspaper reports until he saw fit to withdraw his remarks.

Since the incident just related, a piquant situation has been created by the election of Sir H. Slessor as Labor member for southeast Leeds.

ON TRAFFIC CONVENTION

Visit of American Newspaper Correspondents to Holland

From the Nieuwe Rotterdamse Courant of October 21, 1924, Rotterdam, Holland.

The American Association of Passenger Traffic Officers who, en route from England to Germany—visited Holland on October 16, were accompanied by some of the London representatives of the American press. These newspapermen accepted an invitation from the Netherland-America Chamber of Commerce at Amsterdam. The Netherland Society for Tourists at the Hague, the Chamber of Commerce at the Hague and the Steamship Company Zealand at Flushing, to extend their visit for a few days. After the American Railway Officers had already left for Berlin, these newspapermen, viz. J. P. Collins of The Boston Transcript, Henry J. Richmond of The Detroit News, John Elliott of The New York Herald-Tribune and Walter Millgate, went to The Hague where they visited the famous Collection of paintings in the "Meuritzhuis," and drove in autos to Scheveningen. Afterwards they admired the Peace Palace and, after dinner, left for Flushing, where they were the guests of the Zealand Steamship Company until the time they left by boat for Folkestone.

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely By

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.

Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation....130,891
Sunday Circulation....182,313

Member A. B. C.



Two Papers from Memphis

NOW come two splendid examples of Southern journalism, the Memphis Press and the News-Scimitar, representing Memphis among the many publications of the South now using the Imperial Plus Metal Plan.

You who have been reading this column in the past have perhaps noticed that the publications which the Imperial Plus Plan is serving are representative of nearly every part of the country. Furthermore, if you were to read the whole list you would find that the Plus Plan has been adopted by publications of all sizes, be their circulation 2,500 or 250,000.

Don't let the size of your paper or your location stop you from investigating this economical, dependable Plan. The Imperial Plus Metal Plan has the power to add years to the life of your type metal regardless of how much metal you use.

Your Metal Needs The Plus Plan

Why? Because it will increase the metal's efficiency. It will add years of life and hence cut down your metal costs. Isn't this sufficient reason for you to at least investigate this reliable Plan? Write today.

Imperial METAL

UNOTYPE—MONOTYPE—INTERTYPE—STEREOTYPE

Imperial Type Metal Co.

New York—Philadelphia—Cleveland—Detroit



BEST BY ACID TEST TRADE MARK REG.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE standard of ethics in advertising is constantly improving. From The Periodical Publishers' Association of America comes a piece of literature giving in detail the principles of censorship in advertising copy. I want to put ditto marks under the following:

Every advertisement that fails to be fair and helpful to the reader is not only unjust to him, but is injurious to the advertiser, to the magazine, and to the usefulness of advertising.

The circular gives eight principles which, within the limits of vigilance, should govern the acceptance of advertising copy. Two of these deserve special mention. The first relates to truthfulness with advertising copy and is as follows:

It must tell the truth, within a fair and reasonable interpretation, in word and suggestion, about the article, or service, the conditions under which it is offered, and the firm back of it.

The second principle considers morality and refinement of copy. Here it is:

It must not be morally hurtful, nor repulsive, nor lacking in the refinement that characterizes the editorial pages of the magazine.

While this piece of literature limits itself to copy prepared for magazines, it is not without value to newspaper publishers. It may be obtained upon application to The Periodical Publishers' Association of America, 200 Fifth Avenue, New York City.

BOOKS about the editing and making of newspapers have been coming from the presses in a fairly constant stream. Possibly this stream is to meet a new current about editing and making magazines. From the pen of Professor John E. Drewry, Adjunct Professor of Journalism and Director of Publicity, Henry W. Grady School of Journalism, University of Georgia comes "Some Magazines and Magazine Makers" (The Stratford Company).

Dr. Talcott Williams of the Pulitzer School of Journalism at Columbia wrote Prof. Drewry. "This is a subject which has long needed adequate treatment." In this opinion Professor L. N. Flint of the School of Journalism at University of Kansas evidently concurs when he tells the author, "Your book it seems ought to be in a great demand as a text." Edward W. Bok, who was for so long a time editor of *The Ladies Home Journal*, is not a man who is generous in praising books, however liberal he may be in donations to worthy causes. Yet to the author of this book Mr. Bok says: "You are doing a splendid piece of constructive work for the writer and the magazine."

A trouble with many book sections of American newspapers is that there is too little variety in the mode of treatment. I have long felt that a comment could be compiled after the style of *The Literary Digest* by occasionally running a review made up from the opinion of others. At least there is a certain pleasure in attempting something different.

C. K. MUNRO, the young Irish dramatist who has attracted so much attention in England and whose real name is MacMullan, is the author of a news-

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

paper play in two parts which, in the minds of many, is fittingly entitled "The Rumour" (Alfred A. Knopf).

The theme dramatized is how the representatives of a few big business interests can start a world war by spreading a rumor in two small countries. Lest this play be misinterpreted a warning of Mr. Munro should be borne in mind that the names of "England" and "France" have been used to typify any great modern states, and that no special reference is intended.

"The Rumour" is original in its conception, interesting in its subject matter, and startling in its mode of treatment, even for sophisticated newspaper men and women.

AMONG those who review books for the Book Shelf of *The Atlantic Monthly* for November are Royal J. Davis, political editor of the *New York Evening Post*, and Simeon Strunsky, editorial writer on the *New York Times*.

FRANKLIN P. ADAMS, who conducts The Conning Tower in the *New York World*, has collected various verses and some prose passages which had appeared in his column. He has given to the volume a very appropriate title, "So Much Velvet."

Copies sent out for review will doubtless be limited. Yet the volume is worth the retail price—even to members of the working press—because F. P. A. has so often found the source of his inspiration in a chance item in the press, or in some casual reference to newspapers, such as the following remark by H. M. Lydenberg of the New York Library:

One hundred years from now, unless preservative measures are taken, promptly, the man who goes to a library to consult today's newspapers will find a mass of sawdust streaked with traces of ink. Newspapers will exist only as museum specimens.

The caption for F. P. A.'s poem based on the remark just quoted is "Goody! Goody!"

If this department were not already overset I should be tempted to quote in full the contribution headed "If the Copy-reader Had His Way." The quiet humor and the gentle rebuke found in the poem beginning

Announce it here with triple leading
That once I heard a Noisy Wedding:
And accurately I recall
The day I saw a Sober Brawl

will be appreciated by those at the desk as well as those on the street.

Inimitable satire will be found in the fun which F. P. A. pokes at a certain type of advertising. I refer to the "guaranteed" cures for the defects of the

mind which are advertised in as bombastic a way as patent medicines used to be advertised for the ills of the body in the newspapers of yesterday. For his critical comment of such swindling copy F. P. A. deserves the support of the editorial writer. Sacred cows find poor grazing in the Conning Tower.

THE Department of Journalism at Ohio State University publishes ten times a year *The Ohio Newspaper* in the interests of newspaper-making. The October issue contains an authoritative statement regarding the survey of American newspapers by the Social Science Research Council, and corrects several false impressions about the alleged investigation of the press by Rockefeller.

In an editorial about the consolidation of the *New York Herald* and the *New York Tribune* it reprints an extract from a review of American journalism that appeared in the *New York Leader* in 1859, the conclusion of which is:

It is impossible to express an idea any more ludicrous than that of Bennett and Greeley under the same yoke.

Another worthwhile feature of this issue is the sketch of the *Chillicothe News-Advertiser* which, at the age of 100 years, is moving into a new plant. Chillicothe was once the capital of Ohio.

FOR nearly four decades L. Frank Tooker has sat in an easy chair in the editorial rooms of *The Century Magazine* and watched the currents of American literature flow by. What he saw, some of which he was, is put into his "The Joys and Tribulations of An Editor" (The Century Co.).

The volume is obviously, for the most part, a mirror of *The Century Magazine*. But the opening chapter, "When Our Magazines Were Young," has a distinct historical value.

In the matter of style possibly Mr. Tooker is at his best in the concluding chapter, "Just Moonin' About the Deck." The chapter heading is not far-fetched because the author, when a young man, turned a deaf ear to the call of the sea

in order to follow the highways and byways of American letters.

Newspaper workers, who know magazine editors only through rejection slips, will be glad to meet in this volume an editor who at heart is very human.

Northern Iowa Editors Meet

The annual conference of northern Iowa newspaper men was held recently at Sheldon, Ia., editors of Plymouth, Cherokee, Lyon, Osceola, Sac and O'Brien counties attending. Forty-five newspapers were represented at the conference arranged by C. L. Caswell, managing director of the Iowa Press Association.

Likes U. S. Ad Methods

Jean Patou, a leading Paris couturier, in this country to study American advertising methods, this week declared he intended to take many ideas on advertising with him when he returned to France. He addressed a luncheon of 500 members of the Advertising Club of New York at the Club House last week.

Furniture Publication Sold

The *Furniture Index*, a trade paper published at Jamestown, N. Y., has been sold to A. B. Swetland of New York. Leonard C. Stewart, former owner, is retiring. G. A. Hanser continues as news editor.

If there were no tightwads, where would the good spenders borrow money to tide them over till pay day?—*Newcastle (Ind.) Courier*.

WHEN WORCESTER, MASS.

Wants Los Angeles News it wires Only Independent Established Exclusive Spot News Bureau in So. Calif.

SOUTHLAND NEWS SERVICE
418 Lissner Bldg., Los Angeles

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

fun in pictures

A good comic panel never fails to get a laugh and to build friends for the paper in which it appears. Here's one of the best.

"HOW TO"

By Beaty

A daily delight. Order this amusing series now. First come first served.

Readers' Syndicate, Inc.

799 Broadway New York City

Our Features:

- Irvin S. Cobb
- Samuel G. Blythe
- R. L. Goldberg
- Roe Fulkerson
- Don Herold
- O. O. McIntyre
- Nellie Revell
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

again ON THE San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-719 COM. EXCHANGE BLDG.
LOS ANGELES, CAL.

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.

IOWA DAILIES AGAIN TO ADVERTISE STATE

Double Spreads in Mid-West Newspapers to Be Purchased With \$75,000 Fund—O'Brien of Council Bluffs Chairman

DES MOINES, Ia., Nov. 10.—The second "Advertise Iowa" campaign originated and sponsored by leading Iowa dailies, will be launched within a short time by the Iowa Daily Press Association with a fund of \$75,000. Robert O'Brien of the Council Bluffs Nonpartiel, chairman of the committee in charge of promotion, is busy completing details for the campaign which will follow the unusually successful experiment inaugurated last year by the publishers.

The new project, however, is to be confined to an area of 500 miles radius of Des Moines and will feature double-page ads in Chicago, St. Paul, Minneapolis, Kansas City, Omaha and St. Louis dailies to call attention to Iowa as a market and to counteract the unfavorable publicity showered upon the state in recent months by politicians and others who asserted that Iowa "was broke."

"Our campaign is making such satisfactory progress," Mr. O'Brien has declared, "that daily publishers in the state were anxious to contribute to this new fund to continue the work throughout the winter. Publishers within the state will reproduce the ads that are used in the campaign and their readers will be urged to mail the paper to friends throughout the Union."

A new booklet on Iowa resources and trade possibilities is also being prepared and it will be a symposium of signed articles by men of prominence throughout the country who have had opportunity to observe and estimate Iowa's commercial situation. Prominent among those invited to contribute is Herbert Hoover, Secretary of Commerce, and himself a native of the state. Prize contests for best advertisements prepared by readers of the Iowa papers are to be conducted and details of this plan are yet to be worked out. An award of \$100 is offered the winner and \$10 prizes will be distributed to less successful contestants.

WILSON JOINS BRIDGEPORT STAR

Resigns as Bridgeport Times M. E. for Similar Berth on Opposition Paper

Lynn W. Wilson, long known in Connecticut journalistic and political circles and perhaps best known for his many years' connection with the *Bridgeport Times*, has resigned and is now directing managing editor of the *Bridgeport Star*. Mr. Wilson joined the *Times* in 1906 when James L. McGovern was city editor. He handled both managing and city editor's duties during the terms of McGovern as Collector of the Port under the Wilson administrations. The paper was originally known as the *Evening Former* and several years ago was renamed because, it was stated at the time, it was confused in the growing manufacturing district surrounding Bridgeport for an agricultural paper.

Mr. Wilson served his apprenticeship in vacations when he was a boy pushing the hand press of the *Newtonian* (Conn.) *Rec.* He started in Bridgeport with the *Morning Union*, long since gone. Later he was with the late Franke W. Boland of the *Bridgeport Post*. At one time he was editor of the old *New Haven Palladium* and again for a period with the *Worcester Sun*.

Wilson's transfer has bestirred considerable gossip, in which it is said a union of the *Times* and *Star* is in sight, but some interested will confirm the story.

Colorado Veteran Dies

Hiram S. Rogers, 62, veteran Denver and Colorado Springs, Col., newspaper man and well known publicist and printer, is dead. The end came at the Union Printers' Home at Colorado Springs after

a brief illness resulting from a heart attack. He was associated with Eugene Field on the *Rocky Mountain News, Republican*, and *Tribune*, at Denver at one time, and grew to be a leader in western journalism as city editor of the old *Republican*. He won a wide following in the Rocky Mountain territory with his "Go Back Thirty Years with H. S. Rogers," column in the *Colorado Springs Telegraph* and the "Early Days" column in the *Gazette* which he conducted up to the time of his death.

TIPS TO AD MANAGERS

N. W. Ayer & Sons, 308 Chestnut street, Philadelphia. Handling account of the C. D. Tuska Company, Hartford, manufacturers radio receiving sets.

George Batten Company, McCormick Building, Chicago. Placing account of the Green & Green Company, Dayton, manufacturers of biscuits, including "Edgemont Butter Crackers."

Chambers Advertising Agency, 619 Stark Bldg., Louisville, Ky. The account of the Louisville & Nashville Railway, Louisville, Ky., formerly handled in part by the Dudley Walker Advertising Agency, Chicago, will be placed entirely by this agency. Contracts are now being distributed to a general list of newspapers.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Now handling account of the Maytag Company, Newton, Iowa.

Critchfield & Company, Brooks Building, Philadelphia. Will handle account of the King Ventilating Company, Owatonna, Minn., manufacturers of King aerators and ventilating systems.

George L. Dyer Company, 42 Broadway, New York. Has secured the account of Best Foods, Inc., New York. Now handling the accounts of the Aeolian Company, New York City; American Druggists Syndicate, Long Island City, N. Y.; DePinna, New York City; Haynes-Griffin Radio Service, Inc., New York City; Macoustic Engineering Co., Cleveland; Melodee Music Roll Company, New York; Pyrene Mig. Co., Newark, N. J. and John B. Stetson Company, Philadelphia.

Evers, Watrous & Company, 360 North Michigan avenue, Chicago. Placing account of the Northfield Company, Sheboygan, Wis., manufacturers of living room furniture.

Gorman Company, Inc., 49 West 45th street, New York. Placing account of the Mennen Company, Newark, N. J.

W. S. Hill Company, 323 4th avenue, Pittsburgh. Placing account of the Hall China Company, East Liverpool.

H. W. Kastor & Sons Company, 14 E. Jackson boulevard, Chicago. Contracts are being sent out on the Dr. LeGear Medicine Company, St. Louis, Mo.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore St., Milwaukee, Wis. Several middle west newspapers are to be tried out on a campaign on the Eline Company (costco), Milwaukee, Wis. The retro sections of papers in the north and northwest are to be used on another campaign for the Eagle Knitting Company, Milwaukee, Wis.

Thomas F. Logan, Inc., 332 S. Michigan avenue, Chicago, Ill. It is expected that the account of the Edison Electric Appliance Company will be placed shortly.

Lord & Thomas, 400 N. Michigan avenue, Chicago. Continuing the issuance, of contracts on the Pepsodent Company, Chicago, to a general list of newspapers. The account of the Quaker Oats Company, Chicago, is being handled in the same manner. The Los Angeles office is preparing a list of newspapers in medium sized towns in scattered territory to be used on the California Prune & Apricot Growers Association, San Jose, Calif.

F. W. Miller Advertising Company, 230 So. Clark St., Chicago, Ill. A general list of newspapers is being prepared on Rosenwald & Weil, Chicago clothes.

Olson & Enziner, Inc., 228 Third street, Milwaukee. Now handling account of the Gemoc Manufacturing Company, Milwaukee.

Potts-Turnbull Advertising Company, 6 N. Michigan avenue. A three insertion schedule on the Portland Cement Association, Chicago, is being distributed to a list of newspapers generally. The Kansas City office is issuing contracts on the Sun-Ray Products Company, Kansas City, Mo., to a general list also.

William H. Rankin Company, 180 N. Wabash avenue, Chicago, Ill. A newspaper campaign is being contemplated on the Banff Laboratories (Bobbit). Mr. McInnes at the Banff Laboratories will direct the campaign.

J. A. Snyder Company, 220 S. State street, Chicago, Ill. Newspapers in a number of large cities are receiving schedules on Better Homes & Garden, Meredith Publication.

Charles H. Touzalin Agency, 7 South Dearborn street, Chicago. Placing account of the Grant Auto Appliance Company, Chicago, manufacturers surety pedal pads for all cars.

Francis M. Waters Advertising Agency, 288 Main street, Springfield. Has secured the account of the Duckworth Chain and Manufacturing Company, Springfield.

Your Indiana Market

35,910 Square Miles
2,930,544 People

54 cities of 5,000 or more
31 cities of 10,000 or more
12 cities of 25,000 or more
6 cities of 50,000 or more
1 city of over 300,000

The best railroad facilities in the United States.

The best interurban traction facilities in the United States.

Its farm crops are worth over \$497,000,000, with the value of all farm property mounting to over \$3,042,000,000.

The value of manufactured products in Indiana is over \$1,898,000,000.

Only 5.1% of its 2,930,390 people are foreign born.

Indiana is thorbred American.

Indiana is an attractive and productive territory for every national advertiser.

Everything is here for the National Advertiser's success — people, money, stores and transportation.

These daily newspapers have a local home influence in Indiana and are the ones in which to tell your message to Indiana people.

	Circulation	Rate for 5,000 lines
†Decatur Democrat	(E) 3,106	.025
*Evansville Courier and Journal... (M) 27,839	39,069	.09
(E) 11,230		
*Evansville Courier and Journal	(S) 32,840	.08
*Fort Wayne Journal-Gazette	(M) 31,502	.07
*Fort Wayne Journal-Gazette	(S) 34,520	.07
*Fort Wayne News-Sentinel.....	(E) 41,938	.09
*Gary Evening Post-Tribune	(E) 14,196	.055
Hammond Times	(E) 15,436	.05
*Huntington Press.....	(M&S) 3,797	.025
*Indianapolis News	(E) 128,400	.25
(M) 7,605		
*Lafayette Journal & Courier.....	(E) 12,900	.06
†††La Porte Herald-Argus	(E) 6,000	.025
*Newcastle Courier	(E) 6,000	.025
(M) 10,138		
*South Bend News-Times.....	(E) 12,902	.06
*South Bend News-Times	(S) 21,293	.06
†South Bend Tribune.....	(S) 19,388	.06
***Terre Haute Tribune	(E&S) 23,608	.06

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

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

†††Government Statement, April 1, 1924.

PERRY BUYS CONTROL OF PENSACOLA NEWS

New Company Being Formed to Manage Both News and Journal, Now Perry Properties—Hayes Is Editor

John H. Perry, publisher and owner of the *Pensacola* (Fla.) *Journal* and other newspapers, this week purchased a controlling interest in the *Pensacola* (Fla.) *News* from Percy S. Hayes.



JOHN H. PERRY

A new publishing company to manage both newspapers is being formed to be known as the Pensacola News-Journal Company. Mr. Perry will be president of this company, with John P. Stokes, vice-president; Percy S. Hayes, general manager and treasurer; and E. A. Kettel, secretary.

Hayes will be editor of both newspapers and Dudley Barrow, business manager. The *Journal* is a morning newspaper and the *News* evening. There are no other daily newspapers in Pensacola.

In addition to the two Pensacola dailies, Mr. Perry also owns the *Reading* (Pa.) *Times* and the *Jacksonville* (Fla.) *Journal*. He is president of the American Press Association and the Publishers' Autocaster Service, New York.

FORM "OL' TIMERS' CLUB"

Forty Six Cleveland Plain Dealer Employees and Executives Organize

"The Ol' Timers' Club" has been organized by the employees of the Cleveland Plain Dealer composed of men and women who have seen 20 years or more of continuous service on the paper. They will dine at the Hotel Hollenden the evening of Nov. 25, when the club organization will be completed with the election of officers. A half hour of entertainment will be afforded by W. R. Rose, associate editor, and W. G. Vorpe, Sunday and feature editor. Mr. Rose is dean of the editorial staff.

Two women are on the club list. They are Miss Martha L. Dickinson, assistant treasurer, and Mrs. T. Neff of the business office.

Frank E. Hoffman, Louis Rasch, W. S. Wanner, and F. W. McKearney of the composing room, and George R. Agate, treasurer of the Plain Dealer Publishing Company, are all tied for long service, all of them having served the paper for 39 years.

V. C. Post, who is president of the Plain Dealer Mutual Benefit Association, has served 27 years and "Jack" Mills of the composing room, has been with the paper 36 years.

Elbert H. Baker, president of the company, is serving his 26th year, as is George M. Rogers, general manager, while E. C. Hopwood, editor-in-chief, has served 22 years; Henry P. Edwards, sporting editor, 23 years; and H. D. Ashby, superintendent of employment, 29 years.

Advertising Agency Bankrupt

Steuben Advertising Agency of Leroy, N. Y., filed a voluntary bankruptcy petition in the United States district court at Buffalo, listing liabilities of \$6,427 and assets of \$1,011.

Evening World Changes Type Dress

The *New York Evening World* on Monday this week appeared with an entirely new type dress, Century condensed type replacing Roman bold in headlines throughout the newspaper. The management declared they believed the change improved the general appearance of the paper.

FORESHADOWED EVENTS

- Nov. 16-20—New England Advertising Clubs, annual convention, Hartford, Conn.
- Nov. 17-19—Sigma Delta Chi, journalistic fraternity, national convention, University of Indiana, Bloomington, Ind.
- Nov. 17-19—Association of National Advertisers, annual convention, Ambassador Hotel, Atlantic City, N. J.
- Nov. 18—Sphinx Club, monthly dinner, Waldorf-Astoria Hotel, New York.
- Nov. 19-20—National Forestry Conference, Washington, D. C.
- Nov. 20-22—Michigan University Press Assn., annual fall session, Ann Arbor, Mich.
- Nov. 20-22—Michigan League of Home Dailies, fall session, Ypsilanti, Mich.
- Nov. 20—Pacific Coast and Inter-Mountain Newspaper Executives, second annual meeting, San Francisco.

I. N. S. MOVING BACK TO WORLD BUILDING

Will Occupy Space on 8th and 9th Floors Vacated by A. N. P. A. and Ad Bureau—Change to Occur Shortly

The International News Service this week announced it has planned to move its New York headquarters from the New York Press Club Building, Spruce street, to the eighth and ninth floors of the World Building in offices vacated by the removal uptown of the American Newspaper Publishers' Association and the Advertising Bureau of the A. N. P. A.

Lease of the present offices does not expire until April 1, but it is expected the press association will move to its new quarters before that date. Fifty per cent more floor space will be available.

During the next three or four months, George C. Shor, editor and manager of the I. N. S., said the offices in the World Building will be converted into a "sort of test laboratory," where plans will be

laid for installation of every possible labor saving and error preventing device in press association business. One of the largest wire switch boards ever ordered is now being constructed for the I. N. S. to be set up in its new home, and designs are being drawn up and plans laid for improved methods of copy distribution, copy duplication, and simultaneous delivery of all problems of wire service offices.

The I. N. S. move represents the third in the service's history. From Frankfort and William streets, New York, it moved to the World Building, and from the latter place to the Press Club, returning now to the site of its second home.

No Price Increase in Paris

Paris daily newspapers have decided not to increase their price per copy from 15 to 20 centimes. The move was decided against when provincial newspapers refused to increase their prices accordingly, which would have enabled them to undersell their large Paris competitors. The increase was to have taken place Nov. 1.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

For Sale.

Hoe perfecting press. Sixteen pages of eight columns or twenty pages of seven columns. Four curved pieces and metal furnace. Now printing above 12,000 daily and Sunday. Speed 18,000. Can be seen running on floor. Will sell cheap to make room for larger press. The Meridian Star, Meridian, Mississippi.

For Sale.

Nine Partlow mouth and throat unit heat controls for Intertypes, Linotypes, and Ludlow. Cost new \$110.00. Used three months. Will sell for \$85.00. Address Post Office Box 1131, Lancaster, Pa.

Wanted.

Hoe Chain Drive Matrix Roller. Must be A-1 condition and reasonable. New Method Matrix Co., 233 West 35th Street, New York.

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.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

PORTLAND JOURNAL
Portland, Ore.

We refer you to them for their opinion



MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

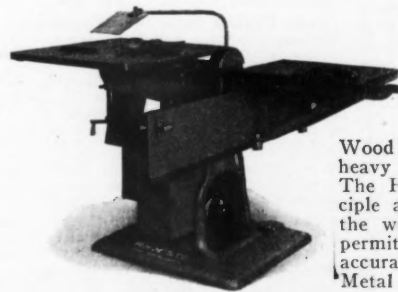
Printers Manufacturing Co.

709-719 Palace Bldg.,

Minneapolis

Minn.

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504 Grand Street, New York City

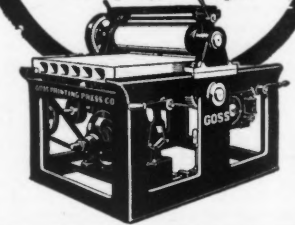
7 So. Dearborn Street, CHICAGO, ILL.

7 Water Street, BOSTON, MASS.

GOSS

STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11 1/4 seconds; dry mats in 22 1/2 seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Copy Writer.
Available at once for live daily paper, city \$30.00 or over. Advertising copy writer, service and promotion man. Wide experience; no novice. Good saleable copy for all lines. Five years in charge big daily service dept. Have been advt. mgr. and dept. store advt. mgr. Reporter and selling experience. Know merchandise. Excellent record. Fast, tireless worker. Capable, efficient, dependable, agreeable. Age 37. Married. Excellent health and habits. Want change and quick action. \$60 or better. Box B-963, Editor & Publisher.

Advertising Manager.
First class display and classified man seeks change. Salary, sixty-five; now earning more. Box B-970, Editor & Publisher.

Advertising Salesman.
Now member of Metropolitan staff. 10 years' experience. Competent on layouts and developing accounts. Family man. Desires connection with paper in mid-western city of 30,000 to 50,000 population. Available December 1st. Address B-972, Editor & Publisher.

All-Around Desk Man.
Thoroughly trained editorial department man; experienced on news, telegraph and city desk and as head of universal desk; rapid and accurate; considered a "make up" editor. Thirty-four, married and temperate. Address B-975, Editor & Publisher.

Artist.
Diligent young woman with a painstaking pen wants advertising work; nominal salary or fee. Zola Vogel, National Academy of Design, New York.

Circulation Manager.
Open on two weeks' notice to any financially sound newspaper, 3 years on metropolitan dailies, eight years circulation manager of three smaller dailies, now employed as circulation manager. Anything 10,000 circulation up. Age 29, married. Box B-977, Editor & Publisher.

Circulation Man
wishes position as circulation manager with newspaper under forty thousand circulation, or as city or country circulator with newspaper under eighty thousand circulation. Experienced on morning, evening, Sunday and combination papers. Familiar with promotion, contest work, etc. Best of references. Address B-974, Editor & Publisher.

Circulation and Promotion Manager.
Will promote and maintain staple circulation of all classifications at a moderate cost. Economist, keen executive. Salary \$5,200. Contract after 3 months' employment. B-958, Editor & Publisher.

Classified Advertising Salesman.
Desires connection with live paper where there is opportunity of advancement. Six years' experience in all phases of classified department on one of the largest Classified Mediums in the Southwest. Age 32, married, conscientious worker and proven producer. Can furnish A-1 references. Prefer location in Middle West or South West. Available immediately. Box B-966, Editor & Publisher.

Situations Wanted

Deskman.
Last three years in Boston. Rapid, accurate, dependable editorial assistant, aged 31, best references. Wants desk job on high-grade daily. Size of city immaterial. Available when needed. Address B-976, Editor & Publisher.

Editorial Writer,
with foundation of wide news training, would like change from present association with large and highly reputable publishers. Executive. Competent to direct. Address Box B-973, Editor & Publisher.

Editor.
Position wanted as Editor of Editorial Page or Managing Editor on big Republican Daily, for a man who is undoubtedly one of the best newspaper men I have ever known. Twenty years' experience, well informed politically; unusually capable, brilliant writer of editorials, paragraphs and verse, who has increased the circulation and built up a strong editorial page on every paper he has been associated with. Available on or possibly before January 1st, 1925. For details, reply at once, in confidence, to Box No. B-962, Editor & Publisher.

Editor and Magazine Director.
Accuracy, Dependability, Results. What usually forecast a man's usefulness are his Past Performances and the endorsement of others who know all about him. Widely known as responsible for the development of the best magazine of its class, and whose experience with every phase of magazine, newspaper and publicity work, together with advertising, the creation of a house organ and of advertising booklets of recognized value is on record, is open to new connections, and seeks one or more clients. As to the requirements noted above, abundant testimony can be offered. If interested, address B-964, Editor & Publisher.

Editor, Reporter.
Good Times Are Here! Have you a vacant seat in the Prosperity Special? Now the election is over newspaper man with 14 years' experience in general reporting and editing wishes position on evening daily. Can cover run from sports and police to churches, city hall, and conventions. Also help on desk. College graduate, varsity letter man. 32nd degree Mason. Married. Best references. Write to Box B-969, Editor & Publisher.

General or Business Manager.
Who has proven ability and long practical experience in direction of provincial and metropolitan newspaper making is immediately available for permanent connection in similar capacity. Eastern territory preferred, but will consider other locations. Will entertain straight salary, salary-bonus, working profit-sharing interest or option-to-purchase propositions. Confidential correspondence invited. Address H. H. Knickerbocker, formerly business manager New York Globe, care of Editor & Publisher.

Telegraph Editor, Editorial Writer.
Good personality, well educated and trained, seeks opening; Middle West preferred. Best references. Address B-968, Edson, care Editor & Publisher.

Young Newspaperman
wants job as editor or reporter; steady, aggressive, experienced. Available Jan. 10. Write Box B-967, Editor & Publisher.

BUSINESS OPPORTUNITIES

Newspapers Wanted.
Newspaper Publisher of years' experience wants to buy New England daily in good live city or would consider buying a substantial or controlling interest if proposition is right—ample capital. Address in strictest confidence for interview. Box B-950, Editor & Publisher.

CIRCULATION BUILDERS

100% Circulation Increase
for Daily Times, Kingsport, Tenn. Our campaign will give you the circulation you have longed for and we guarantee you satisfactory results. Make arrangements now for a campaign during the dull months of Jan. and Feb. Indiana Circulation and Advertising Co., Toney E. Flack, Shelbyville, Ind.

HELP WANTED

Desk Man.
Evening newspaper near New York needs desk man, 35 to 40, to develop into city editor. B-971, Editor & Publisher.

Display Advertising Solicitors.
\$50.00, \$75.00 and \$100.00 per week; Mechanical Retoucher, \$100.00; Assistant Mechanical Retoucher, \$50.00; Plant Foreman; Artist capable of writing copy, \$75.00; other positions. Publishers' Placement Service, 401-403 Seitz Bldg., Syracuse, N. Y.

High Grade Newspaper Man.
Important manufacturer of newspaper production equipment wants a live go-getter for special sales work with larger newspapers. Neither direct sales nor production experience necessary, although either advantageous. Successful experience in reporting, soliciting advertising, or business management excellent preparation and indicates right qualifications for success. Must be a worker, travel considerably, be able to obtain attention of right men, meet them on the right basis and move them to action. Prefer man under 35 but will stretch this if qualifications right. Work important and compensation proportionate—better than in newspaper business. Good future assured to right man, who will find this work exceptionally interesting and worth while. Give age, education and particulars of experience in detail, also photo. Address B-978, Editor & Publisher.

Managing Editor.
For leading newspaper syndicate established several years ago supplying features to 500 papers. We would like to get a young man with considerable experience on big newspapers who understands features, who has ideas for their development and who is congenial and a good manager of an editorial office. B-965, Editor & Publisher.

Wanted
for permanent traveling position. Man with circulation experience for verifying work. Single man over 30 preferred. Address stating experience, Box B-942, Editor & Publisher.

Feature or Syndicate Man
to sell large and small dailies radio promotion feature. Commissions very large to capable man for this and other work later. Permanent connection. Write qualifications to Box B-979, Editor & Publisher.

RAISING \$12,000 B. B. BUDGET

Seattle Ad Club Active in Promoting "Truth in Advertising"

For the purpose of raising a \$12,000 budget to carry on the work of the Seattle Better Business Bureau, the Seattle Advertising Club has been divided into 6 teams, each representing one of the colleges in the Pacific Coast Intercollegiate Football conference.

Since its foundation in 1921, the Seattle Better Business Bureau has handled 1,555 cases of fraudulent or misleading publicity and stock selling investigations. Of these, only 42 have required prosecution at law for settlement, and of these 42 cases, only 3 have been lost.

Among the outstanding achievements of the Seattle Bureau have been the passage of city ordinances defining the legality of certain merchandizing practices. These include the "seconds" ordinance, requiring every merchant advertising goods that are in any way defective, second hand, or not of first quality, so to designate them in his advertising.

Garges Recovers from Illness

Milton Garges, chief of the traffic department of the Associated Press, who has been confined to his home during the past 10 days with an attack of acute gastritis, was able to resume work this week at New York headquarters.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WEEKLY NEWSPAPER
PAYING OVER 16% and \$2,000 SALARY can be bought for \$5,800—part deferred. Owner has opportunity to purchase job printing plant, which he prefers. Outlying towns swell advertising volume; job printing from two important educational institutions. Equipment includes Linotype, Miehle cylinder (recently installed) and two Gordons. Our No. 6830.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

HERALD TRIBUNE ADDS NEW PRESS UNITS

Four of 12 New Scott Sections Installed—Entire Battery Will Increase Printing Facilities 75 Per Cent

Installation of the first of four 12 Scott units for the *New York Herald Tribune* pressroom commenced this week, and, according to Howard Davis, business manager, will be ready to run as an octuple press by Nov. 20.

When the entire battery of 12 units is installed, the present capacity of the Herald Tribune will be increased more than 75 per cent. The other units are to be brought in and set up at the rate of four a week. They will be arranged to operate as four sextuples or three octuples.

The newspaper now has four octuple presses, and with addition of the new equipment its pressroom will have a capacity of 252,000 32-page newspapers an hour or 324,000 24-page papers an hour all folded and delivered to the mail room.

At present the Herald Tribune is supplementing its own pressroom facilities by using its presses in the plant of the *New York Sun*. This practice will be discontinued when installation of the Scott machines is completed, Davis said.

Last week the 10 cylinder Hoe color press, property of the old New York Herald, was moved from 280 Broadway and installed in the Herald Tribune's press room, and the Herald Tribune on Nov. 9, printed its 8-page comic section all in four colors, for the first time. Formerly it had been printing only the first and last pages in four colors, the inside pages in two.

"Tangled Comic" Contest Launched

The *St. Louis Post-Dispatch* is conducting a "tangled comic" contest as a comic section feature of the Sunday paper, which will continue through 12 weeks. Captions, characters and scenes are disarranged as if the artist had torn the completed pictures into scraps and re-assembled the scraps without regard for the original drawings. The artist does not always spell correctly, and contestants must spell correctly the misspelled words. Cash prizes are awarded readers who rearrange the Tangled Comics, 331 prizes totalling \$1100 will be awarded each week, and four grand prizes totalling \$1800 after the solutions of the twelfth problem have been received.

"MONEY MAGNETS"

THAT'S another name for Business Opportunities advertisements. If you need capital a "Money Magnet" will locate it for you. It will attract the men with capital to your proposition.

Put it over with a "Money Magnet"

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

STRAIGHT pull ahead now for holiday clean-up!

This is the great spending season of the American people.



Every retail business is a prospect.

Solicit! Go in person and write letters.

Put routine matters aside and center your efforts on the main chance!

WHEN the first snows come, there will be a big demand for sleds and for snow shovels. Usually the hardware dealers only have enough in stock to supply half the demand. One hardware store in your town can reap a harvest now by offering sleds and shovels in advance at a slightly lower price. Newspaper advertising will help put this over, and when snow does come, people will at once think of the store that advertised early in the year and the store will again cash in on its advertising. Get these extra dollars now!—R. John Gibler, St. Louis, Mo.

An Ontario paper recently ran a full page of advertisements with the heading "Are You a Slave to Old-fashioned Methods?" Under this were the advertisements for gas and electric ranges, washing machines, wet wash, kitchen cabinets, modern furnaces, etc.—V. G. Dawson, Halifax.

In view of the fact that National Missions Week will be held Nov. 23-30 under the auspices of the Board of National Missions of the Presbyterian Church in the U. S. A., advertisements may be secured from the churches interested in this event.—C. M. Litteljohn, Washington, D. C.

In a two column box, under the head "Patronize—Amusements," an upstate paper each day carries the names of 20 persons. Each person whose name appears in the box may, by presenting a copy of the paper at a designated theatre box office, obtain two tickets for that day's performance free. It's a great stunt for circulation, and theatre managers who donate the tickets think well of it too.—R. C. Bolton, Jr., Jamaica Queens County News.

The Lowell (Mass.) Courier-Citizen and Evening Leader got a whole page of ads from florists of the city and surrounding towns in a tie-up on "A Winter Garden in Your Home." A member of the staff wrote some "flowery" paragraphs about the possibilities of growing things in one's home in the winter and the idea appealed to the florists strongly.—Charles E. Gallagher.

Give your Radio Readers "Listening in on the United States" by Robert D. Heint Washington D.C.
REG. U. S. PAT. OFFICE

"Professional Directories," made up of large business cards of doctors, dentists, surgeons, lawyers and engineers, are carried in newspaper advertising columns in a great many foreign countries. No extravagant claims are made by these professional men, but a dignified card which gives the hours of consultation is tantamount to the hanging out of a shingle. Some of these ads are very prominent, being two columns wide and several inches deep. These professional men advertise in all the countries of the American Continent, save the United States, where it is thought improper by a large number of professional men. This prejudice will be overcome by experience some day, when there is demonstrated to the professional man the value of a business card insertion in the daily press.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

BANKS seem to be able to furnish an unusual story whenever there is need for something out of the ordinary. What do banks keep, besides money. In one bank, women are allowed to "park" their furs until needed in winter. A special room kept at zero temperature by ammonia gas guards coats and scarfs and evening gowns. Another bank maintains a travel bureau to help figure out vacation trips. Teller windows three feet from the floor are provided to conveniently care for children depositors in some places. Banks are becoming to be more than mere storehouses of money and their functions can be written up into a highly informative account.—A. C. Regli, Eau Claire, Wis.

What sort of books are more popular with the patrons of the public library in the winter time than they are in the summer? Do local people read more serious books in the winter time than they do in the summer? It would make a very interesting story to go to the public library and obtain some information regarding summer and winter reading tastes and to then incorporate this information in a striking story.—Frank H. Williams, Santa Ana, Cal.

Thomas W. Briggs Company Memphis, Tenn. Originators of the Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

After the ice is broken by advertising men, the business office will find that any number of professional men will come in for space.—C. M. Litteljohn, Washington, D. C.

The Richmond (Va.) News Leader, publishes each week a page entitled "Weekly Review of Richmond Industries." It occupies a full page and consists of advertisements of firms representing every industry, together with a write up of one or two of the concerns represented in the ads. The advertisements are brief, consisting usually of the firm name and address, the line handled, a slogan or probably an apt sales appeal expressed in a single sentence. A recent page carried 74 advertisements and two write ups. Figured on this basis, the page should be good for a nine month's run.—Frank G. Davis, Harrisonburg, Va.

Interest poultry dealers a few weeks before Thanksgiving in a plan to give those who get in their orders by a certain date the opportunity to guess the weight of the heaviest and lightest bird marketed, offering prizes for the best guesses. Dealers will then be better able to meet the demand made upon them for Thanksgiving poultry.—Chas. H. Cowles, Poteau, Okla.

Monday afternoon papers would find it to their advantage to run sidelights on Saturday afternoon football games. The Sunday papers carry the main stories, the running accounts, and play-by-play stuff, and the Monday paper can clean up by picking the most thrilling plays,

All-Star Features
Comics Magazine Pages Editorials Special Articles Fiction
Send now for THE GREEN CATALOG of KING FEATURES SYNDICATE, INC.
M. Koenigsberg, President NEW YORK CITY

Here's Ours
FRANCHISE
OAR A OAT
P T A T O U C
C N A P U
MONUMENTS
T R A N E
F P A R S E H
E G O A L O O
B A L A N C I N G
6 Days a Week. 2 col. Puzzle, 1 col. Solution. Complete Mat THE MCLURE NEWSPAPER SYNDICATE 373 Fourth Ave., New York City

the activities of the cheer-leaders, the colorful scenes, and stray human interest stories.—W. C. Stouffer, Roanoke (Va.) World-News.

A column is being run daily in the Los Angeles Times in which is itemized the principal criminal activities of the last 24 hours. The column is headed by a clock the numerals on which are covered over the sketches of various typical criminal episodes. Beneath this is a reading notice which states that:

"Following are the reports of the principal criminal activities in the city of Los Angeles for the 24 hours ending at 4 p. m. yesterday. In each case the name given is that of the victim."

The crimes committed are then classified.—H. J. Ashe, Long Beach, Cal.

Freezing weather will soon be here. Is your local fire department going to flood some vacant lot for skating parties? Is the country club going to have a rink? Is there an indoor rink to open in your town?—P. S., New York.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS World Building New York

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

NEA NEA SERVICE INC. 1700 W. 3RD STREET CLEVELAND, OHIO
The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
Write for samples and rates

186,140 HOMES

Newly Equipped With Electricity

PENNSYLVANIA leads all other states in the increase, during 1923, of residential customers, now being served by electric light and power companies. 186,140 PENNSYLVANIA homes have been added to the already large number of electricity users in PENNSYLVANIA.

What Does This Mean to You Mr. National Advertiser?

It means that PENNSYLVANIA people are enjoying increased prosperity.

It means that PENNSYLVANIA people have enough money to buy, not only the necessities of daily life, but also the luxuries which add to their general comfort.

It means that in PENNSYLVANIA, a new and large market has been opened for all merchandise that pertains not only to the improvement and beautifying of the homes, but also to the general comfort and betterment of living conditions.

PENNSYLVANIA people are home-

loving people. Home-loving people are community loving people and community loving people are staunch and devout believers and readers of their local newspapers. These newspapers mean much in their daily lives—not only as a link with the outside world—but also as a wise and trustworthy guide in the spending of their money.

These listed PENNSYLVANIA newspapers reach all PENNSYLVANIA homes.

	Circulation	2,500 lines	10,000 lines
*Allentown Call(M)	29,446	.10	.10
*Allentown Call(S)	19,425	.10	.10
††Beaver Falls Tribune(E)	5,702	.025	.025
†Bloomsburg Press(M)	7,189	.029	.029
†Carbondale Leader(E)	5,664	.025	.025
*Chester Times(E)	15,507	.055	.055
†Coatesville Record(E)	6,529	.035	.03
***Connellsville Courier(E)	6,302	.02	.02
*Easton Express(E)	2,437	.07	.07
††Easton Free Press(E)	12,711	.05	.05
*Erie Times(E)	26,258	.08	.08
*Harrisburg Telegraph(E)	40,487	.095	.095
***Oil City Derrick(M)	6,765	.035	.035
*Pottsville Republican and Morning Paper(E&M)	16,284	.08	.07
*Scranton Times(E)	41,414	.12	.11
***Sharon Herald(E)	6,287	.0285	.0285
*Sunbury Daily Item(E)	4,564	.025	.021
***Warren Times-Mirror(E&M)	9,090	.036	.036
†Washington Observer and Reporter(M&E)	17,358	.06	.06
†West Chester Local News.....(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader(E)	23,775	.08	.05
*Williamsport Sun(E)	19,766	.07	.07
†York Dispatch(E)	18,527	.05	.05
††York Gazette and Daily(M)	17,435	.05	.05

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

RADIO

THE SATURDAY RADIO SECTION OF THE SUN is recognized as the Radio fan's favorite paper because in its columns first appear the latest news of the radio world and the latest developments of interest to manufacturers and dealers as well as to radio readers generally.

Among the outstanding features of The Sun Radio Section each Saturday are:

A complete program for the following week of forty leading broadcasting stations;

Three or more authoritative articles describing the construction of efficient radio receiving sets;

Radio Data Sheets presenting in concise form the latest information concerning all phases of radio, arranged and indexed for ready filing;

A "question and answer" service open to every reader. Queries are answered both by mail and through the columns of The Sun Radio Section;

"What Are the Air Waves Saying?" the first radio "column" ever established, presenting entertainingly comments on radio news and criticisms of radio programs and progress.

THE best radio writers and radio engineers prepare material for The Sun, and this text matter, aided by accurate and complete drawings and illustrations, gives readers of The Sun Radio Section the finest radio stories and articles published in any newspaper anywhere.

That advertisers appreciate its worth is evidenced by the fact that The Sun publishes far more radio advertising than any other New York newspaper—nearly as much as all the others combined.

There is only one BEST—THE SUN Radio is it.

The  **Sun**

280 BROADWAY

NEW YORK



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