

OHIO STATE UNIVERSITY

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THIS ISSUE:—DIRECTORY OF SYNDICATE FEATURES



EDITOR & PUBLISHER



1884 The Oldest Publishers and Advertisers' Journal in America 1924

SUITE 1117 WORLD BUILDING, NEW YORK

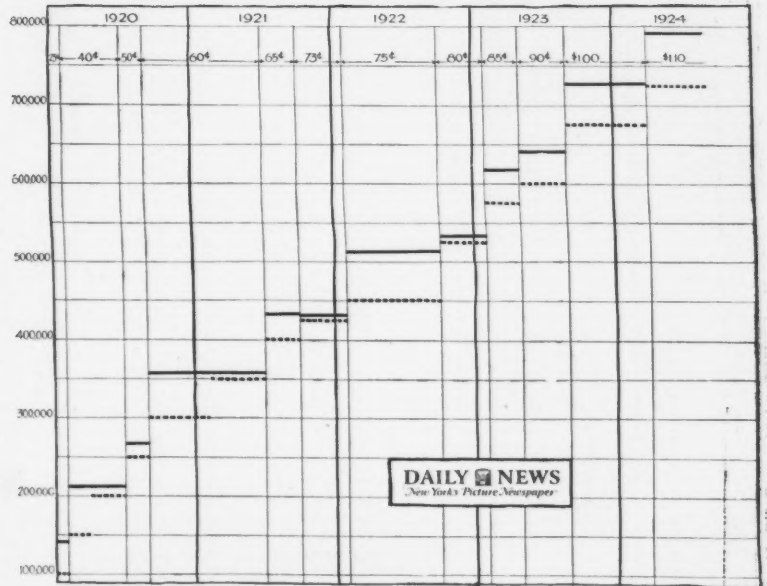
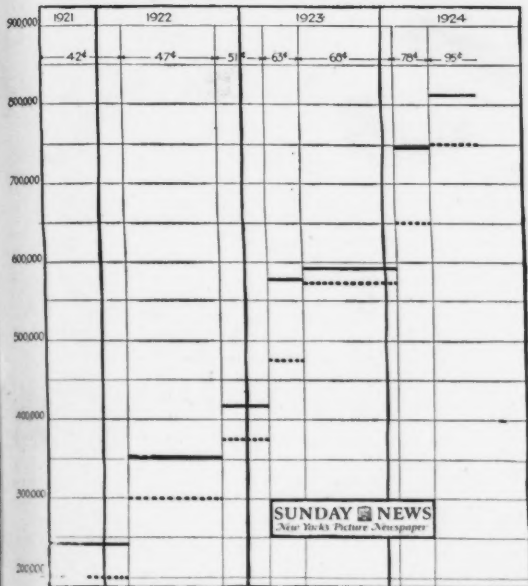
Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 22

NEW YORK, OCTOBER 25, 1924

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

10c Per Copy



PROMISES and Performance

IN the charts above, the broken lines represent the circulations upon which our advertising rates have been based—for the last four years of the Daily News and the last three of the Sunday News.

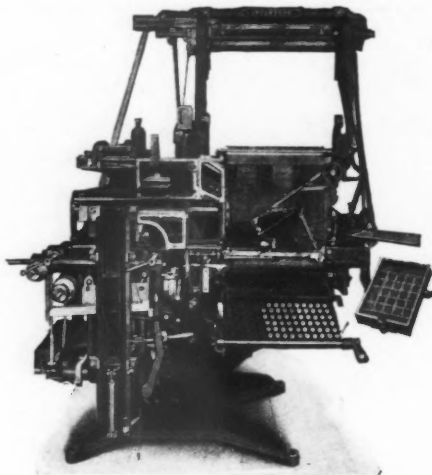
The SOLID lines represent the circulations actually delivered for the periods of the various rate cards.

The gap between the two lines represents *plus performance*—added advertising value which the advertiser was never asked to pay for—added value which has made both papers the greatest advertising buy in New York.

Do you know of any other medium which has equalled this performance?

25 Park Place, NEW YORK
7 South Dearborn St., CHICAGO

THE  NEWS
New York's Picture Newspaper



Standardized Intertype Basic Unit

Buy For YOUR Profit

The picture shows a Standardized Intertype Basic Unit—ready to be completed with just the equipment YOU need for most profitable operation.

You buy only what you need NOW: Minimum investment. Later—when you can use them PROFITABLY—you can add other equipment units.

You can start with a one-magazine machine—and later have a three-magazine machine with power-keyboard side unit carrying three side magazines.

Whatever equipment you buy, you can be sure of MINIMUM UPKEEP. As one Intertype user put it, "Parts which do not exist cannot wear out."

And MAXIMUM OUTPUT—fast assembling, trouble-free distribution — resulting from profitable Intertype improvements.

Write for Intertype literature or wire collect if you'd like to talk with the Intertype man who covers your neighborhood.

INTERTYPE CORPORATION, 50 Court Street, Brooklyn, N. Y. Branch Offices: Rand-McNally Building, Chicago; 77 McCall Street, Memphis; 560 Howard Street, San Francisco. Sales Offices: 49 Federal Street, Boston; 1240 South Main Street, Los Angeles. Canadian Agents: Toronto Type Foundry Company, Ltd., Toronto. British Branch: Intertype Limited, 15 Britannia Street, King's Cross, London, W. C. 1.

INTERTYPE

Even the Car Cleaners Have The Sunpapers Delivered by Carrier

- ☐ At the end of the run, when the car cleaners get busy with mops and brooms—
- ☐ Out come the newspapers left on or under the seats of the empty cars.
- ☐ In Baltimore, the Sunpapers are conspicuous by their absence from this clean-up. The car cleaners, like all good Baltimoreans, have the Sunpapers delivered to their homes. They know they cannot depend on finding one left in a car.
- ☐ Sunpapers are left at the home to be read by the family—not left in the cars to be fed to a baling press.
- ☐ The exclusive carriers who deliver the Sunpapers—morning, evening and Sunday—operate with a devotion to duty which would do credit to any organization.
- ☐ The letter-carrier makes his rounds no more faithfully than the Sun Carrier—nor does he stop at nearly so many doors.

September Average Net Paid Circulation

Daily (M. & E.) . . . 244,599

Sunday 178,526

A Gain of 5,019 Daily and 2,453 Sunday over September, 1923

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE
MORNING



EVENING

SUN
SUNDAY

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

Holiday Buying in Philadelphia

Philadelphians will have plenty of spending money for holiday buying of all kinds.

Where they spend it and what they spend it for is largely a matter of who influences them in favor of his goods.

The right kind of advertising started now and continued regularly will help any manufacturer who seeks sales for his merchandise in this market.

Automobiles, household equipment, electrical appliances, radio outfits, toilet articles, candies can be brought to the front in point of sales.

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.



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EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57

NEW YORK, OCTOBER 25, 1924

No. 22

Chicago Tribune Defies Associated Press Rule to Radio Election Returns

Remarkable Announcement Made to Public—United Press Announces Radio Election Service—Bickel Declares Era of Radio Cannot Be Denied or Resisted—I. N. S. Watches Developments.

CHARGING the Associated Press with having the "aspect of monopolistic control," the *Chicago Tribune* this week publicly suggested the possibility of a legal battle, even to the highest court in the land, over the question of radio dissemination of news.

"Monopoly" was specifically mentioned by the Tribune in regard to the organization's ruling against broadcasting the A. P. election returns next month. Cook county returns, gathered by the Tribune's own reporters, are barred from the air by the A. P. by-laws.

"The Tribune will test the validity of this rule," the newspaper stated.

"This newspaper proposes to consult lawyers and seek a ruling in the courts—even to the highest court—on the question of the rights of a news-gathering organization to monopolize news and prevent its dissemination by means of radio."

The Associated Press took the Tribune announcement calmly, and flatly refused to discuss the issue for publication. Frederick Roy Martin, general manager, declined to answer any questions.

At least one out-of-town, non-member, daily newspaper, it was learned, sought Martin's official attitude without avail.

The by-laws of the Associated Press, which provides that the A. P. report be guarded from opposition use, were signed and subscribed to by all association members, including, of course, the *Chicago Tribune*.

"How," is a question asked by A. P. executives, "can any member carry a matter such as this case to the courts, when that member has signed and agreed to abide by the A. P. by-laws?"

The Tribune can deliberately break the rule, broadcast the returns and await action of the A. P. board of directors, and the membership.

The board of directors can do one of three things: fine the Tribune, suspend it from membership, or take the first steps toward its actual expulsion.

When a member is presented for expulsion by the board of directors, he may, in the wording of the by-laws, "be expelled by the affirmative vote of a majority of all the votes cast on the question."

If the Tribune should be suspended, it might seek a court order enjoining the A. P. from thus interfering with its rights as a member.

The next regular board meeting is not scheduled until January 28, but a special meeting might be called, according to rule, by President Frank B. Noyes, *Washington Star*, or any three directors on five days' notice.

"You are requested to co-operate in enforcement of the established rules governing the display of bulletins and preventing utilization for radio broadcasting, of Associated Press' returns from your territory to which the Associated Press exclusively is entitled," the A. P. notice, made public by the Tribune, stated.

ASSOCIATED PRESS RULES

Following are Associated Press laws in regard to control of news:—
"A member shall publish the news of The Associated Press only in the newspaper, the language, and the place specified in his certificate of membership and he shall not permit any other use to be made of the news furnished by the Corporation to him or to the newspaper which he represents." (Section 5, Article VII)

By resolution of the Executive Committee on July 25, 1917, members were directed to keep the following notice standing in their papers, the second sentence to be published at the option of members:

"The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it or not otherwise credited in this paper and also the local news published herein.

"All rights of republication of special dispatches herein are also reserved."

A notice sent out on Feb. 20, 1922, stated:

"It has escaped the attention of a few members that the broadcasting of news by wireless telephone and telegraph makes it possible for those to receive it who are not entitled to do so.

"The board of directors instructs me to remind you that the report of the Associated Press is delivered to members solely for publication in their newspapers and that members shall not permit any other use to be made of it. Members are bound to supply their local news exclusively to the Associated Press and its members."

"By this notice the Associated Press seeks to prevent the radio dissemination of news by member newspapers—in this case the results of the national election—into the homes of the people," the Tribune replied.

"The issue is regarded as in effect a clash between the old and the new. The ruling seems not to take into account the new element in modern life which has enabled leaders in politics and other lines of activity to speak direct to millions during the present campaign. It would forbid the broadcasting of any Cook county election results by the Tribune for example, no matter if gathered by the paper's own reporters.

"This rule appears to take on the aspect of monopolistic control. It is of no direct advantage to the Tribune to circulate important news by radio on the night before its morning issue appears with the identical news. Perhaps it would seem more canny to preserve in darkness the news that Coolidge has been elected or that there is a deadlock over the presidency until it could be revealed to the interested public at the news stands on the morning after.

"But this is the era of radio. Like other papers, the Tribune, recognizing this fact, has established a broadcasting bureau—at considerable expense and with no tangible compensatory returns. The people have installed radios in their homes; they listen to public addresses; they want and expect the quick announcement of election results. Accordingly, before yielding to the ruling of the Associated Press, this newspaper proposes to consult lawyers and seek a ruling in the courts—even to the highest court—on the question of the rights of a news-gathering organization to monopolize news and prevent its dissemination by means of radio."

The radio stand of the Associated Press can be gathered by reading the by-laws.

About 15 member newspapers own broadcasting stations. Some of these newspapers purchase news service from other press associations to be broadcast, and A. P. does not interfere. The broadcasting of news originating in the newspapers' territory, and thereby belonging exclusively to the A. P., under the terms of the by-laws, is the chief A. P. objection.

At the recent meeting of the A. P. board of directors, the *Boston Herald* and the *Chicago Daily News* were fined for broadcasting news regarding the round the world flyers.

Coincident with the *Chicago Tribune* stand, Karl A. Bickel, president of the United Press Associations, in a statement to EDITOR & PUBLISHER, this week announced that the United Press would broadcast its election returns taking recognition of the fact that the "era of radio" had come. Working in co-operation with a number of United Press clients who have arranged with the A. T. & T. Station WEAFF, United Press newspapers in New York, Boston, Baltimore, Buffalo, Detroit, Rochester, Pittsburgh, Cincinnati, Cleveland, and possibly other points will broadcast election returns, he said.

"The United Press," he declared emphatically, "feels that radio is an important factor in the business of news transmission."

"No one can eliminate radio from the field," Bickel said, "and, being convinced of this the United Press is going to utilize radio in our press association business where we properly can. We regard it now as simply an extension of a newspaper's bulletin board."

"The United Press," Mr. Bickel told EDITOR & PUBLISHER, "has always stood opposed to indiscriminate radioing of United Press news, never consenting to it except under carefully considered conditions."

"National elections, however, are tremendously important. They occur only every four years, and when they occur, the majority of the people of the country look to the newspapers and press associations to supply them with election news immediately and during the course of polling of the vote.

"We feel it is the duty of a press association to meet this demand by permitting its client newspapers on events of great importance to use radio if the newspaper considers their reader demand sufficiently important.

"Consequently, the United Press has decided to act for its clients, and furnish them upon order, the election report for broadcasting purposes.

"The *New York Sun* has taken over station WEAFF for election night. There Graham McNamee, announcer for WEAFF, will read the United Press report and it will be relayed to different stations all over the country. The report will be broadcast simultaneously by the *Boston Post*, the *Baltimore Evening Sun*, the *Detroit News*, the *Buffalo News* and other newspapers.

"The *Pittsburgh Press*, the *Cleveland Press*, the *Cincinnati Post*, and the *Rochester Times Union* will broadcast through their own local stations.

"The United Press feels that radio is a factor in the business of news transmission. Whether we like it or not; whether we feel it is a good or a bad thing, has nothing to do with the fact that it is here.

"And it is not the intention of the United Press to stick its head in a sand bank like the proverbial ostrich, and cry out that it is not here and that it must not be a factor simply because we do not like it or do not see how we can adjust ourselves to it.

"We feel that we must be either 'pro' or 'anti' radio; and we believe that to be against radio is simply an attempt to stand in the path of progress. Everyone knows what happens to people who stand in the path of progress.

"No one can eliminate radio from the field, and being convinced of this, we are going to join with radio and use it if it can be utilized advantageously for our clients' interests in our press association business.

"The telephone was opposed by some as an agency of news transmission, when it first appeared. The United Press accepted it, and hundreds of smaller newspapers were thus furnished for the first time with comprehensive daily news reports by telephone via the U. P. Some of these papers today are among our largest client papers.

"We don't know what the effect of radio will ultimately be, but we do know that we will study it as closely as possible, in order to be in a position to utilize it to the greatest possible advantage for our newspapers. Personally I believe radio will develop into a positive ally of the newspaper and be regarded as a great benefit by publishers."

(Continued on page 8)

A. S. N. E. TO MEET IN WASHINGTON, JAN. 17

Editors Sever Annual Convention from A. N. P. A. and A. P. Gatherings—Members of 7 Important Committees Named

The annual meeting of the American Society of Newspaper Editors will be held in Washington, Jan. 17, 1925, on the occasion of Benjamin Franklin's Birthday, it was decided by the board of directors at its mid-year meeting in Chicago, Oct. 14.



CASPER S. YOST

At the last annual meeting of the Society, which was held at Atlantic City, the opinion of the membership was that Washington be chosen as the permanent meeting place of the Society because most of the editors can profitably combine attendance at the annual meeting with work in connection with their Washington bureaus. It was further thought advisable at this time to hold the annual meeting at some date other than in conjunction with the A. N. P. A. and the A. P.

The program committee is working on an elaborate program for the two days' session and for the dinner, which promises to be the most comprehensive thing yet undertaken by the Society.

At the board meeting Oct. 14, President Yost announced the appointment of the following committees:

ETHICAL STANDARDS: Grove Patterson, *Toledo Blade*, Chairman; G. H. Adams, *Minneapolis Journal*; G. S. Johns, *St. Louis Post Dispatch*; Marc A. Rose, *Buffalo News*; A. H. Vandenberg, *Grand Rapids Herald*.

PROGRAM AND ENTERTAINMENT: C. M. Morrison, *Philadelphia Public Ledger*, Chairman; Robert Bingham, *Louisville Courier Journal*; M. W. Bingay, *Detroit News*; Stuart Perry, *Adrian (Mich.) Telegram*; Stanley Reynolds, *Baltimore Sun*.

SYNDICATES: M. H. Creager, *Milwaukee Journal*, Chairman; C. W. Danziger, *Pittsburg Chronicle-Telegraph*; E. B. Doran, *Dallas News*; G. A. Hough, *New Bedford (Mass.) Standard*; J. J. McAuliffe, *St. Louis Globe Democrat*.

LEGISLATION: J. E. Murphy, *Baltimore Sun*, Chairman; L. C. Humphrey, *Louisville Post*; Harvey Ingham, *Des Moines Tribune*; James M. Thomson, *New Orleans Item*; W. F. Wiley, *Cincinnati Enquirer*.

MEMBERSHIP: Walter M. Harrison, *Oklahoma City Oklahoman*, Chairman; J. W. Greene, *Buffalo Express*; J. W. Maynard, *Newark Item*; Wade Mountfort, *Cincinnati Commercial Tribune*; Chas. F. Lewis, *Pittsburg Sun*.

INTEGRITY OF THE PRESS: Paul Belamy, *Cleveland Plain Dealer*; E. W. Booth, *Grand Rapids Press*; J. M. Patterson, *Chicago Tribune*; Herbert B. Swope, *New York World*; James T. Williams, Jr., *Boston Transcript*.

SOCIETY REPRESENTATIVES ON PULITZER PRIZE JURIES: Public Service—Frank E. Gannett, *Rochester Times-Union*; Editorial—M. S. Sherman, *Springfield Union*; Reporting—H. M. Crist, *Brooklyn Eagle*.

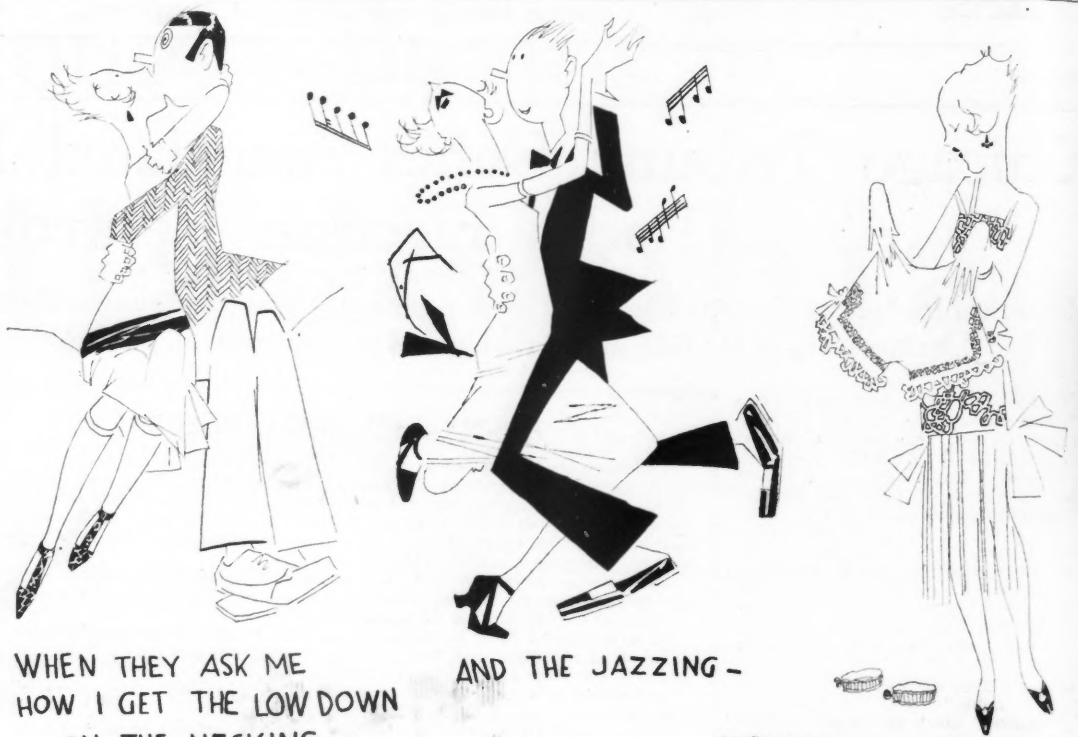
La Porte (Ind.) Dailies Merged

The *La Porte (Ind.) Daily Herald* this week announced its purchase and consolidation of the *La Porte Argus*. The *Argus* suspended publication Saturday, Oct. 18. The consolidated newspaper is known as the *La Porte Herald-Argus*. The executive staff of the *Herald-Argus* remains the same as that of the *Daily Herald*, with Charles A. Beal as editor and business manager, and Ray E. Smith, managing editor. *La Porte* now has but one daily.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By JOHN HELD, JR.



WHEN THEY ASK ME
HOW I GET THE LOW DOWN
ON THE NECKING —

AND THE JAZZING —

AND THE SILLY LITTLE
THINGS THAT "MARGY"
WEARS —

I ALWAYS ANSWER "ITS ALL IN A DAYS WORK"

JOHN HELD, JR., adept at forming thin lines and sharp curves into suave entities, was too busy to tell how and why he does it. Clapping his hands sharply and repeating the clap after ten seconds,



John Held, Jr., and Pup.

he summoned forth from the kitchen Chung Wei, faithful retainer and guardian of gastronomy of the Held establishment. "You tell 'em, Chung," commanded the master of jazz in art. "Write 'em all you think they ought to know about me." Chung did. Here is the interview that came through over his signature: "John Held, Jr., he 36 years.

"John Held, Jr., borned Salt Lake City. "He eat plenty.

"He ride horse all time, same Tex Austin Radio.

"He play polo and break finger. He not play polo no more.

"John Held, Jr., have plenty dogs. He shoot plenty.

"He have farms; one farm 163 acres; plenty work; other farm 50 acres plenty ruffled grouse.

"John Held, Jr., he draw. OH MARGY! for all newspapers. All young people likeem. He work plenty magazines. Every place you see name John Held, Jr.

"Mrs. John Held, Jr., she work blacksmith shop. John Held, Jr., he make pictures. Mrs. make in iron. Oh, plenty work. Get very hungry. I cook plenty chop suey; both eat plenty.

"John Held, Jr., he Constable 'in Town of Weston, Conn.

"Excuse me. That is all.
"CHUNG WEI."

Butler (Pa.) Eagle in New Home

The *Butler (Pa.) Eagle* issued a special New Home Edition, Oct. 17, in honor of the opening of its new building. The new structure has a frontage of 60 feet and a depth of 108 feet. It is constructed of reinforced concrete, steel, Indiana limestone and brick and is fireproof. The building is two stories in height.

Monument for Homer Davenport

After many delays the grave of Homer Davenport, famous cartoonist, who died in 1912, is to be marked with a fitting memorial. A committee at Silverton, Ore., his birthplace, and the town where he is buried, has announced that a contract for the stone has been signed and that it will be in place soon.

"LANCASTRIANS" CELEBRATE N. Y. Advertising Club London Delegates Hold Reunion

The "Lancastrians" of the Advertising Club of New York, to the number of about 100, held a reunion dinner-dance at the club house on Monday evening. Edward Everett Pidgeon, dramatic editor, *New York Journal of Commerce*, was master of ceremonies and toastmaster.

The guests of honor included: Commander W. H. Hossock, Chief Officer C. G. Illingworth, Purser J. M. Ekins, of the "Lancastria," and W. B. Nelson, assistant passenger manager of the Cunard Steamship Company, Ltd., who had done so much to make enjoyable the voyage of the advertising delegates to the International Advertising Convention in London in July.

One-minute reminiscences were indulged in by many of the delegates, a humidor was presented to Capt. Hossock in appreciation of his courtesy and kindness, and Mr. Nelson presented to the Club an enlarged group photograph of the New York delegation taken on upper deck of the "Lancastria" as the ship was passing the imaginary line that separates America from the British Isles and Continental Europe.

The reunion committee included Dan A. Carroll, William A. Baker, John Howie Wright, O. R. Hardwell and Bernard Lichtenberg.

Head of Baer Agency Dies

Dr. Berthold A. Baer, head of the Baer Advertising Agency, New York, died Oct. 18, in New York. By profession Dr. Baer was an eye specialist, but because of failing health abandoned his profession and devoted his time to advertising.

A NEW IDEA FOR METROPOLITAN NEWSPAPERS

San Francisco Chronicle's New Home, Its Third in City's Heart, Locates All Departments But Pressroom and Circulation on One Floor—Its Press-Line Is 208 Feet Long—Storage Space for 3,000 Tons of Newsprint

THE new home of the *San Francisco Chronicle* at 5th and Mission streets, into which the *Chronicle* moved on October 19, embodies results of the experience of the best-equipped newspapers of the United States. Before designing this new building, M. H. de Young, proprietor and publisher of the *Chronicle*, and his executives studied newspaper plants and operations throughout the United States and Canada.

The plant represents an outlay of \$1,500,000, above the cost of the site. Half of this went into the building itself, the other half into new mechanical equipment. The building, a three-story and basement structure of reinforced concrete, occupies a full block. Each of the floors, basement included, is 265 feet long and 160 feet wide. The entire plant with the exception of the presses and the mailroom, is on one floor.

The architecture of the building is an "Industrial Gothic," not without relation to the romance which the public mind associates with the newspaper business. It has brace and strength, accentuated by the aspiring lines of the corner tower, the central feature of the design, and its Gothic lightness of line and mass lends itself perfectly to a full window lighting of the entire building.

Open streets on all four sides of the building bring abundant light and the south and west sides are almost solid factory lighting.

On the third floor are all the processes of newspaper production save the press work. The office of Mr. de Young is in the tower corner of this floor, flanked by those of his executives—editorial on one side, business on the other. And, by the way, newspapermen who have seen Mr. de Young's famous office in the old home of the *Chronicle*—now the de Young Building—at Market and Kearney streets, will feel perfectly at home in the new *Chronicle* Building. It is the same office. The new one was built to the dimensions of the old and all the beautiful woodwork and fittings were set up to the new building.

The business and advertising departments occupy the 5th street side. Outside the business executive offices the department is in effect a great hall. Its only divisions are seven-foot glazed compartments for the managers and special divisions in the organization. One can look through the whole thing.

A particularly interesting feature of the advertising department is the phone room of the classified division, fitted with equipment specially designed for the purpose by the engineers of the Pacific Tele-

phone & Telegraph Company. Each of the telephone solicitors has on her desk a special sub-station by which she can hold and so handle several calls, or divert them to her supervisor, or to another solicitor. Each girl has a direct wire to central as well as connections with the main switchboard, and all her wires are looped through the monitor board of the classified advertising supervisor.

The editorial department occupies another great hall on the Mission street side of the tower. Here again everything is open except for the glazed compartments of the special editors.

The horseshoe copy desk is central on the street side of the room. The city editor's desk is close by and the local staff occupies desks down the center of the room. The library fills a great glassed-in space on the inner side of the room.

There is an especially full provision of telephones and the switchboard operators in their private room have loudspeakers in the editorial room by which to call anyone.

The art department adjoins the editorial room on the Mary street side, with the engraving department next to it.

Thus the advertising, editorial, art and engraving departments form three sides of a rectangle enclosing in the remainder of the floor the composing room and stereotyping department.

To these the advertising, editorial and engraving rooms open directly, and are also connected, of course, by a pneumatic tube system.

The *Chronicle's* composing room will undoubtedly challenge comparison anywhere. It is a vast, thoroughly lighted, airy room, arranged for straight line movement of work.

The Linotype batteries occupy two

sides of the room. The copy-cutter's desk, with the dump and the proofreaders, stands in the angle between them at the shortest average distance from all the machines. The Ludlows, the No. 20 Linotypes and the ad alley occupy a third side of the room, connected by a tube with the copy cutter's desk.

Down the center, with one end resting at the dump and the other meeting the doors of the stereotyping room, are the make-up tables.

The *Chronicle's* composing room is not only thoroughly lighted—the entire third floor is sky-lighted and ventilated—and all metal pots on the linotypes and Ludlows are electric. The trucks pass directly from the make-up tables through a door to the molding tables just inside the stereotyping room and pass back through another door.

From the steam tables the mats go directly to the trimmers and from them to the autoplates in the center of the room. From the autoplates and the shaving machine the stereotype plates slide on an automatic conveyor down two stories to the press cylinders.

An unobtrusive but efficient ceiling deadening stops all reflection of sound. With all the machines going in the composing room conversation can be held in ordinary tones. The auditory effect is as though all the workers were outdoors.

The pressroom is on the street floor level. It extends the full length of the rear of the building—260 feet—and that portion of it devoted to the color press rises through two stories.

There are only two presses. The black press is composed of fourteen units equal to three and a half octuples. Eventually it will consist of eighteen units. Four

folders serve the fourteen units with conveyors to the mailroom on the second floor.

The capacity of the press is 142,000 thirty-two page papers an hour. Each folder will cut up to 64 pages in one, two, three or four sections, and fold one to four sections together.

Four 100-horsepower motors run the black press. It is all electrically controlled. Master switches will idle any unit or throw it on either of two of the four motors. The press is equipped with roller bearings throughout and is driven entirely by steel bevel gears.

In the basement underneath each of the fourteen units of the black press is a triple paper reel, operated by a motor.

Communication between the pressroom floor and the basement is by sliding poles for descent and by one-man pneumatic lifts for ascent.

The color press is a fifteen-cylinder machine. It can simultaneously print an eight-page comic section in four colors and a sixteen page magazine with front and back pages inside and out in four colors. Its capacity is 576,000 pages an hour. Running twenty-four pages it will do 24,000 copies an hour.

This great press line, filling the hall of the pressroom is 208 feet long. The color press extends for 55 feet, the fourteen units of the black press carry the line 153 feet farther.

When the additional four units of the black press are installed the line will be 260 feet in length.

The foundation of this press line is a solid slab of reinforced concrete twelve feet wide, three feet thick, and 260 feet long. The slab is below the basement floor level. On it rests the reinforced concrete cell that is the foundation of the color press and the steel beam structure that carries the black press, both presses at the street floor level.

Besides the paper reels there is little else in the basement but paper storage—with space for 3,000 tons of newsprint. Trucks reach the basement directly from the street by an elevator of 37,000 pounds capacity and can drive anywhere in the storeroom. A turn table at the far end enables trucks to turn-around when the basement is filled.

Conveyors—four from the black press, one from the color press, discharge into the mail room in the Fifth street front of the second floor. The mailroom is equipped with a conveyor-table, 318 feet long, running around three sides of the room, across one-half of the fourth side and then down the center. The conveyor belt carrying the bunches of papers from the press runs between work table borders

(Continued on page 45)



ARTHUR L. CLARKE
Editor-in-Chief



RUSS B. LEECH
Asst. Bus. Mgr.



M. H. de Young's many interests include the San Francisco Art Museum, which bears his name, as the above pictured tablet shows.



MARK WAYMAN
Mechanical Supt.



W. H. B. FOWLER
Business Manager



PERRY EPSTEIN
Advertising Manager



Like many outstanding newspaper business of recent years, the new *Chronicle* building is an excellent example of "industrial Gothic" architecture.

U. S. RELENTS, ALLOWING WORLD FLIGHT STORY TO BE SYNDICATED

McClure and Chicago Tribune Syndicates Cooperate to Out-Bid the Field for Official Narrative—Lowell Thomas to Prepare Copy

THE complete story of the airplane flight around the world accomplished by U. S. Army aviators, at first denied newspapers by the Government, is now being prepared for joint syndication by the McClure Newspaper Syndicate, New York, and the Chicago Tribune Newspapers Syndicate, Chicago. Release date has been tentatively set for early next month.

Announcement to this effect was made this week to EDITOR & PUBLISHER by Clinton T. Brainard, president of the first-named syndicate, who told how obstacles were overcome, and other feature services outbid for the privilege of arranging and offering the epochal narrative.

Lieutenants Lowell H. Smith, flight leader; Leigh Wade, and Eric Nelson, pilots of the Chicago, Boston II, and New Orleans, respectively, had all kept careful diaries of their record globe-circling air journey.

But they each will not tell their separate stories.

Instead, collaborating with Lowell Thomas, author of "With Lawrence in Arabia" and "With Allenby in Palestine," a combination story will be prepared, including all details of the exciting flight.

The Chicago Tribune Newspapers Syndicate will handle syndication of the feature west of Pittsburgh, while the McClure Newspaper Syndicate will take charge of the eastern states, Canada, and also will offer it in Great Britain through its London office, and to Australian newspapers from its Sydney headquarters, Brainard said.

According to present plans, their story will run every day, with a larger spread Sundays, with illustrations and maps, for three or four weeks.

The joint syndication agreement was arrived at in Washington last week. There representatives of various syndicates had gathered, talking with Government department heads, seeking newspaper rights on the story. Bids were offered.

Up until late last week, the *New York World*, with its syndicate connections, was the highest bidder, Brainard said.

Brainard and Capt. J. M. Patterson, *Chicago Tribune*, then got together and with a combined bid swung the deal.

"When the fliers started," Brainard explained, "they were instructed to keep accurate notebooks. On their arrival in London there was great jealousy as to giving out information to the various big news agencies, such as the Associated Press, United Press, Universal News, and International News Service.

"Each man had a big story to sell. "Lieut. Nelson was offered \$15,000 for his diary for newspaper and book rights. He had been chauffeur to Charles M. Lincoln, who for seven or eight years was managing editor of the *New York World* and for several years managing editor of the *New York Herald*, and he had been specifically drilled and trained as to what kind of information to keep.

"But there was no sale made, nor was anything of vital importance given out about the great flight 'round the world. For here the Government stepped in and said there was not to be any commercializing of this flight and the stories could not be sold.

"For some time then it seemed that in order to get the story of this wonderful adventure in which the people are more interested than in any adventure which Jules Verne could have imagined, the country would have to wait for Harper's, Macmillan, or Scribner's to bring it out in book form.

"But influence was brought to bear on the department heads at Washington, who finally agreed that if the proper man could be found to write a composite story, taking all the details from each flier and the notebooks from each, and make a tour

with them in chronological order, they could sell the story and divide the profits among them equally.

"Lowell Thomas was suggested as the man to write the story. Thomas has lived and traveled for years in India, in China, in Japan, in Arabia, Palestine and Persia, and upon his return broke all records in London, lecturing to 10,000 people daily on his adventures.

"At this juncture," Brainard continued,

WHEN THE PRINCE CALLED AT THE AD CLUB



H. R. Swartz, president of the Intertype Corporation and treasurer of the New York Advertising Club, bade the royal visitor welcome.

"all of the big newspaper syndicates and a great many of the biggest newspapers in the country got on the job of getting the story. The North American Newspaper Alliance held a meeting of their directors and authorized more money up to last Friday than any other syndicate. The Chicago Tribune Syndicate had their representative in Washington for a week conferring with the heads of the various departments.

"Howard Wheeler, the McClure Newspaper Syndicate representative, had been there a day or two when I arrived on Monday. From Monday until Friday at five o'clock there was great competition between the various alliances of big newspapers.

"The final award was given to a combined bid made by the McClure Newspaper Syndicate and the Chicago Tribune Syndicate, which topped the last and biggest bid—that of the *New York World* and its syndicate connections.

"Arrangements were then made by me to have Lowell Thomas travel with the fliers down the Pacific coast. Thomas went in a private car from Dayton to Chicago where he stopped off to see Capt. J. M. Patterson of the Chicago Tribune Syndicate, and from there to Seattle. Arrangements have been made for Thomas to fly with the world fliers in a special airplane from Seattle to Sacramento, then to San Francisco, and from there to Los Angeles and San Diego. Then across America via El Paso, San Antonio, Houston, New Orleans, Memphis, Dayton and Washington."

Brainard is enthusiastic over the story. "The romance of the air in the next few years will be the biggest of all romances," he said.

"I spent a week in Washington—the week before last—and saw the heads of the departments of the Army and the Navy and some of the most prominent officials in Washing

"The consensus of opinion so far as I could gather it was that within the next five years we are absolutely sure to have a Secretary of Air, just as we have a Secretary of War and a Secretary of the Navy.

"This world flight has been likened in importance to Amundsen's trip to the South Pole and Peary's trip to the North Pole. Every day and every hour it grows in importance, although the actual experiences of the fliers, their vicissitudes and the obstacles which they overcame, and the wonderful daring that it took to make this trip has not been told. The cost of our government runs into a million dollars or more for stationing battleships at different points the fliers touched in their trip, and making arrangements for the fliers to obtain necessary parts for their planes, food, clothing and medical help."

VANDERBILT TO BUILD FLORIDA RAILROAD

Youthful Coast Publisher Plans Construction of Line Between Ft. Myers and Miami in Partnership with Barron G. Collier

Cornelius Vanderbilt, Jr., publisher of the *Los Angeles Illustrated Daily News* and the *San Francisco Illustrated Daily Herald*, tabloid newspapers, has decided to uphold the Vanderbilt family tradition and become a railroad builder as well as newspaper maker.



Returning to California this week from New York, he stopped off at Miami, Fla., where he announced he is preparing to build a railroad a cross the Florida Everglades from Miami to Fort Myers.

The Florida Navigation and Construction Company is to do the building. Barron G. Collier is president of the concern and Vanderbilt is vice-president.

The distance between Miami and Fort Myers is approximately 150 miles. The company also will operate four steamships out of Miami for Nassau, Tampa, and possibly New Orleans, Vanderbilt said.

The younger Vanderbilt is 26 years old and began his professional career as a reporter on the *New York Herald* in 1919. He had served as a private in the American army from June, 1917, to February, 1919, and during 1918 he was a dispatch driver with the 27th Division overseas. For his services he received the French Croix de la Croix Rouge.

After two years on the *Herald*, he joined the staff of the *New York Times*, and subsequently was a Washington correspondent, first for a news service and later as head of his own bureau. His first independent business venture was the establishment of the Vanderbilt Newspapers, Inc., and as the head of this company he established the *Illustrated Daily News* in Los Angeles, and later the *Illustrated Daily Herald* at San Francisco.

He is a vice-president of the United Hotels of New York, the Street Railway Advertising Corporation, Barron Collier, Inc., G. Logan Payne, Inc., Payne, Burns & Smith and the *Cosmopolitan Bank*.

NEW JEWISH DAILY

New York Jewish Bulletin Issued Oct. 15—Landau Publisher

New York has a new "baby" newspaper, the *Jewish Daily Bulletin*, a 7x10 sheet in 4 pages, the first edition of which appeared Oct. 15. It is issued from 132 Nassau street. Jacob Landau is publisher.

The *Jewish Bulletin* claims to have its own offices in London, Paris, Warsaw, Berlin, Jerusalem, Los Angeles, Chicago and Washington. It aims to "report impartially, concisely, and authentically," all Jewish facts. It is printed in English.

Lee Urges Students to Vote

James Melvin Lee, executive secretary of the Intercollegiate Newspaper Association, and director of the Department of Journalism, New York University, this week sent a memorandum to editors of college newspapers advising them to maintain a non-partisan spirit on the editorial page, but to support the movement to get college students to vote, as soon as they are twenty-one. Mr. Lee conducts "Our Own World of Letters" in the *Editor & Publisher*.

Pennsylvania Daily Suspends

The *Ashland* (Pa.) *Evening Telegram* suspended publication recently.

UNFAIR PRACTICE CHARGED

Trade Commission Says Iowa Man Infringing on Saturday Evening Post

J. W. Murphy, publisher of Burlington, Iowa, has been cited by the Federal Trade Commission on charges of unfair methods of competition for issuing a weekly under the name of the *Saturday Evening Post*.

The Commission's complaint, which must be answered by Mr. Murphy within 30 days, alleges that the respondent "through advertisements in various newspapers and other publications and through personal solicitation of agents sought to procure subscriptions to this periodical by deceiving the public into the belief that the publication so solicited was the *Saturday Evening Post*, published by the Curtis Publishing Company of Philadelphia."

Hardware Men Find Advertising Pays

National advertising, even though large sums are paid for it, pays both merchant and public, delegates to the convention of the Hardware Manufacturers' Association convention at Atlantic City declared last week. Members felt the elimination of advertising expense would not result in a saving to the public, but would decrease sales, raise factory costs and cause high selling prices.

McGuire Reenters Newspaper Work

Walter P. McGuire, at one time assistant city editor of the *New York Times* and for the last seven years managing editor of the *American Boy Magazine*, published in Detroit, has become associated, as a business partner, with H. M. Myers in the editing and publishing of the *Lapeer* (Mich.) *County Press*. Mr. McGuire joined the *Lapeer* paper Oct. 15.

SCRIPPS-McRAE METHODS REVEALED BY PARTNER

Milton A. McRae Tells of Forty Eventful Years in Newspaper Work—Feast of Newspaper Information—Formulas of Success—Describes Notable Scripps Newspaper Family

A FEAST of newspaper information is contained in Milton A. McRae's autobiography, "Forty Years in Newspaperdom," which has just been published by Brentano's. It is the magical history of a major newspaper success and is one of the rare revelations concerning the famous Scripps family, with whom Mr. McRae was associated as employe or partner throughout a marvelous generation of journalistic pioneering and the establishment of the Scripps-Howard organization of this day, with its world-wide ramifications, and the *Detroit News*, one of the greatest achievements in modern journalism.

In this limited space only the high-spots of interest in Mr. McRae's book can be given—a random selection of subjects which he has discussed in great detail and with candor.

In the early chapters this man, who made millions from newspapers that started small and grew great, tells of boyhood adventures in seeking his life work—manager of children's circuses, hulled-corn manufacturer, actor (playing Louis XIII in "Richelieu" at the Old Detroit Opera House), reporter on *Detroit Tribune*, theatrical advance agent, medical student, hotel clerk, advertising salesman, country school teacher, brakeman on a passenger train, and circulation manager of *Detroit Evening Sun*. "Finally," he writes, "I came to haven in the office of the *Detroit News*, under W. H. Brearley, advertising manager in 1880."

There are interesting tales of the early settlement days in Detroit. Mr. McRae's parents were hardy Scots, and he writes of them and the members of his family in intimate and endearing terms.

The author describes the Scripps family as the most remarkable group of persons that has ever engaged in the newspaper business in this country. Their ancestry is traced back to the "Crips" of England, in the reign of Charles I, carpenters and builders, finally book-binders, printers and publishers.

The head of the American family was James Mogg Scripps, who having lost his second wife, emigrated to America in 1841, and settled in the then frontier town of Cleveland, where in three years he married a school teacher, described as a woman of unusual attainments.

John Locke Scripps, a cousin of James Mogg Scripps, 15 years his junior, had gone to Chicago in 1848 and identified himself with the then infant journal, *Chicago Tribune*, as editor and part owner. Evidently his success was an influence upon the lives of his cousin's children. Of the nine James E. Scripps, the eldest, born in England, after service on *Chicago Tribune*, founded the *Detroit News* and assisted in the initiation of the Scripps League. James E. Scripps' initial idea was to make a small, condensed evening newspaper to sell at two cents, in competition with blanket sheets selling at five. His success was almost instantaneous.

In the fall of 1878 James E. Scripps, his brother George H., his half brother Edward W. and cousin John Scripps Sweeney started *The Cleveland Press*, a penny paper, four partners and \$10,000 capital. E. W. Scripps became editor at \$12 per week.

Says Mr. McRae: "Today *The Cleveland Press*, next to *The Detroit News*, is the greatest evening newspaper property between New York and Chicago, with a circulation of 200,000 daily, and is the most important newspaper of the Scripps-Howard league."

He describes the character of James E. Scripps as very quiet and unassuming, a deep student of men and affairs. Of George, it was said he was "close for a nickel and liberal for a dollar." He sold his farm for \$10,000 and put the money in *Detroit News*. He made a great fortune. McRae became the financial agent of George as well as E. W. Scripps. Edward W. Scripps, internationally



MILTON A. McRAE

known by name but personally known to very few newspaper men of this generation, is called by Mr. McRae, who became his life-time partner, the most interesting member of this notable family, born 1858, and greatly influenced by his intelligent mother—a student type, and as a boy "used to sit on the fence and watch the other fellows work while he was thinking, and this habit has remained with him throughout life." He is today living as a recluse on his yacht in Tropic waters, often cut off from all communications not even reading letters or his own newspaper, for months at a time.

Mr. McRae pays high tribute to the genius, courage and great editorial ability of the man with whom he was for 40 years associated as employe, financial agent and partner: Mr. Scripps went through the business of life furiously, then dropped business entirely. He is a man of tremendous energy, vast resource, unusual interest—a genius.

The story that is told of the founding of the Scripps-McRae League of Newspapers is a thrilling adventure. Throughout it is woven the little known but vital facts concerning the contribution of Ellen Browning Scripps, E. W. Scripps' sister and life-time companion, who was a school teacher and proofreader on *Detroit News* in the early days—possessed of a wholesome and broad philosophy, devoted to her brother and his interests and supporting him unflinchingly. She is now living modestly at La Jolla, California, in a unique villa overlooking the sea, and is noted for her charities.

Of E. W. Scripps' four sons, one died in childhood and three were trained by him at his California ranch to assume the responsibilities of the huge newspaper or-

ganization. "Jim" and John died in young manhood. Robert P. Scripps, the youngest, is today head of the institution, having as his partner Roy W. Howard.

Mr. McRae says: "The greatest contribution of the Scripps family to journalism in this country has been in training young men in ideals of public service as exemplified in newspaperdom." Again he says: "The Scripps newspapers have not always succeeded financially, but have never failed to typify their ideals of independent journalism. And it is a strange characteristic of E. W. Scripps that it has always seemed to please him most when a competitor copied his methods successfully."

The following terse formula is said to contain the fundamental public service ideal of the Scripps-McRae newspapers: "Believe in the people: 'vox populi' may not always be 'vox Dei,' but it is the nearest thing we've got, and if we follow that we shall not be far wrong—thus shall we develop a true and enlightened democracy."

The story of the establishment of *The Cincinnati Post* is a dramatic episode, smacking of pioneer methods when men were men and newspaper work for the people meant fight. When the *Post* was acquired the annual receipts were about \$30,000, which Mr. McRae says would equal about two days' present receipts. McRae's salary around this time was \$20 per week.

In 1889 E. W. Scripps and Mr. McRae entered into a "life partnership." The basis of the agreement was that they should pool all salaries as well as all profits, so Scripps should receive two-thirds and McRae one-third. From every \$1.50 received from profits, Scripps received one dollar

and McRae fifty cents. It was stipulated that Scripps should have absolute freedom from the details of the business, go to California and do as he chose, McRae to assume all responsibilities. This agreement was reached through the exchange of letters.

In this connection Mr. McRae tells of the amazingly voluminous letters and essays that have come to all Scripps executives from E. W. Scripps, living on his ranch in Southern California, on every conceivable subject. Mr. McRae says Scripps had a genius for the selection of men and was never niggardly in his ideas of partnership.

The author gives a detailed story of the establishment of the chain of newspapers across the country, the N. E. A., "one of the great achievements of Mr. Scripps," the United Press Associations, merger of the Scripps-McRae, in the middle west, Publishers' Press, in the east, and Scripps-Blaaes on the Pacific Coast, services that sprung up in the wake of the collapse of the old United Press.

Here are incidents taken from the book, of peculiar interest to newspaper men:

Telling the story of the foundation of the American Newspaper Publishers' Association, Mr. McRae says that in 1886 he met with W. H. Brearley, of *Detroit News*; J. Ambrose Butler, *Buffalo News*, and J. G. Briggs, *Columbus State Journal*, in the old Russell House in Detroit and considered forming an organization. Brearley was author of the idea. A circular was sent to newspaper publishers calling a meeting at Powers' Hotel, Rochester, Feb. 17 and 18, 1887, and there the first annual meeting of the A. N. P. A. was held. There were 80 applications for membership. Brearley, Butler and Briggs have since passed away.

In 1904 the Scripps-McRae organization decided to establish a paper mill and after expending \$50,000 dropped the idea because of ability to make a contract for a five years' supply at a highly advantageous figure. It was afterward revealed that if the original plans for a ten years' supply of pulpwood had been carried through millions would have been made, but "hindsight was always better than foresight."

Six newspapers were started in six months in 1906: *Sacramento Star*, *Fresno Tribune*, *Portland News*, *Denver Express*, *Evansville Press* and *Terre Haute Post*.

Scripps and McRae never sold long-term bonds in the open market, nor were heavy borrowers, pursuing the "more conservative method and never at any time owed anything like the average amount which would be considered safe by bankers."

In 1908 both Scripps and McRae turned the business over to James G. Scripps, then 22, for a short time reentering the controlling chairs after his sudden death in 1922.

Mr. McRae quotes W. R. Hearst, of whom he speaks in most complimentary terms, as having said in 1923: "I have four sons. One of them recently married without my knowledge. I had my man investigate and found out that my son had selected a splendid wife. I am very proud of her and have telegraphed my congratulations. I wired my son and told him that if his business judgment in future should be as good as his judgment in choosing a wife, that he would surely be a successful man." McRae says that Hearst told him that he had "never worried about anything."

The story is told that Adolph Ochs ordered from his office the German Ambassador, after he had demanded that *New York Times* take a more favorable position toward Germany in the early days of the World War.

Of Victor F. Lawson Mr. McRae says, that although 74 years of age he is actively on the job every day, is without children of his own but has given large

(Continued on page 43)

H. S. GARDNER, NEW A. A. A. CHIEF, WILL PUSH RESEARCH BUREAU PLANS

Stanley Resor, Retiring President, to Continue as Bureau Organizer—Code of Ethics Adopted and Other Officers Appointed

SPEEDY organization and establishment of the A. A. A. Market Research Bureau is the most important work before the association at the present time, according to Herbert S. Gardner, of the Gardner Advertising Company, New York, Chicago and St. Louis, elected association president at the annual convention held in Chicago last week.

Plans for the Research Bureau, adopted at the convention, were originated and fostered by Stanley Resor, of the J. Walter Thompson Company, retiring president, who, Mr. Gardner said, will continue as directing head of this, the latest advertising enterprise undertaken by the A. A. A.

"We are facing a big job and we are going to put it through," Mr. Gardner said, in an interview with **EDITOR & PUBLISHER**.

"When finally established, the Market Research Bureau will be in a position to conduct a comprehensive study of marketing problems common to all advertising agencies.

"Distribution of buying power will be figured out, as will be the accessibility of markets and the means of reaching various markets most effectively.

"I also believe, and have always advocated, that a thorough research should be made of the product to be advertised itself. This work will also be undertaken by the new bureau, when it is finally installed."

The newly elected president of the A. A. A. is a charter member of the association. He started advertising 22 years ago in St. Louis as office manager of the H. E. Lesan Advertising Company. This was Oct. 1, 1902. On Oct. 1, 1908, six years to a day later, he organized the Gardner Advertising Company, taking the western business of the Lesan agency. During the war, Gardner was director of publicity for the 8th (St. Louis) Federal Reserve District, managing the third and fourth Victory Loans. He gave up 18 months of his time to this work.

"What I intend to emphasize during my term of office with the A. A. A. is the business side of advertising," Mr. Gardner said. "It is important, I believe, to look upon advertising as a business, and make it operate like a business, and not take the attitude that we advertising men are engaged in a profession."

Mr. Gardner did not attend the association's convention in Chicago last week. Word of his election was wired to him at his New York office, where business kept him.

Other A. A. A. officers elected last week are Roy S. Durstine, of Barton, Durstine & Osborn, Inc., New York, vice-president; R. S. Simpers, of McLean-Simpers Organization, Philadelphia, secretary; H. K. McCann, of H. K. McCann Company, New York, treasurer; Stanley Resor, of J. Walter Thompson Company, New York, and Merle Sidener, of Sidener-Van Riper Advertising Company, Indianapolis, members of the executive board for a three-year term; James W. Young, of J. Walter Thompson Company, Chicago, member of the executive board for a one-year term to succeed Mr. Gardner.

Members of the executive board who continue in office are A. W. Erickson, of the Erickson Company, New York; John Benson, of Benson, Gamble & Crowell, Chicago, and C. D. Newell, of Newell-Emmett Company, Inc., New York.

The association adopted a code of standards as necessary to the best interests of the public, the publisher, the advertiser and the agency. This code crystallizes the standards which have been maintained by the members for a number of years as unwritten law.

One speaker declared that when he was abroad this year he found hundreds of American products in European stores, but that they were not being widely advertised.

"If they were advertised properly their sale would be far greater, the output of American factories would be increased, prices to the domestic consumer could be reduced, total business enlarged and great additions made to domestic advertising appropriations," he stated.

A review of advertising in the foreign field by Frank A. Arnold, chairman of the association's export committee, substantiated the argument.



HERBERT S. GARDNER

A proposal that Chicago be the permanent convention city of the association is expected to be made at the July meeting of the executive board.

The American Association of Advertising Agencies and the Audit Bureau of Circulations closed their conventions with a joint dinner at the Drake Hotel Oct. 17.

Seeks to Enjoin New York Dailies

Supreme Court Justice Frank L. Young on October 23, in White Plains, N. Y., began trial of the action by which David Campion and John T. Dillon, Jr., New Rochelle newsdealers, seek to make permanent a temporary injunction enjoining four New York newspapers and Morris L. Ginsberg, another newsdealer, from zoning New Rochelle for the distribution of papers. The temporary restraining order was issued several months ago, and, besides Ginsberg, names as defendants the *New York Times*, the *World*, the *New York Herald-Tribune* and the *New York American*.

N. Y. Ad Club Announces Copy Course

The New York Advertising Club's graduate copy course for advertising writers will open Nov. 3. Charles Austin Bates will direct the course, which will be of 8 weeks' duration. Sessions will be held at the club house.

Sigma Delta Chi Planning Meet

Sigma Delta Chi, national honorary journalistic fraternity, will hold its national convention at the University of Indiana, Bloomington, Nov. 17-19, according to a recent announcement by George F. Pierrot, national secretary. The fraternity recently issued a complete directory showing a membership of 3,720. There are 38 active chapters at universities and colleges, 10 alumni chapters, and four inactive chapters.

Editors Talk of Service

Publishers of weekly newspapers in Western Ontario were urged to place their publications on the highest possible standard of service in their respective communities by J. A. MacLaren, chairman of the Ontario Division of the Canadian Weekly Newspaper Association, who presided at a meeting of the Western Ontario weekly publishers held in London, Ont., Friday, Oct. 17. The meeting was attended by weekly newspaper publishers from the counties of Essex, Kent, Lambton, Middlesex, Oxford, Norfolk, Haldimand, Perth and Huron and had as its keynote the utmost of co-operations among the publishers for the general benefit of the profession and greater endeavors in the development of the Western Ontario peninsula and the nation at large.

NEW NEWARK TABLOID IN RECEIVERSHIP

Daily Press Suspends After 25 Days When 75 Employees Claim 2 Weeks' Wages—John A. Bernhard Receiver

After a short existence of but 25 days, the *Newark Press* evening picture tabloid, suspended publication Friday, Oct. 17, when a receiver was appointed on the petition of 75 employees who claimed two weeks' wages were due them. The paper first appeared Sept. 23.

John A. Bernhard, Newark attorney, was named custodial receiver, and gave the owners until Oct. 28, to show cause why the receivership should not be made permanent.

Joseph J. Fiske, former advertising director of the *Newark Star Eagle* was president of the Press Publishing Corporation and publisher of the *Press*; Maynard E. Zepp one time business manager of the *Washington News*, was business manager; and George D. Smith, treasurer.

The application for a receiver was made in the name of Philip J. Pfaffman and the other employees through Henry Carless, counsel. Their claim is that wages aggregating \$6,694.42 are due them. In their petition they declare that the Press Publishing Company was incorporated Mar. 1, 1924, and rented quarters at 27 Treat place. The paper began publication Sept. 23, and continued through Friday, not appearing Saturday. The petition sets forth that the circulation was exceedingly small, some days not more than 500 copies having been printed. The paper carried a very small amount of advertising, the petitioners declare. Officials of the Press, however, said from 12 to 15,000 papers were being distributed daily.

The assets are roughly listed at about \$10,000. The liabilities are set forth as more than twice that amount. The company's equipment is heavily mortgaged, the petitioners declare.

Suit for \$2,037.86 was filed in the Circuit Court against the publishing company by Reed & Reynolds in behalf of R. Hoe & Co., press manufacturers. The concern claims to have done repair work in September on which \$500 was paid on account, the remainder payable on demand. When demand was made no payment was forthcoming, the papers state.

Chicago Tribune Defies Associated Press

(Continued from page 3)

The radio art must progress much farther than its present stage, before the International News Service can arrive at a permanent policy regarding broadcasting of news, M. Koennigsberg, president of the I. N. S., stated, when questioned this week. He said:

"The issue between the Chicago Tribune and the Associated Press over the paper's claim of a right to broadcast election returns gathered by the Tribune grows out of a contractual relationship," he declared.

"I can find no warrant for a comment on such a controversy by one in competition with either party to the controversy.

"In radio and in all other matters, International News Service is animated primarily by a constant desire to serve the interests of its clients.

"The practice or business of broadcasting news to owners of radio receivers is in a transitory stage.

"We are constantly studying and observing the interests of our clients and consulting them and we shall continue to do so, especially with respect to the development of radio and the effects of broadcasting. We cannot reach a feeling of permanence either in our policy toward broadcasting or in our expectations of the effect of broadcasting upon our own interests until the radio art has progressed much farther than its present stage."

Predicts Cheaper Air Mail

Prediction that the cost of air mail transportation will be cut to one-ninth of its present figure, an additional night service instituted between New York and Chicago, and the schedule expanded to include carrying of merchandise and passengers, was made this week by Col. Paul Henderson, Assistant Postmaster General in charge of the air mail, speaking before the New York University College of Engineering.

Sharon Telegraph Buys Farrell News

The *Sharon* (Pa.) *Telegraph*, evening daily, recently purchased the *Farrell News*, a small paper published in the Borough of Farrell, and consolidated the two publications under the name of the *Sharon News-Telegraph*. Addison C. Dickinson is publisher and William L. Aiken business manager and managing editor.

Insurance Ad Men to Meet

Insurance Advertising Conference composed of advertising managers of insurance companies will hold a convention at Pittsburgh, Monday and Tuesday, Oct. 27 and 28. Open forum discussions will be held on all phases of insurance advertising including the use of newspapers. Edward A. Collins of New York is president of the conference. Many notables in the insurance business are scheduled to address the convention.

Daily's Front Page Brings \$6,790

The *London Daily Mail* announces an increase in the rate of its front page to £1,400 sterling which amounts to \$6,790 at the normal rate of exchange. On Jan. 1, 1924 there were only 11 front pages vacant out of the 313 which are published every year.

A. B. C. RETAINS ALL OLD OFFICERS AND LAWS

Movements to Amend Publicity Rules Break Down at Annual Meeting—Most Departments Name Advisory Committees to Act with Board of Directors—Bureau Has 1849 Members

THE outstanding features of the annual meeting of the A. B. C. at the La Salle Hotel, Chicago, last Friday, were the retention of the present publicity rules and the appointment of advisory committees in several of the departmentals. President O. C. Harn presided, and the attendance was in excess of 500.

The Nominations Committee recommended the election of the following Directors: Advertisers: O. C. Harn, R. S. Butler, J. M. Gibbon, L. L. King, J. L. Sumner; Agencies, E. I. Mitchell; Newspapers, D. B. Plum; Magazines, F. W. Stone; Farm Papers, Marco Morrow; Business Publications, Mason Britton. The Secretary cast a unanimous ballot and they were declared duly elected.

At the conclusion of the convention the board of directors met for the purpose of electing officers, and all the old officers were re-elected as follows: President, O. C. Harn, National Lead Company; first vice-president, W. Laughlin, Armour & Co., Chicago; second vice-president, Ernest I. Mitchell, Mitchell-Faust Advertising Company, Chicago; third vice-president, F. R. Davis, General Electric Company, Schenectady, N. Y.; secretary, Walter A. Strong, *Chicago Daily News*; treasurer, E. R. Shaw, Power Plant Engineering, Chicago; Managing Director, Stanley Clague, Chicago.

The Executive Committee consists of the following: Messrs. Harn, Laughlin, Strong, L. B. Jones, Mitchell and Shaw.

The Standard Forms and Audit Committee consists of Messrs. Britton, Strong, F. W. Stone, Walter Hine, F. R. Davis and Marco Morrow.

The Newspaper Division reported the largest attendance in its history with discussions covering very thoroughly the suggestions offered in the advance program, to be found in last week's issue of *EDITOR & PUBLISHER*. The following advisory committee was reported: T. R. Williams, *Pittsburgh Press*; Galt Burns, *Washington Star*; E. Lansing Ray, *St. Louis Globe-Democrat*; Hugh O'Donnell, *New York Times*, and Gardner Cowles, *Des Moines Register-Tribune*.

The Magazine Division reported a large attendance and lack of decision of the division for the appointment of an Advisory Committee.

The Agricultural Publications Division reported the largest attendance in the history of the Bureau and the appointment of the following Advisory Committee: Messrs. Klein, Mitchell, Campbell, Allen, and Irvine.

The Business Publications Division reported a large attendance and a most enthusiastic meeting with thorough discussion of questions submitted, lack of decision for a divisional committee, and opposition to any change in the present publicity rules of the Bureau.

After hearing the Divisional Reports, a general discussion started on the question of publicity rules. Stanley R. Latschaw, Butterick Publishing Company, New York, claimed that the figures shown in publishers' statements were the property of the publisher and not of the Bureau. Therefore, their use should be allowed. He stated that if it was good business practice to use comparative analyses of lineage, editorial text, geographical distribution, etc., it was also good business in his judgment to make comparative statements of circulation. Mr. Douglas of the Curtis Publishing Company supported Mr. Latschaw's position and argued that publishers' rights are abridged by not being permitted to make comparisons.

Jesse H. Neal, Secretary of the Associated Business Papers, declared that comparisons were undesirable and detrimental to the interests of both the publisher and advertiser. He urged that solicitors should sell their own publication and not refer to competitors.

Managing Director Clague stated there were three groups interested in the ques-

tion of liberalizing publicity rules.

One group urged that publicity rules be abolished, entirely, leaving responsibility for acceptance of claims to space-buyers.

The second group advocated maintenance of present restrictions so far as auditor's reports are concerned, but urged that publishers' statement figures were public property and that competitors should have the right to use these figures if the name and the authority of the

100 copies of competitors' statements to be secured by publishers in place of 30 received before; second, the substitution of the word "National" for the word "Foreign" in all references in the By-Laws to advertising other than purely local advertising.

There were two reports from the Resolutions Committee—a majority and a minority report. The majority recommended that no change be made in the present publicity rules. The minority

Divisional Advisory Committee be left optional with each Division, as the Advertisers and Business Publications Divisions had decided not to appoint such Advisory Committee.

A resolution was adopted recommending that the present practice of the Bureau be maintained in reporting differences between auditor's reports and publishers' statements.

Resolution received from the Newspaper Division that subscriptions paid for by contestants and not by recipients in circulation contests should not be recognized as paid circulation, was referred to the Board of Directors.

Resolution presented by the *Knoxville Sentinel* that copies to stockholders and employees be regarded as paid circulation was not approved.

Louis Wiley, business manager of the *New York Times*, announced the death of H. H. Kohlsaat, for many years identified with newspapers in Chicago. Mr. Wiley said Mr. Kohlsaat was a man devoted to public welfare and in the highest sense a true journalist. The newspapers he conducted were clean and represented the best elements of journalism and reflected the best in the life of the community. He was a Republican, a friend and confidant of many presidents—McKinley, Roosevelt, Taft, Wilson, Harding and Coolidge—a true patriot and a noble man. Mr. Wiley moved that a committee be appointed to prepare a resolution suitably commemorating his memory. The motion was carried by a rising vote and the following committee appointed: Louis Wiley, Victor F. Lawson, Cyrus H. K. Curtis, R. R. McCormick, Frank A. Munsey, John Stewart Bryan, Arthur H. Sulzberger.

The Advertising Division reported a gratifying attendance at the division meeting with profitable and extended discussions on the questions submitted by the Board of Directors. It was not thought advisable, however, to appoint an Advisory Committee.

The Agencies reported an interesting meeting and the adoption of the Board's suggestion for the appointment of an Advisory Committee. The naming of the members of the committee was left with the Chairman, Walter Hine.

The annual report of the Board of Directors, submitted by the Managing Director, Stanley Clague (printed in part, with the President's address, in the October 18 issue of *EDITOR & PUBLISHER*) showed that the Bureau has invested \$100,000.00, as follows: Dominion of Canada Bonds, \$26,000; United States Liberty Bonds, \$55,000; U. S. Treasury Notes, \$19,000. Cash in hand and in bank at September 1 was given as \$61,655.77. Receipts from dues for the year showed that advertisers had contributed something over \$15,000; Advertising Agents, \$40,000; and publisher members, \$336,000 to the support of the Bureau, the newspaper members having contributed about half of the sum total of the publisher members.

The membership report showed a total on Oct. 6, of 1849, divided as follows:

Advertisers: General 58, Associate 58, Local 144. Total 260.

Advertising Agents: General 95, Associate 59. Total 154.

Publishers: Newspapers 866, Weeklies 26, Magazines and Periodicals 161, Farm Publications 76, Business Publications 237. Total 1366.

Applicants for Membership: Newspapers 10, Weeklies 2, Magazines and Periodicals 8, Business Publications 9. Total 24.

Ready for Preliminary Inspection: Newspapers 23, Weeklies 3, Magazines and Periodicals 6, Farm Publications 8, Business Publications 11. Total 45.

Read *EDITOR & PUBLISHER* for the administrative technique of successful daily newspapers—\$4 per year.

SONGS OF THE CRAFT

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By Henry Edward Warner

THE COPY READER

(With joy we give space to this contribution in similar form, answering ours of July 12, entitled "The Reporter." In printing it, we not only recognize its merit as minor literature, but we go farther and claim to be the first in human history ever to have got a rise out of the Copy Desk. . . . We yield now to the author, The Honorable R. A. McLellan, copy reader, of the *New Westminster (B.C.) British Columbian*.—H. E. W.)

Behold him,
The copy reader,
Seated at the copy desk.
Seated? Nay, writhing!
Pale and distraught,
His brow is furrowed
And his soul harrowed;
And his lips, scarce moving,
Call down wild curses—
Objurgations!
Imprecations!
Multiplied damnations!—
On the Reporter
As he gazes,
Dry-eyed, but on the verge of weeping.
At the copy—
The offering of sang froid
And aplomb—
The ghastly mess,
Sired by sheer ignorance,
Out of dam Carelessness,
Of misused words
And mis-spelt words.
And things that are not words at all;
Without form and void,
Lacking in grace,
Turgid, indigestible,
And quite without sense of the eternal
Fitness of things,
From which he is expected
To make something;
While the Reporter,
With sang froid and aplomb,
Continues his deadly business.

Behold the copy reader.
God help him.

Bureau is not used, either direct or by implication. The difficulty of defining direct or implied authority was pointed out.

The third group, the Managing Director said, advocated continuation of present rules with the possible extension of the privilege of securing a larger number of competitors' reports. The argument in favor of the present restrictions was that to abrogate them would result in endless bickering among competing publishers.

At the Friday afternoon session, J. Murray Gibbon, Canadian Director, reported the meeting of the Canadian Division the previous evening, at which the plan suggested for the appointment of an advisory committee was approved, the committee to be named later after vote to be taken by the entire Canadian membership.

The following amendments to the By-Laws of the Bureau were passed: First, changing Article 3 of section II to allow

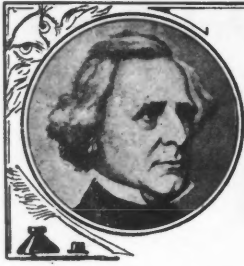
report of one recommended a change allowing for use of publishers' figures. The subject was very thoroughly discussed. The majority report favoring retention of present rules was adopted.

The resolution that the paragraph in the Auditor's Report Form giving circulation by quarters for three previous years be included in the publishers' statement was referred to the Board of Directors.

The resolution presented by the *Omaha Bee* that mail subscribers of newspapers be carried in arrears only up to ninety days and deducted if not paid for, was not favored by the Resolutions Committee. No further action was taken.

The resolution providing that in Farm Papers' statement, publishers be required to give amount of R. F. D. circulation, segregated from urban circulation, was referred to the Board of Directors.

The Resolutions Committee recommended that the appointment of a



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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Mr. Bennett's Country Home

In 1858, Mr. Bennett, longing for a home in some secluded, rural section of the city, where he could quietly rest in solitude and relax from his strenuous life in town, purchased a large frame house located at Fort Washington, on the highest point of Manhattan Island, from a Mr. Coggill. The property was originally part of the estate of Richard Carman, after whom the section had been named Carmansville.

The house had been erected by Henry O'Reilly, and was a substantial frame edifice, two lofty stories in height, with an attic floor above, and was in every respect a comfortable and commodious summer home. To the south, inside the lines of the historic Fort Washington, stood the house of Mr. George B. Morewood, an English merchant, and which was later purchased by Mr. Bennett. At that time the existing system of streets and avenues had not been opened up, with the exception of Kingsbridge Road (now part of Broadway), and from which a lane led up the steep hill to the house. Mr. Bennett greatly improved it and the grounds and extended the boundaries of his estate, until at the time of his death he owned about seventeen acres of the choicest real estate in that picturesque section of Manhattan Island.

At half past nine o'clock on the morning of Sept. 17, 1868, a fire occurred in his house caused by a defective flue. It started in the laundry on the ground floor and quickly extended to the upper floors, threatening to destroy the building. Engine Companies Numbers 37 and 38, with Hook and Ladder Company No. 10 arrived promptly, and under the able direction of Joseph L. Perley, Assistant Engineer, and William Banham, Jr., District Engineer in charge, the fire was soon under control, water from a large cistern near the house being the source of the powerful streams directed against the flames. Sergeants Havens and Huff, of the Thirty-second Precinct, rendered valuable assistance in directing the removal of the furniture and valuables from the house to a place of safety. The total damage by fire and water amounted to \$20,000, fully covered by insurance in the old National, Clinton, Empire, Jefferson, Citizens and Guardian Insurance Companies.

The satisfactory work of the firemen on this occasion impressed both Mr. Bennett and his son very favorably, and a gift of money to the firemen being refused under the Department rules, the result was that the former decided on the donation of a permanent Fire Medal Fund to the Metropolitan Fire Department, and on April 13, 1869, Mr. James Gordon Bennett, Jr., made a public announcement of the gift in the following letter:

"Gentlemen:

"My father being desirous of adding an additional competition to the members of the Metropolitan Fire Department for the discipline, courage and honesty with which their duties are now performed, and which was particularly called to his notice at the fire in his country residence during last September, has directed me to enclose the sum of \$1,500, and requests that you will pay \$500 to Messrs. Tiffany & Co. for the die of a medal they are preparing and to use the income of the balance in procuring annually a gold medal to be struck from the same and to be conferred by you and your successors in this trust, upon such member of the Department as you may in your judgment consider best entitled to that reward.

"Very truly yours,

"JAMES GORDON BENNETT, JR."

The letter was addressed to Messrs. T. Bailey Myers, James M. McLean and Robert S. Hone as Trustees.

These gentlemen replied, accepting the trust and inserting a provision for its being held in perpetuity.

The Bennett Medal now ranks as one of the highest honors that can be bestowed on a fireman for heroic, faithful service, and is annually presented along with the Stephenson and other medals to the most deserving members of the Department.

Greeley's Satire Irritates Mr. Bennett

In August, 1868, Mark M. ("Brick") Pomeroy came to New York to start a great Democratic newspaper, named *The Democrat*, to take a leading part in the Presidential campaign, and Greeley in a lively editorial discussed the new venture, making some disparaging references to both the Herald and the World. Said he:

"We have been convinced that the disgust which the pure Democracy of New York felt for the Herald and the World would take expression in this form. It was impossible for a great party, a party of lusty, zealous and bold men, to forever follow the uncertain leadership of the Herald, or to find comfort in the endless columns of twaddle which the hangers-on of the Manhattan Club daily distill into the New York World. * * * *"

"John Allen is 'The Wickedest Man in New York,' and 'Brick' Pomeroy claims to be the 'Wickedest Editor' in the country.

"Mr. Allen makes his living by harboring prostitutes; selling red hot liquor;

having 'red hot' dances, and furnishing his guests with a 'red hot' entertainment. Mr. Pomeroy purposes to publish a 'red hot' newspaper. He will do justice to the virtues of Wilkes Booth; he will tell us of the loves of Grant among the Digger Indians, and about Butler's enormous larceny of silver spoons, and will illustrate the torments of the 'gorilla' Lincoln as he 'roasts in the lowest hell!' * * * * The only difficulty with Pomeroy's enterprise is that about nine-tenths of the Democratic Party can't read. This is one reason for the confidential circulation of the World. Although another is that, even if the Masses of the Democracy could read the World, they would not be able to understand it. Pomeroy will meet this difficulty by printing abundant illustrations. We shall have pictures of Grant in every stage of intoxication; of Butler as 'the Lowell shyster,' 'spoon thief' and 'bank robber'; of the gentlemanly Booth in all the glory of his patriotic virtue, and of 'Abel' Lincoln in all the merited agony of eternal punishment. There are few Democrats so ignorant they can't understand a picture, and by this means the 'Wickedest Editor in America' will succeed in instructing the Democrats in the tenets of their faith.

"The World serves no purpose either useful or ornamental, except to print the inexhaustible letters of George T. Curtis and the interminable speeches of Sam J. Tilden."

In conclusion, Mr. Greeley, while conceding that Pomeroy was a man of great genius, believed that "if the pinch came" Bennett could teach him how to make a paper "so unmistakably Democratic" that people will know what it means the first reading.

Two days later Mr. Bennett hotly replied to Greeley, excoriating him for being the cause of Republican apathy and demoralization.

"He is the man who has driven the common sense, the respectable, controlling conservatism of the country into an attitude of hostility to the Republican Party. He is the real source in his party of all its extreme tendencies—all those desperate efforts to remodel the nation in accordance with extravagant and misty theory—those ridiculous vagaries of a dreaming enthusiast, who fancies he is a politician and a statesman. * * * *"

"Republicanism gave way to that spirit of which Greeley was the head and front, and the rest came of course. Thence came all the nigger legislation, and all the perversity of our recent political strife that would not have peace, if it was not peace with the nigger in the best place. * * * *"

"It is not the first time that Greeley has appeared in the same character. He had the same relation to Scott's disastrous defeat. His extravagant agitation of the anti-slavery excitement, his fury, his venomous invectives, his intellectual antic; generally, made such a sentiment against his party that the vast masses of the people have been driven from the support of it."

It was shortly before this squabble that Mr. Greeley's autobiography was being published in the New York Ledger, "something for fathers to buy for their sons to read," as Robert Bonner, the proprietor said.

Mr. Bennett's final fling at Greeley was a skit relative to the Chinese Mission, in which the Herald said:

"It will require another Cabinet council or two to settle the Chinese Mission. Meantime in addition to Horace Greeley, we perceive that General Banks, John Bigelow and George Wilkes are talked of for this important post. If the Administration, however, desires to harmonize the Republican Party in New York and to tickle the Chinese, Greeley is the man."

Herald's Friendly Attitude to Greeley As a Presidential Candidate

On May 3, 1872, the Liberal Republican Convention at Cincinnati nominated Horace Greeley for President on the sixth ballot, with B. Gratz Brown, of Alabama, for Vice-President.

The animosities, the misunderstandings and misrepresentations of the past were being rapidly forgotten by both the Bennetts, and next morning the Herald, in a long and complimentary editorial congratulated the Republican party on its choice for President.

"The judgment of the Herald pointed to Greeley as the natural candidate of the Liberal Republican Movement. * * * * We welcome Greeley into the campaign as a man whom the American people will always respect and honor. Whether we shall support or oppose him must be decided by himself. If he avoids certain fallacies that have embarrassed the usefulness of his career we shall support him."

(To Be Continued Next Week)

E. Lansing Ray B. B. B. Director

E. Lansing Ray, president of the St. Louis *Globe-Democrat*, has been named as the representative of the newspapers on the board of directors of the Better Business Bureau of the Advertising Club of St. Louis.

Salt Lake City to Advertise

The Salt Lake City Chamber of Commerce-Commercial Club has decided to raise a \$75,000 fund for advertising the city, the week of Nov. 17 having been tentatively set for the collection of the money.

Celebrate Golden Wedding

Olemy and Mary Newell, known to readers of the *Denver Rocky Mountain News* as "Jason and Elmira Pepper," celebrated their 50th wedding anniversary recently. Mr. Newell, who is the father-in-law of Frank Farrar, managing editor of the *Seattle Post-Intelligencer*, has for years contributed a weekly letter of current comment to the Rocky Mountain News under the name of Jason Pepper. He was also editorial writer for the old *Denver Republican*, and still earlier in his career, the founder of the *Trinidad News*, which he edited until 1885.

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EDITOR & PUBLISHER ANNUAL

Directory of Newspaper Syndicate Features

(An exclusive compilation, copyright 1924, by EDITOR & PUBLISHER)

Legend:—(D) Daily; (W) Weekly; (M) Monthly; (3TW) Three times a week; (FP) Full Page; (A) Annual; (SM) Semi-Monthly; (2TW) Twice a week.

A

FEATURE	AUTHOR	SYNDICATE
Abe Martin (humor 1 col.) (D)	Elin Hubbard	National Newspaper Service, 326 W. Madison St., Chicago.
Adventure Stories (D)	Ralph D. Paine	Houghton Mifflin Co., 4 Park St., Boston, Mass.
Ad-Art Service (mats and ill.) (S-M)		Allied Publishers' Service, 52 Vanderbilt Ave., N. Y.
Advertisers' Cut Service (fashion cuts) (M)		Copic Service Co., Inc., 233 W. 35th St., N. Y.
Advertisers' Cut Service (M)		Murray's Newspaper Services, 598 Madison Ave., N. Y.
Advertising Features	Various	King Editors' Features, 1170 Broadway, N. Y.
Ad-Route (newspaper house organ) (M)	W. S. Ball	International Syndicate, 213 Gullford Ave., Baltimore.
Advice to Girls (woman's page) (D)	Annie Laurie	Newspaper Feature Service, 241 W. 58th St., N. Y.
Advice to the Lovelorn (3tw.)	Beatrice Fairfax	International Feature Service, 241 W. 58th St., N. Y.
After Dinner Tricks (1 col. mat) (D)	Walter B. Gibson	Ledger Syndicate, Independent Sq., Philadelphia, Pa.
Allied Classified Promotion (ill. and copy) (M)		Allied Publishers Service, 52 Vanderbilt Ave., N. Y.
Allied Promotion Bureau (for all newspaper dpts.) (M)		Allied Publishers Service, 52 Vanderbilt Ave., N. Y.
America (2 cols. ill.) (D)	Ramon Coffman	National Newspaper Service, 326 W. Madison St., Chicago
America (history) (D)	Hendrick Van Loon	Christy Walsh Syndicate, 17 E. 42d St., N. Y.
America Through French Eyes (3 col.) (W)	Jean Desvignes	Federal Feature Syndicate, 190 5th Ave., N. Y.
Among Us Mortals (7 and 8 col. f. p. drawings) (S)	Richard Culter	New York Herald-Tribune Syndicate, 225 W. 40th St., N. Y.
Ancient Sports and Sportsmen (mat of ill. news col.)	Dr. Walter W. Hyde	Science Service, Inc., 21st & B Sts., Washington, D. C.
Andrew and Imogene (married life series) (D)	Roe Fulkerson	McNaught Syndicate, Inc., Times Bldg., N. Y.
Answers to Questions (D)	F. J. Haskin	Frederic J. Haskin, 21st & C St. N. W., Washington, D. C.
Apple-Top Farm	Walter Collins O'Kaue	Science Service, Inc., 21st & B Sts., Washington, D. C.
Arabian Expedition (S)	Rosita Forbes	Readers' Syndicate, Inc., 799 Broadway, N. Y.
Arm Hot (humorous epigrams) (D)	Robert Quillen	Associated Editors, Inc., 440 S. Dearborn St., Chicago
Auction Bridge (S)	Milton Work	New York Herald-Tribune Syndicate, 225 W. 40th St., N. Y.

AUTOMOBILE

Automobile (1 & 2 col.) (3tw.)	Albert L. Clough	International Syndicate, 213 Gullford Ave., Baltimore
Automobile Letter (proof) (S)	Harold F. Blanchard	King Features Syndicate, 241 W. 58th St., N. Y.
Automobile Letter (with mat ill.) (W)	H. A. Tarantous	King Features Syndicate, Inc., 241 W. 58th St., N. Y.
Automobile News	Staff	Interstate Commercial News Service, 38 Park Row, N. Y.
Automobile (Ullman Special Article, 1,000 words) (W)	William Ullman	Ullman Feature Service, Woodward Bldg., Washington, D. C.
Automotive Seasonal Service (W)	Ray McNamara	Christy Walsh Syndicate, 17 E. 42d St., N. Y.
Automotive Feature and Question Box (used car appraisal) (W)	Alexander Johnston	Christy Walsh Syndicate, 17 E. 42d St., N. Y.
Auto Sense (4-col. ill.) (W)	Jack Williamson	Associated Editors, Inc., 440 S. Dearborn St., Chicago
"In Motordom" (1 col.)	J. L. Jenkins	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago
John Smith and His Car (600 words) (W)	Frederick C. Russell	Ullman Feature Service, Woodward Bldg., Washington, D. C.
"Otto Knox" (auto comic) (1 col.)	Sidney Light	Hoosier News Syndicate, 420 S. Meridian St., Indianapolis
Sunday Motorist, The (1,500 words) (W)	William Ullman	Ullman Feature Service, Woodward Bldg., Washington, D. C.
"That Car of Yours" (500 words) (W)	William Ullman	Ullman Feature Service, Woodward Bldg., Washington, D. C.
Your Automobile (mat forms-d. o.) (W)	E. H. Scott	S. N. L. Technical Syndicate, 166 W. Jackson Blvd., Chicago

B

Bab Babbles (housekeeping) (D)	Ethel R. Peysner	Cosmos Newspaper Syndicate, 9 E. 37th St., N. Y.
Babson Articles (W)	Roger W. Babson	Babson News Service, Babson Park, Mass.
Barton's Health Article (W)	Dr. Barton	Bell Syndicate, Inc., 154 Nassau St., N. Y.
Be Youthful Club (2 & 3 cols.) (D)	M. M. Seeburger	Register & Tribune Syndicate, Des Moines, Ia.
Dear Family at Home, The	Curtis D. Wilbur, Secretary U. S. Navy	Premier Syndicate, Inc., 241 W. 58th St., N. Y.

FEATURE	AUTHOR	SYNDICATE
Beating the Stock Market (1-4 col.) (D)	R. W. McNeel	Houghton Mifflin Co., 4 Park St., Boston
Beauty (D. & S.)	Antoinette Donnelly	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Beauty Bait (married life series) (W)	Gene Dexter	Wheeler Syndicate, Inc., 373 Fourth Ave., N. Y.
Beauty Chats (D)	Edna Kent Forbes	George Mathew Adams Service, 8 W. 40th St., N. Y.
Beauty Chats (3tw.)	Lucrezia Bori	Newspaper Feature Service, 241 W. 58th St., N. Y.
Beauty Makers, The (f. p. ill.) (W)	Violet Dare	Wheeler Syndicate, Inc., 373 Fourth Ave., N. Y.
Bedtime Stories (D)	Thornton Burgess	New York Herald-Tribune Syndicate, 225 W. 40th St., N. Y.
Bettina's Recipes (1 col.) (D)	Louise Bennett Weaver	Register & Tribune Syndicate, Des Moines, Ia.
Between the Lines (book reviews and gossip) (W)	Mrs. Morris	Tri Feature Co-op. Syndicate Service, 110 W. 40th St., N. Y.
Bible Feature (1 col.) (W)	Robert W. Thompson, D.D.	Register & Tribune Syndicate, Des Moines, Ia.
Bible Poems (D-S)	Rev. Kenneth Owens	Readers' Syndicate, Inc., 799 Broadway, N. Y.
Big American Problems as Seen by Big Americans (W)	Edward F. Roberts	U. P. C. News Service, Inc., 243 W. 39th St., N. Y.
Bobbie and His Pa (3tw.)	William F. Kirk	International Feature Service, 241 W. 58th St., N. Y.
Book Beams (1 col.) (W)	Grant Overton	Metropolitan Newspaper Serv, 150 Nassau St., N. Y.
Book Reviews	Martha Foley	C-V Syndicate, Los Angeles, Cal
Bowery Nights (3000 words illus.) (W)	Capt. N. P. D.	Houghton Mifflin Co., 4 Park St., Boston.
Boys and Girls Page (7 or 8 col. mat) (W)	Various	Associated Editors, Inc., 440 S. Dearborn St., Chicago
Bridge Whist (W)	Wynne Ferguson	Bell Syndicate, Inc., 154 Nassau St., N. Y.
Broadcasts (D)	Lora Kelly	Ledger Syndicate, Independence Sq., Philadelphia, Pa.
Broadcasting Broadway (New York letter) (W)	Wells Hawks	Cosmos Newspaper Syndicate, 9 E. 37th St., N. Y.
Broadway (ms form) (W)	Brett Page	Newspaper Feature Service, 241 W. 58th St., N. Y.
Broadway's Current Success (1-2 page) (W)	G. B. Shaw, G. S. Kanfman, Marc Connelly and others	Putnam Syndicate, 2 W. 45th St., N. Y.
Broadway Straight (1 or 2 col.) (W)	Joseph M. Koehler	Tri Feature Coop. Synd. Serv., 110 W. 40th St., N. Y.
Buddle and His Friends (dog cartoon—2 col.) (W)	R. L. Dickey	Metropolitan Newspaper Service, 150 Nassau St., N. Y.
Budget Service (editorials, news, features)		Scripps-Paine Service, 1126 Folsom St., San Francisco
Budget Service (news, comics, features, pictures)		N. E. A. Service, Inc., 1200 W. 3rd St., Cleveland
Bunco Games to Beware of (4 col. mat and 1-2 col. text in proof) (W)	Walter B. Gibson	Ledger Syndicate, Independent Sq., Philadelphia, Pa.
Business Columns (D)	John T. Flynn	U. P. C. News Service, Inc., 243 W. 39th St., N. Y.
Business Day by Day (D)		Couch Grimes Pub. Co., 523 Bond Bldg., Washington, D. C.
Business Features	Various	King Editors' Features, 1170 Broadway, N. Y.
Business & Financial Chart (2 cols. with text by mail) (W)	Staff	Post Syndicate Service, 20 Vesey St., N. Y.
Business Girl (D)	Elizabeth Gregg	C-V Syndicate, Los Angeles, Cal.
Business News (D)	Various	Interstate Commercial News Service, 38 Park Row, N. Y.
Business News Service (D)	Staff	Ledger Syndicate, Independence Sq., Philadelphia, Pa.
Business Review (W)	Wilfred S. Cousins	King Features Syndicate, Inc., 241 W. 58th St., N. Y.
Business Review (W)	John T. Flynn	U. P. C. News Service, Inc., 243 W. 39th St., N. Y.
Business Today (800 words by mail) (D)	F. Schneider, Jr.	Post Syndicate Service, 20 Vesey St., New York

C

Cable Page (S)	European Staff	New York World Syndicate, 63 Park Row, N. Y.
Camera News Page (W)		International Syndicate, 213 Gullford Ave., Baltimore
Can You Solve? (detective mysteries) (D)	William Nelson Taft	Ledger Syndicate, Independence Sq., Philadelphia
Can You Tell?	R. J. and A. W. Bodmer	Ledger Syndicate, Independence Sq., Philadelphia
Cappy Ricks (W)	Peter B. Kyne	United Feature Synd., Inc., 63 Park Row, N. Y.
Careers for Women (3-4 col.) (D)	Various	Houghton Mifflin Co., 4 Park St., Boston

(Continued on page 21)

TRAINING, HONESTY, SERVICE, ESSENTIAL TO PROFESSION, ADVERTISERS HEAR

Chancellor Bowman of Pittsburgh Points Way to Greater Accomplishments for Advertising at Joint A. B. C.-Four A. Banquet

THE joint banquet of the members of the Audit Bureau of Circulations and the American Association of Advertising Agencies, was held at the Drake Hotel, Chicago, Oct. 17, drew an attendance of more than 900; the joint toastmasters were O. C. Harn of the A. B. C. and Stanley Resor, President of the Four A's. The speakers were Chancellor John Gabbert Bowman, of the University of Pittsburgh, Kenesaw Mountain Landis, Edgar A. Guest and Edward Price Bell.

A fine compliment was paid by President Harn to Victor F. Lawson, *Chicago Daily News*, who was seated at his right at the guest table, as the publisher who, twenty years before the Audit Bureau of Circulations was formed, had adopted the policy of printing every day on his editorial page the truth about his circulation. Mr. Lawson was given an enthusiastic reception.

After the banquet a midnight performance was given for the delegates at the Harris Theatre, of "No, No, Nanette!" through the courtesy of Paul Block of New York.

"There are three things that really make a profession," Chancellor Bowman declared, "and they are, first, that you have some technical training that you are going to use intelligently; second, you have got to have honesty; and third, you must have a motive of service, and you haven't any claim to being in a great profession without these three things."

"You have actually to be the man that you want other people to be," the Chancellor said, "and if you do actually live that life as St. Francis lived it, believe me, it will show in your advertising copy—all over your place—and this is the thing that will give you command absolutely of the public opinion of this nation, and nothing else is going to do it. It is an appeal after all to the character, the essential fundamental character that is inside you."

Chancellor Bowman, in demonstrating the great modern tendency toward the truth, spoke at length of the scientific researches of the Mellon Institute of Pittsburgh.

"I think we are at the beginning of one of the greatest eras right now of solving great problems that the world has ever seen," he said, "and the beautiful part of it all is this: It isn't going to apply any more merely to the problems of chemistry, physics, and biology, but it is going to apply to the problems of our social life, problems of psychology, of economics, of distribution and things of that kind that can be approached in exactly the same way when we can train men in sociology and economics who can attack a problem without prejudice, in an open-minded way, keep religion out of it, and all kinds of flabby sentiment, and think from fact to fact on our problems of society."

"I realize that you are producing business," the Chancellor said in conclusion, "and that you want business, but you know that no business based on falsehood is any good, and when people will trust you, will trust your advertising copy, if you please, you can do anything you want to with advertising copy, and it will be one of the greatest factors of influence of public opinion on this continent."

Judge Landis followed the Chancellor. He spoke briefly on the suffrage duty of American citizens, even advocating fine and then imprisonment for failure to vote.

"This country was established on the proposition of right of suffrage," the Judge declared. "A government like this that rests upon the franchise must have the exercise of the franchise, freely and fully, and if we can get that, if we can procure and secure it, no man need fear the safety of popular Government."

Introduced by Mr. Harn as the "Poet of the People" Mr. Guest followed with

an unusually refreshing speech, touching on the many sidelights of human life that he puts forth in his verse.

Edward Price Bell of the *Chicago Daily News* and director of the foreign staff of that paper concluded with a few pertinent remarks on journalism.

"The interview, as I understand it, is an effort to go into the minds of women and men, to go into the souls of women and men, to discover what is there and

Chattanooga Times Occupies Annex

The *Chattanooga Times* has rearranged its plant, moving the composing, stereotype and editorial rooms into its new annex. The rooms formerly occupied by these departments have been converted into office space. The business and the classified departments have not and the classified advertising departments have not been moved. The *Times* has installed a new Scott multi-unit sextuple press.

Furnishing Cable Election Service

As part of its service on the British election campaign, the *Montreal Daily Star* is publishing special exclusive cables from Winston Churchill and Lord Beaverbrook. These are displayed in double column measure on the front page and are attracting much attention.

FLEET STREET LOOKS OVER PARK ROW



Geoffrey Dawson (right), editor of the *London Times*, and W. Wilson (left), of the *Times* staff, this week sailed for home after a brief New York visit. They inspected the New York *Times* plant on Wednesday.

to give the truth clearly to the people. Sargent was a portrait painter. Sargent was a brilliant depicter of physical being. The interviewer, in my judgment, is a portrait painter also, but he is an intellectual portrait painter."

In the past eight months, Bell has interviewed seven of the outstanding public characters of the world, and has travelled twelve thousand miles. Those he interviewed were: Chancellor Marx of Germany; Prime Minister Mussolini of Italy; Poincaré of France; MacDonald of England; Senator LaFollette and John W. Davis. He hasn't interviewed President Coolidge, but has obtained his point of view.

Editors to Address Students

Harold T. Chase, chief editorial writer of the *Topeka Daily Capital* will make the first of a series of lectures to be given by Kansas editors before the department of journalism, University of Kansas, Lawrence, Kan. Other Kansas newspaper men scheduled to address the journalism students are: Henry J. Allen, *Wichita Beacon*; Victor Murdock, *Wichita Eagle*; William Allen White, *Emporia Gazette*; Charles F. Scott, *Iola Register*; H. J. Haskell, *Kansas City Star*.

The true American is one who feels equal to his superiors.—*Baltimore Sun*.

A.N.A.E. PICKS HOUSTON AS CONVENTION CITY

1925 Sessions to Be Held May 10-14 in Conjunction with A.A.C.W. Meet—Foster Extends Invitation

Houston, Tex., was selected as the next convention city by the unanimous vote of the officers and directors of the Association of Newspaper Advertising Executives, who met at the Chicago Athletic Club, Thursday night, Oct. 16. The sessions will be held on May 10 to 14 in conjunction with those of the Associated Advertising Clubs of the World, of which the A. N. A. E. is a departmental. Although official action has not been taken by the Association of Newspaper Classified Advertising Managers, it is thought that they also will meet at Houston.

The newspaper advertising executives were urged to come to Houston by M. E. Foster, publisher of the *Houston Chronicle* and the motion was presented by A. L. Shuman, vice-president of the *Fort Worth Star-Telegram*. Frank T. Carroll, president of the A. N. A. E. and advertising manager of the *Indianapolis News*, presided.

Last June, the A. N. A. E. and the Association of Newspaper Classified Advertising Managers held a joint convention at Columbus, O., while the former also participated actively in the international convention of the A. A. C. W. at London.

Numerous topics were proposed as subjects for discussions at the Houston meeting. They will form the foundation for a program that probably will surpass even that of the Columbus convention in its constructive and instructive work.

Newspaper executives from many sections of the United States attended the meeting of officers and directors. Among those present were: Frank T. Carroll, advertising manager, *Indianapolis News*; W. F. Johns, advertising manager, *New Orleans Journal*; E. F. Treffinger, advertising manager, *Richmond (Ind.) News*; J. K. Groom, manager national advertising, Northern Illinois Group; John Budd, president, The John Budd Company; P. L. Jackson, publisher, *Portland (Ore.) Journal*; F. J. Oexman, national advertising manager, *Cincinnati Times-Star*; A. L. Shuman, vice-president, *Fort Worth Star-Telegram*; M. E. Foster, publisher, *Houston Chronicle*; George M. Burbach, advertising manager, *St. Louis Post-Dispatch*; Brent Williams, promotion manager, *St. Louis Post-Dispatch*; W. L. Donahue, manager local display advertising, *Chicago Tribune*; A. L. Poorman, advertising manager, *Providence Journal and Bulletin*; W. H. Moore, manager national advertising, *Detroit News*; J. E. Lutz, president, J. E. Lutz Company; Carl P. Slane, publisher, *Peoria (Ill.) Journal-Transcript*; Harvey R. Young, advertising manager, *Columbus Dispatch*; Emery E. Hardwick, advertising manager, *Wichita Eagle*; H. A. Sprague, business manager, *St. Joseph News Press*; J. E. Young, business manager, *Spokane Spokesman-Review*, and Don Bridge, manager merchandising and national advertising, *Indianapolis News*.

Representatives of the Association of Newspaper Classified Advertising Managers who were present were: Charles Winters, classified advertising manager, *Chicago Daily News*, and C. L. Perkins, classified advertising manager, *Chicago Herald and Examiner*.

Lou Holland Improving

Lou Holland, president of the Associated Advertising Clubs of the World who is ill at his home in Kansas City, Mo., was this week reported rapidly improving in health, and in the near future will be able to resume his association duties.

Daily Goes to 8 Columns

The *Rhineland* (Wis.) *Daily News* has changed its column size from 13 1/2 ems and its page from seven to eight columns, with 21 inch column length.

Stability

Marked By an Extraordinary and Steady Circulation Growth

A LEADER in circulation fifty years ago, The Detroit News has maintained its rank to this day, growing steadily and keeping pace with the rapid expansion of this great city.

Note the circulation figures from the October reports to the Post Office authorities, shown opposite. The trend of circulation is decidedly upward both week days and Sundays. Every accretion of population to Detroit has added its proportionate quota of News readers. Is it any wonder that Detroit offers advertisers an unusual opportunity? Few cities of Detroit's size can be covered so thoroughly by one newspaper as Detroit is by The News. Few cities offer, besides, so rich a market. A city of more than a million population in which every English speaking home receives The News, and a city paying the highest wages!

Through The Detroit News advertisers can cover the whole of a great and prosperous field without missing any type or class of population. Business men, manufacturers and professional men as well as wage earners can all be reached through the one paper that enters the home and stays there—The Detroit News.

Post Office Statements of The Detroit News

Year	Week Day	Sunday
Oct. 1912	160,519	98,971
Oct. 1913	143,854	109,452
Oct. 1914	156,983	115,855
Oct. 1915	173,893	132,799
Oct. 1916	193,515	173,246
Oct. 1917	221,183	174,547
Oct. 1918	214,106	171,014
Oct. 1919	220,290	190,854
Oct. 1920	229,369	223,809
Oct. 1921	225,868	233,640
Oct. 1922	248,155	240,242
Oct. 1923	271,368	258,136
Oct. 1924	278,079	283,097

The Detroit News

GREATEST CIRCULATION WEEK DAY OR SUNDAY IN MICHIGAN

HERMAN H. KOHLSAAT, NOTED CHICAGO PUBLISHER, DIES SUDDENLY

Stricken at Home of Herbert Hoover in Washington—Owned Four Chicago Dailies During Lifetime—Friend of Six Presidents

HERMAN H. KOHLSAAT, 70, noted publisher at various times of four Chicago newspapers, the *Inter-Ocean*, the *Times-Herald*, the *Evening Post*, and the *Record*, and widely known as "the friend of six presidents," died in Washington Oct. 17. During the closing years of



The Late Herman H. Kohlsaat

his life, he was a member of the staff of the *New York Times*.

Death came suddenly while Mr. Kohlsaat was visiting at the Washington home of Herbert Hoover.

Funeral services were held in Washington Saturday afternoon. Louis Wiley, business manager of the *New York Times*, appointed by O. C. Harn, president of the Audit Bureau of Circulations, headed a committee of newspaper publishers who attended the rites. Other members of the committee were Victor F. Lawson, Colonel R. R. McCormick, *Chicago Tribune*; Frank Munsey, *New York Sun*; Cyrus H. K. Curtis, *Philadelphia Public Ledger*; Arthur Hays Sulzberger, *New York Times*, and John Stewart Bryan, *Richmond News-Leader*.

President Coolidge sent the following message of sympathy to Mrs. Kohlsaat: "My Dear Mrs. Kohlsaat: It is with great sorrow that I learned of the passing away of Mr. Kohlsaat. He has been exceedingly kind to me and sympathetic with the efforts that I have been making. I wish to express to you my sincere sympathy, which I know is shared by the circle and friends and admirers which is world wide.

Very cordially yours,
"CALVIN COOLIDGE."

President Coolidge spoke in the highest terms of the character and influence of Mr. Kohlsaat at a press conference at the White House following the former publisher's death.

The funeral was conducted by the Rt. Rev. James E. Freeman, Episcopal bishop of Washington. The honorary pallbearers were Secretary Hoover, Robert Woods Bliss, Edward M. House, Robert Underwood Johnson, Vernon Kellogg, Frank B. Noyes, Richard V. Oulahan, and Arthur H. Sulzberger, a son-in-law of Adolph Ochs, publisher of the *New York Times*. In accordance with Mr. Kohlsaat's wish, the body was cremated.

Mr. Kohlsaat had a brilliant career as a journalist. From farm boy near Albion, Ill., he worked his way upwards through various business enterprises into newspaper publishing, where he attained foremost rank.

When he was 12, he moved from the farm to Chicago. There in order to sup-

port his mother he sold newspapers until he obtained work as cash boy at \$2 a week in the store of Carson, Pirie, Scott & Co., rising rapidly to cashier of the firm.

Then he became traveling salesman for a baking concern. From this position he conceived the idea of establishing a chain of lunch rooms and organized H. H. Kohlsaat & Co., for the purpose. Soon Chicago was dotted with a string of restaurants bearing this name.

From this business and by wise real estate investments, Mr. Kohlsaat amassed a fortune.

From boyhood he had always had a leaning towards journalism. When he was 16 he had been offered a position on the *Chicago Tribune*. His mother dissuaded him.

To her he said:

"I will own a newspaper before I die."

Thus, with money from his lunchrooms in his pocket, he decided to realize his boyhood ambition.

In 1893 he bought a half-interest in the *Chicago Inter-Ocean* and became its business manager. Due to his efficient operation the property in two years was on a dividend paying basis for the first time in its history.

The editorial policy of the paper was in other hands, and Mr. Kohlsaat proposed to Mr. Penn Nixon, his partner, who was editor, that he was ready to buy out Nixon or dispose of his share. The outcome was that Mr. Kohlsaat sold out and left the paper. Subsequently he made an unsuccessful attempt to buy the *New York Times* and the *New York Tribune*. He is also said to have offered \$2,000,000 in cash for a majority of the stock of the *Chicago Tribune*.

The death of James W. Scott put the *Chicago Times-Herald* and the *Evening Post* on the market, and Kohlsaat surprised his friends by paying \$1,500,000 for the properties. He became editor of the publications, which had been Democratic, and overnight he changed their policies, bringing out the papers as independent Republican journals. The stand of both papers on national policies under the editorship of Mr. Kohlsaat soon began to be felt throughout the country.

Continuing as editor of both papers until 1901, Mr. Kohlsaat then purchased the *Chicago Record* from Victor F. Lawson and consolidated it with the *Times-Herald*, calling the merged papers the *Chicago Record-Herald*. He sold the *Evening Post* to John C. Shaffer.

In 1902 Mr. Kohlsaat announced his retirement from the *Record-Herald* to devote his time to real estate and other interests. He was 49 years old at the time, and had been working since he was 13 years old, with only a year's vacation. He made it plain that it was not his intention to retire from the newspaper business, but wanted time to devote his sixteen

business enterprises and to be free for the following presidential campaign. Frank B. Noyes, one of the owners and publishers of the *Washington Star*, succeeded Mr. Kohlsaat in the management of the *Record-Herald*.

In 1910 Mr. Kohlsaat again gained control of the *Record-Herald* and Mr. Noyes returned to Washington. In 1912 he bought the *Chicago Inter-Ocean* from George W. Hinman and assumed active editorial charge for a year, when the paper again changed hands and Mr. Kohlsaat retired from active journalism.

Mr. Kohlsaat was a confidential friend of Presidents McKinley, Roosevelt, Taft, Wilson and Harding. During a period of 25 years he was frequently called in consultation in the White House. Out of his experience as presidential adviser and his broad and close contact with politics he wrote "From McKinley to Harding," one of the most entertaining and valuable books of political history and one in which he embodied his personal recollections of the five Presidents named and of other men who have been in power in the Republican Party.

Obituary

LEONARD OSBORN MACDANIEL, 66, for many years cashier of the old *New York Sun* under the regime of Charles A. Dana, died Oct. 20 at his home in Ashfield, Mass. He was a nephew of Mr. Dana, who was his mother's brother, and also a nephew of Mrs. Dana, who was his father's sister. After leaving the *Sun*, he moved to Syracuse, N. Y., and thereafter, until his retirement from

business about eight years ago was concerned with the affairs of the Solvay Process Company.

GILBERT F. BARBEE, who purchased control of the *Joplin (Mo.) Globe* three years after it was established in 1896 and was its president until early in 1911, when he retired on the sale of his interests, died in that city on Oct. 17, after a two weeks' illness.

MARTIN HIESEMANN, 50, for the past ten years editor of the *Buffalo Volksfreund*, German daily, died recently after a long illness.

ROSS J. HURD, sports editor of the *Mansfield (O.) Daily Journal*, was instantly killed Oct. 17, when an automobile in which he was riding struck a bridge and was wrecked.

W. H. NEEDHAM, Sr., 83, pioneer newspaper publisher of Iowa, and for years editor and publisher of the *Keokuk County News*, died Oct. 15, after a 10 days' illness. He was a Civil War veteran.

ROBERT GRIEVE, 69, editor of the *Journal of Commerce* from 1897 to 1900, and manager until 1902, died at his home in Providence, R. I., Oct. 15. He was a former president of the Providence Typographical Union.

HARRY KATES, 50, publisher of the *Jamaica (L. I.) Herald*, died last week. He was formerly Republican County Committeeman in Queens.

DAVID W. SHIELDS, 83, veteran editor of the *Bellaire (O.) Democrat*, died at New Martinsville, W. Va., Oct. 18, while on a visit.

JOHN FOSTER, one time editor and proprietor of the *Washington (Pa.) Democrat*, died Oct. 10.

MORNING PAPERS
THE

GET ACTION
SAME DAY

JUST WHAT
WE HAVE BEEN
SAYING FOR THE
PAST TWO YEARS!

"Middle Classes are the Big Buyers of Everything," says Dwight W. Morrow, one of the partners of J. P. Morgan & Co., speaking before the Convention of Investment Bankers Association. — *Printers' Ink, October 2nd, 1924.*

We stopped talking circulation and featured buying power, just as soon as we saw the results of a survey made in Cincinnati—for that survey proved to us conclusively that the upper and the big, strong middle class were the people to reach—the classes that earn 82% of the total income.

—Who wants the 39% of the population that only earns 18% of the total income? We don't —and we're pretty sure you don't!

L. A. KLEIN
Chicago
New York

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

The
CINCINNATI
ENQUIRER
One of the World's Greatest Newspapers

SUCCESSFUL ADVERTISING

During the 9 months of 1924, National advertisers have preferred The Sun to other New York evening newspapers, using over two million lines—a gain of almost a half million lines over the corresponding period of 1923—327,732 lines more than the next evening newspaper.

Reader confidence in The Sun makes it an outstanding factor for successful advertising campaigns in the New York market.

The Sun
New York City

Average net paid circulation
more than 250,000

HIGH LIGHTS OF HISTORY

By J. CARROLL MANSFIELD

Sunday Feature Artist of The Baltimore Sun

An EDUCATIONAL Strip

History Told in Pictures

Interesting to Young and Old

A New Idea and
An Instantaneous Success

A SIX-COLUMN DAILY STRIP

Released Beginning November 17th

AT SUNDOWN, OCTOBER 11TH A LOOKOUT AT THE MASTHEAD RAISED THE CRY "LAND HO!"

CONFIDENT THAT HE HAD REACHED JAPAN, COLUMBUS ORDERED HIS SHIPS TO ANCHOR FOR THE NIGHT AND PREPARED TO GO ASHORE IN THE MORNING.



One Section of a Strip.

FEARFUL LEST HIS OTHER SHIPS SHOULD MEET THE SAME FATE, COLUMBUS DECIDED TO RETURN TO SPAIN TO TELL OF HIS DISCOVERY.

THERE WAS NO ROOM ABOARD THE "PINTA" AND "NINA" FOR THE SURVIVORS OF THE "SANTA MARIA" SO FORTY MEN WERE LEFT BEHIND IN HAITI, AT A LITTLE SETTLEMENT THEY HAD BUILT AND CALLED NAVIDAD.



One Section of a Strip

ADVANCE ORDERS FROM

Chicago Daily News

Washington Star

Baltimore Sun

Detroit News

Richmond News Leader

Oakland Tribune

Norfolk Virginian Pilot

Sioux City Journal

Spokane Chronicle

St. Louis Times

and

TEN OTHER PAPERS

Wire for Option and Samples

THE McCLURE NEWSPAPER SYNDICATE

373 FOURTH AVENUE, NEW YORK CITY

ROLLS-ROYCE CHOOSES U. S. DAILIES TO PROMOTE SALES

**Finds Advertising in Rotogravure Papers Broadcast Sales
Appeal Most Intensively at Least Cost—
N. W. Ayer & Son Placing Account**

By HAMMOND EDWARD FRANKLIN

THE president was busy checking off with a cross the cities with newspapers which have rotogravure sections where his merchandise is on sale.

This done, he showed the result to his sales manager. The two found that in nearly every rotogravure city was one of their big-volume retail accounts. A further study of rotogravure "high spots" proved that practically every rotogravure newspaper not only has an immense influence in its own city, but also over a wide trading territory. The company found nation-wide circulation far more intensive than that offered by any magazine and a quality of reproduction exceeding that of magazines.

The corporation's advertising agency studied the matter from a different angle. Every town of 5,000 inhabitants and above was checked over to see what towns the company had distribution in already and what towns the manufacturer ought to have distribution in. It was discovered that the corporation had distribution in only 25 per cent of the towns of 5,000 and above, despite the fact it considered its business "national" in scope. To have advertised in one or more of the national magazines, which avidly tried to turn the account from the newspapers, would have meant 75 per cent waste.

The use of rotogravure enabled this manufacturer to keep waste at a minimum in circulating his sales story, to win an enthusiastic support from his large accounts over whose names the advertising appears and to give the greatest possible assistance to all of his dealers at the lowest cost. Common sense efficiency applied to advertising!

Many advertisers long have acknowledged the value of the newspaper for selling soap, tooth paste and the hundred and one commodities of low price within the reach of the masses, but have contended that high-price products, supposedly bought only by a few "class" people, must be advertised and sold through other mediums.

When a Rolls-Royce draws up at the curb, it usually becomes the center of an admiring crowd. On the road, it invariably attracts attention. By many it is regarded as the acme of luxury and refinement in motor cars.

The recent publication of a full-page advertisement in rotogravure by Rolls-Royce of America, Inc., is significant, for it establishes that the time has come when no product, no matter how proud and up-stage, need feel that it is lowering its dignity by turning to the newspapers. The readers of the newspapers of America include large numbers of ample means who can afford to buy any product they wish, if "sold" on it.

A Rolls-Royce before a stately mansion is shown (as only rotogravure can) under the heading, "Rolls-Royce, An Adventure In Perfection." The copy shows how no expense has been spared to build a superlative car, describes the beauty of lines, ease and silence of operation and stresses the fact that no Rolls-Royce has ever worn out. The company then urges the car be considered as an investment in transportation and declares that the car is sold every day to people who want the best, but who are not especially wealthy. The reader is invited to call at the company's show-rooms to arrange for a 100-mile trial ride. What is more, the reader is informed that a Rolls-Royce may be bought with a moderate initial payment and the balance in easy installments!

Those who were in England some weeks ago may recall that British Rolls-Royce copy consists mostly of testimonials in glowing, even extravagant terms, from members of nobility. In America, the car is advertised by conservative statements, backed by facts. Its key-note has been thus far that "No Rolls-Royce has

ever worn out," a fact it can prove because it sells comparatively few cars a year and keeps in touch with owners. This foundation idea has made it possible to change the conception of the public to the idea that a Rolls-Royce is really a good business investment, not necessarily simply a show or boulevard car.

N. W. Ayer & Son direct the American advertising of Rolls-Royce.

This is not the first time, however, the company has bought newspaper space. Previously it has published small copy three columns wide by about six inches deep in preferred positions in the several cities where it had direct factory branches. The copy quoted a price of \$10,900 for a Rolls-Royce four-five passenger phaeton—a daring, but convincing bit of strategy which few makers of luxury products have followed.

Prior to 1919 small sales in America were made through a New York distributor, who imported the cars from England—when he could get them. There always was a waiting list. Late in 1919 Rolls-Royce of America, Inc., with a plant at Springfield, Mass., was established. English workers were transplanted to New England to break in Americans in building the car. It took several years to work out production problems, costs, etc., so only within a comparatively short period has the company been in a position to advertise.

A copyright symbol, originated by Charles Sykes, the sculptor, has been used in most of the Rolls-Royce advertising previously, but does not appear in the rotogravure full page copy. The figure, which also appears on the cars, sym-

bolizes silence of operation, swiftness and exclusiveness.

Just as in society there are certain matters one takes for granted, so it is in advertising a product of high price, in the opinion of the company officials. The company ran a test of its car down the 17 miles of steep, winding road of Pike's Peak, with a grade of 10½ per cent in places, controlled by foot brakes alone, an unusual test of its safety factor, and apparently good copy material. But the company has never told this to the public, since it believes the attitude of the public should be to expect such things as a matter of course. The test, however, was used with dealers to excellent effect through trade-paper inserts.

A certain amount of advertising is done in class publications and to carefully selected lists direct by mail. Compared with many automobile manufacturers, the percentage of appropriation for advertising is very small, but doubtless will be increased. There is a point beyond which the company plans never to go in annual number of cars built.

The value of the newspaper in the company's sales plan is plain. Its rotogravure copy can be used over the name and directly around its branch. There is no waste. By picking its newspapers, it can be sure it is reaching high grade prospects and at the same time furthering its reputation among the American public as a whole. The use of a full page gives the company a dominance in keeping with its product.

When such firms as Rolls-Royce of America, Inc., Proctor & Gamble, William L. Gilbert Clock Company, Stacy-Adams Company, Yardley, Coty, Weingarten Brothers, Inc., I. B. Kleinert Rubber Company, E. R. Squibb & Sons, Sonora Phonograph Company, Inc., Har-

vard Mills, Walk Over, and many others buy newspaper space regularly through rotogravure secure remarkable artistic effects, it is certain that many more makers of quality products will favor this medium.

A short time ago a newspaper purposefully omitted rotogravure from two issues' country editions to see what would happen. The management had in mind discontinuing the rotogravure section. So many letters were received about the omission, the publishers saw at once the wisdom of retaining roto for its circulation value alone. In making the test, the publishers of course made a pro rata refund to advertisers for the two issues omitted from country editions.

See page 23 for
complete list of
the features of

Metropolitan
Newspaper
Service



101,210

was the average net paid circulation of The Providence Journal and The Evening Bulletin for the six months ending September 30, 1924. This is a net gain of 4,714 per day over the same period of 1923.

These great newspapers, with their responsive reader influence offer advertisers thorough coverage of this prosperous Rhode Island market at a minimum cost.

23c a Line Rate

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
Los Angeles San Francisco

The Cathedral Towns of England

ELY

Standing out conspicuously on its marsh-girt isle is Ely Cathedral. The town is small, a mere village, but the glorious pile which crowns the hill is one of the finest achievements of Norman and Gothic architects.

The isolated hill on which Ely stands was so protected by the surrounding fenlands that it was here that the English made their last stand against William the Conqueror. Charles Kingsley's "Hereward the Wake" throws such a glamour over the Isle of Ely that it should be read before the place is visited. The wonderful and unique lantern was erected in the 14th century after the collapse of the central tower.

London & North Eastern Railway
from Liverpool Street Station,
London

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

H. J. KETCHAM
General Agent

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

MAGAZINE SECTION

The New York Times

Sunday Edition



The Magazine Section of the Sunday edition of The New York Times has a circulation of approximately 600,000 copies, in 8,000 cities, towns and communities of the United States.

It offers to advertisers an exceptional medium at a low price—\$1.00 an agate line—and the opportunity to present products to the best advantage by rotogravure printing.

BEST-PAYING ADVERTISING MEDIUM

George A. Strader Co.
English Broadcloth Sport Shirts, Troy, N. Y.

The New York Times Magazine Section is very prolific of results and pays us better than any medium we have ever used. The most satisfactory business produced has come from a clientele of readers scattered in all four corners of the earth. We have established very satisfactory relations with this high-class clientele, leading in many cases to three and four repeat orders.

ORDERS FROM DISTANT POINTS

S. Sternau & Co., 9 E. 37th St., New York
Makers of Sterno Canned Heat-Sterno Devices

In response to our advertisements in the Magazine Section of the Sunday edition of The New York Times, orders for our stove came from points as far west as California and as far south as Florida. One interesting incident was the receipt of an order for 50 stoves from a dealer in the West Indies.

TWO THOUSAND ORDERS

Picard, Bradner & Brown, Inc.
Advertising Agents
16 W. 46th St., New York

The Magazine Section of the Sunday edition of The New York Times surprised us with its pulling power on a mail order coupon for the new Marathon Blade for Gillette model razors. We inserted a 228-line advertisement in the August 24th issue and would have been reconciled to a return of a little over 50% of what that advertisement actually did pull. Its yield was 2,057 orders; about 100 men came to the Best Cutlery Company, bringing The Times advertisement with them.

INQUIRIES UNUSUALLY HIGH GRADE

Pelman Institute of America, Inc.
2575 Broadway, New York

Through our advertising in the Magazine Section of the Sunday edition of The New York Times, we have regularly received a satisfactory number of inquiries. The character of the replies from The Times is of unusually high grade. Within the past year we have enrolled 452 students through The Times Magazine Section.

HIGH CALIBRE AS BUYERS

Army & Navy Supply Co.
243 West 42nd St., New York

The customers who respond to the advertisements we carry in The New York Times Magazine Section are of high calibre as buyers. They seem to be of the type who do not come to shop but to buy. They want articles of good quality and are quite willing to pay the prices, providing the value is there.

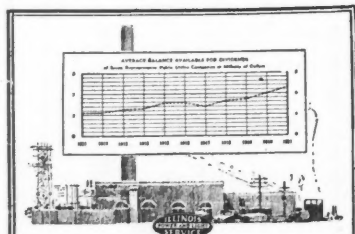
"MERGER" OF 68 UTILITY COMPANIES SOLD THROUGH ADVERTISING

Illinois Power & Light Corporation Also Says It Made Stockholders of 6,000 Customers—19 Pieces of Copy Used in 2 Months' Campaign

EDITOR & PUBLISHER herewith presents the fifth of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.

ON the title page of a folder of newspaper advertisements used by the Illinois Power and Light Corporation we find these paragraphs:

"This series of advertisements accomplished the changing of the names of



Why Utility Earnings are Steady

For many years Public Utility Companies have maintained far more consistent earnings than general industries.

The Public Utility business, because of the essential nature of the service and the steady demand, is not subject in great measure to the ups and downs of the business barometer. Even during the war the earnings of Utility Companies were regular, though costs were mounting and operating conditions were difficult.

This dependability of earnings is one reason why the securities of sound Utility Companies appeal to conservative investors.

Illinois
Power and Light
Corporation

Specimen of good utility copy.

sixty-eight individual light and power companies to Illinois Power and Light Corporation.

"It also pointed out to the people in the communities served by these companies the advantages of having their local utility united with a larger service organization.

"The third purpose of this series was to build the foundation for a customer ownership campaign; the last few advertisements discuss the financial aspects of the utility business and the dependability of utility securities."

The folder shows nineteen pieces of copy used in a two-months' campaign carried on during September and October, 1923. Insertion schedules called for copy three times each week in daily newspapers, and also regularly in the weekly newspapers published in the communities served by the company. Thirty, forty and forty-eight inch copy was used.

The approximate cost was about \$13,500, which included the preparation of copy and layouts; art work, engraving, electrotypes, composition and actual space.

A company official says of the results obtained:

"From the standpoint of changing the name, we believe the campaign was very successful, inasmuch as the people in the communities served, quickly became accustomed to the new name. Through the adoption and use of an official symbol which appeared in all copy following the fifth advertisement, it was made easier for the public to recognize the new name and organization.

"As for the second objective, pointing out the advantages of the merger, we believe the campaign has resulted in a much better understanding between the

company and its customers and that the public in general is better acquainted with the advantages they now enjoy through the larger service organization over the previous local utility company.

"In this connection we believe that this series helped to create a lasting and far-reaching good will which is an invaluable asset to the company.

"The third objective, which was the building of a foundation for a customer ownership campaign, resulted in a very satisfactory accomplishment for during a period of six months, including the two months of the campaign, over 6,000 customers became stockholders through their purchase of \$3,500,000 of our 7 per cent cumulative preferred stock.

"Included in this number are 74 per cent of our employees who have also become stockholders.

"We regard newspaper advertising space as indispensable to utility advertising in general and more specifically we believe that no other form of advertising could have accomplished such far-reaching results as has this recent newspaper campaign. In no other way could we have reached the general public as cheaply and as quickly.

"In our subsequent customer ownership campaigns, we are using a liberal amount of newspaper advertising space in order to tie up our direct mail literature and the efforts of our stock salesmen."

A booklet containing a series of articles, of which the above is one, may be had on application to Advertising Bureau, American Newspaper Publishers' Association, World Building, New York.

TYPOS ELECT G. K. HEBB OF DETROIT PRESIDENT

George Korn Presented with President's Medal As Chicago Convention Closes — Speakers Discuss Marketing Better Printing

George K. Hebb of Evans, Winter, Hebb Company, Detroit, was elected president of the United Typothetae of America on Oct. 17, as the annual convention at Chicago drew to a close. Mr. Hebb just had finished a year's service as vice-president and chairman of the executive council.

The election of Mr. Hebb followed the recommendation of the nominating committee. All of the other selections of the nominating committee, reported in EDITOR & PUBLISHER last week, were elected by the convention.

The "president's medal," presented to the retiring president at each convention, was given to President George K. Horn, Maryland Color Printing Company, Baltimore.

The morning session was devoted to the topic, "Marketing Better Printing." The speakers were: Edward T. Hall, secretary, Ralston Purina Company, St. Louis, on "Retail Co-operation the Neck of the Bottle;" Walter S. Ashby, advertising manager, Western Clock Company, La Salle, Ill., on "What the Advertiser Expects From His Printer;" and A. L. Lewis, Southam Press, Ltd., Toronto, vice-chairman of the committee on marketing, on "The Printer's Advertising Problems." Mr. Lewis' address outlined the work which the marketing committee expects to do during the coming year.

German visitors to the convention described the recent financial chaos in Germany. One of the speakers told of having printed billions of paper marks in his shop.

Know Your Source of Supply!

Your stereotype problem recurs every day. If you are now using the economic cold process, dry mats are as essential to you as newsprint or ink. Can you afford to be dependent upon an unknown supply?

Sooner or later something goes wrong—and you get a "we are very sorry but owing to circumstances beyond our control we can't deliver." With all the best intentions in the world such contingencies cannot be prevented, in fact are inevitable. Excuses, however sincere, will not enable you to get out your paper!

Here are **CERTIFIED DRY MATS** made in America and sold by an organization that is familiar with the preferences and needs of American dailies. Here is an organization conversant with American conditions "as is," not as might be imagined, ready to serve you as you would wish.

It is up to you to assure yourself of supply, quality, and service by availing yourself of what we have to offer. Insist upon knowing your source of supply and then to make assurance doubly sure, buy right by buying *Certifieds*.

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 Corp.

340 Madison Avenue, New York, N. Y.

Trade Mark



Reg. U. S. Pat. Off.

"Made in America to Insure Quality and Service"

The Ingraham Plan of Newspaper Representation

is a plan of service to Newspapers, Advertising Agents and National Advertisers.

WHILE P. B. Ingraham served as advertising manager of Printers' Ink and Printers' Ink Monthly, and before that with two of the best-known newspaper special agencies, he had a good opportunity to study the subject of newspaper representation from all angles.

As a result of this study, the Ingraham Plan should mean a larger volume of national lineage for those newspapers that adopt it and should also serve the advertising agency and national advertiser constructively.

The continual growth of national advertising in newspapers makes necessary a strong constructive sales service on the part of the special representative.

THE P. B. INGRAHAM CO.
Newspapers' Advertising Representatives
NEW YORK—CHICAGO

Columbia Trust Co. Building, Suite 1001-1002, 358 Fifth Avenue, New York

The Indianapolis Radius

at a glance

Population

Indianapolis	- - - - -	358,760
A. B. C. "Trading Area"	- - - - -	800,000
Indianapolis Radius	- - - - -	1,992,713

Circulation of The Indianapolis News

(Figures from Publisher's statement to A. B. C. for 3 months ending March 31, 1924.)

City - - - - - 81,128

(Includes all Marion County, within the city carrier delivery limits)

Suburban - - - - - 25,724

(A. B. C. definition of "suburban")

Country - - - - - 24,940

(The News maintains daily motor delivery to individual subscribers along the principal highways of the Indianapolis Radius)

Total 131,792

New York Office
DAN A. CARROLL
110 E. 42d Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

The Indianapolis News

Frank T. Carroll, Advertising Manager

PUBLISHERS TO ASK PERMANENT USE OF NAVY RADIO FACILITIES

Will Seek Renewal of Present Agreement Covering Pacific Press Dispatches Which Expires June 30, 1925

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

DETERMINED effort will be made early in the next session of Congress to make permanent the arrangement by which the Navy's radio facilities are used for the transmission of news dispatches across the Pacific. A resolution, designed to extend indefinitely the present grant, which expires June 30, next, will be introduced by Representative Arthur M. Free of California, a member of the House Merchant Marine and Fisheries Committee.

A concerted drive on Congress is expected from the publishing interests to demonstrate the importance of continuance of the arrangement which is vital to news exchanges between the United States and the Far East. The resolution also will have the support of the Navy Department. Officers of the Naval Communications have been enthusiastic over the arrangement since its installation in 1921 for more than one reason. Use of the Navy's radio facilities by the press has been a direct source of income to the Government and has kept navy radio personnel in the Pacific area in practice in a manner that could not have been accomplished by the mere transmission of service messages.

The expiration of the first grant for use of the facilities for press messages would have taken place June 5, 1922, if the publishing interests had not been successful in their fight for an extension. A permanent arrangement was sought, but opposition from members of Congress and the commercial radio companies, forced a compromise. On April 14, 1922, President Harding signed a joint resolution of Congress extending the use for a three-year period which ends June 30, 1925. It is to replace this arrangement that the effort to effect a permanent plan will be made.

Under the existing law, the resolution of 1922, use of the navy radio facilities were permitted to Alaska, the Philippines and Hawaii. Until Jan. 1, 1924, the law included China, but that arrangement was superseded by the international wireless agreement for China made at the Washington Conference on the Limitation of Armaments and Far Eastern Questions.

Active in the fight to bring about the three-year extension in 1922 were the Press Congress of the World, the EDITOR & PUBLISHER, and V. S. McClatchy, formerly editor of the *Sacramento Bee*. Arguments of the newspaper representatives showed that press exchanges to certain areas of the Far East virtually would cease if the Navy's facilities were denied. Commercial radio interests, while opposing the extension as matter of general principle, were forced to acknowledge that

their equipment was insufficient to permit them to make rates not prohibitive to the transmission of press messages. Some members of the House opposed the resolution on the grounds that it was "government in business."

Although the attitude of the commercial radio companies has not been disclosed officially, it is understood they will present the same opposition to a renewal of the existing law and will fight any effort to make the extension permanent. The likelihood of opposition from certain members of Congress also exists and for that reason editors and publishers will be called upon to urge members of Congress from their districts to support the proposal.

One of the arguments which will be used to bring about continuance of the use of the Navy's facilities will be the importance assumed by news exchanges in international relations. Congressmen will be impressed with what newspaper men know to be the fact that countries who keep in touch with what is going on inside the borders of each avoid the possibility of friction that might lead to misunderstandings. Again it will be shown, and the Navy will back up this argument, that use in the Pacific of Navy radio is not in competition with private business, as private radio companies in their present state of development are unwilling to afford service for news dispatches.

Representative Free already has discussed his plans with Governor Wallace R. Farrington, of Hawaii, who was in Washington recently. Governor Farrington, formerly publisher of the *Honolulu Star-Bulletin*, realizes the importance particularly to Hawaii of the utilization of the Navy radio for press purposes. V. S. McClatchy expects to come to Washington in the interest of the fight when the Free resolution gets into the House Merchant and Marine Committee.

U. S. GREATEST PAPER USER

Consumes 150 Pounds Per Capita, Kellogg Tells News Print Bureau

Americans are the greatest users of paper in the world, R. S. Kellogg, secretary-treasurer of the News Print Service Bureau, Inc., declared this week, when he addressed the bureau's annual fall meeting held in New York, Oct. 23.

More than 50 paper men attended the meeting, at which W. E. Knox, of the Bowery Bank, New York, and president elect of the Investment Bankers Association, was also a speaker.

Kellogg's address was on a survey of industry, which he has just completed, covering the growth during the last

century of all basic commodities, and focusing attention on the paper trade.

In the United States approximately 150 pounds of paper is consumed per capita annually, Mr. Kellogg showed. In 1860 consumption of newsprint per capita rate of newsprint consumption alone is a year was only 4 pounds. This figure has advanced steadily, until today the 50 pounds per capita.

Some of the gradations in the upward scale, as given by Kellogg on newsprint consumption per capita, annually, were in 1880, 6 pounds; 1890, 6 1/4 pounds; 1900, 16 pounds; 1910, 35 pounds, and 1920, 40 1/2 pounds.

N. E. A. DRIVES FOR MEMBERS

H. C. Hotaling, Secretary, Announces Prizes to Boost Campaign

The biggest membership campaign in the history of the National Editorial Association was announced this week by H. C. Hotaling of St. Paul, executive secretary. Fifty prizes will be awarded to winners, on the occasion of the 40th annual convention of the N. E. A. in Richmond, Va., early in June, 1925. These prizes will go to the 50 members who send in the largest number of new members before May 1, 1925, when the campaign terminates. Thirty-five prizes, aggregating more than two thousand dol-

ars in actual value, have been definitely arranged for.

Topping the list of prizes are a full page of advertising space in EDITOR & PUBLISHER, several head of pure bred livestock, a thoroughbred police dog, paintings and several advertising mat and cut services. The list contains a wide variety of objects, including sets of books, golf balls, gold coin, type, printer's ink, printing machinery, sporting goods, engravings, correspondence courses, firearms and subscriptions to leading trade publications.

An unique feature of the distribution of awards is the plan to allow winners to have their own choice of prizes. High man or woman will be given first choice of the entire list of prizes. The one in second position will be given choice of the remaining prizes and so on down the list until all prizes have been awarded.

Fourth District to Meet Nov. 23-25

The Fourth District, A. A. C. W., will hold its annual convention in Nashville, Tenn., Nov. 23-25. Herbert Porter, of the *Atlanta Georgian*, is chairman of the district which comprises North and South Carolina, Georgia, Florida, Alabama, Mississippi, and Tennessee. The convention chairman is P. W. Lamerline, president of the Advertising Club of Nashville.

TRADE **LINOTYPE** MARK

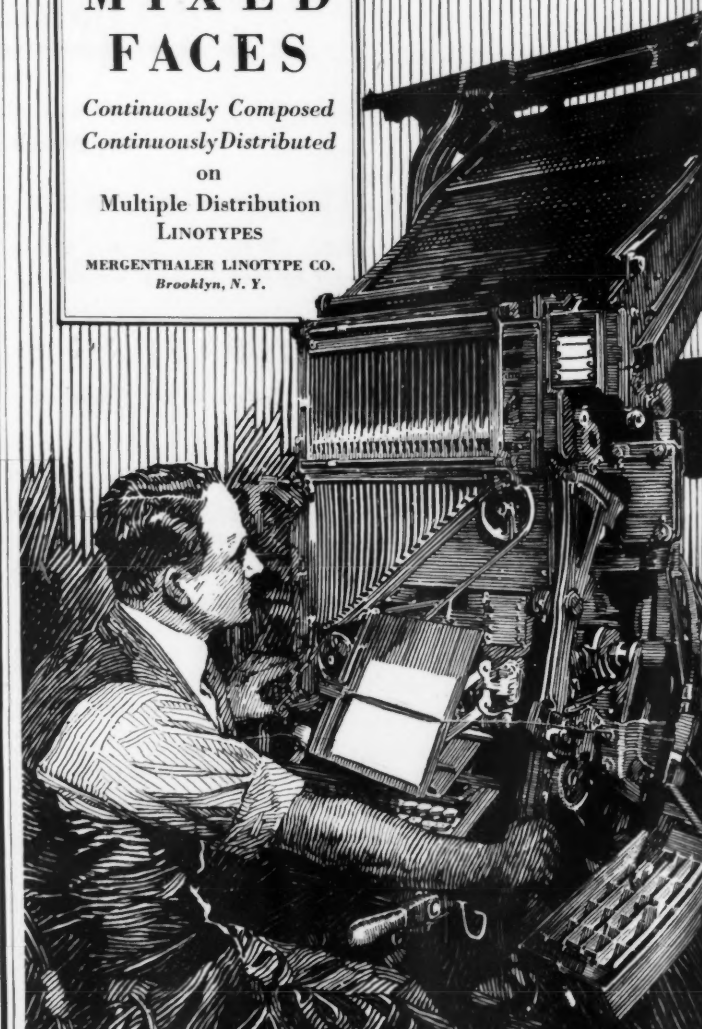
MIXED FACES

Continuously Composed
Continuously Distributed

on

Multiple Distribution
LINOTYPES

MERGENTHALER LINOTYPE CO.
Brooklyn, N. Y.



Controlling Circulation Curves :::

If your circulation charts show a downward, a stationary or a too-slowly-rising curve you will be interested in our plan which builds and holds circulation through a simple, dignified, businesslike plan. (Scores of successes already recorded.)

**No Contests
No Schemes
No Trickery
No Premiums to Buy !**

Wire for full details of the Best Plan Ever Presented

HICKEY-MITCHELL CO.

Pierce Bldg. *Builds and Holds Circulation* St. Louis, Mo.

This advertisement composed entirely on the LINOTYPE in the Bodoni Series

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 11)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Care of the Baby', 'Cartoons (News)', 'Cartoons (Political)', 'Cartoons (Human Interest)', 'Cartoons (Sport)', 'Cartoons (Romantic)', 'Cartoons (Merchandising)', 'Cartoon ("Human Zoo")', 'Cartoons (editorials)', 'Cartoons ("Feminisms" and "Her Problems")', 'Cartoons (Romantic)', 'Cartoon (topical)', 'Cartoons (4 col. mats)', 'Cartoons (4 col. mats)', 'Cartoons (4 col. mats)', 'Cartoon (political)', 'Cartoon "Everyday Movies"', 'Cartoon (sport) and Article', 'Cartoon ("Can You Beat It?")', 'Cartoon (political)', 'Cartoon (sport)', 'Cartoons (2 and 3 col.)', 'Cartoons (Human Interest)', 'Cartoons (editorial)', 'Cartoons (D)', 'Cartoon-Nameless Title Picture', 'Cartoon (tabloid-black mat)', 'Cartoons (sport review)', 'Cartoonographs', 'Charts', 'Checker Column', 'Child Training', 'Child's Story of America', 'Child's Story of the Human Race', 'Children's Bible', 'Children's Games', 'Children's Page', 'Children's Page', 'Children's Story', 'Children's Story', 'Children's Tabloid Cut Out', 'Children's Tabloid Pages', 'Chips from My Own Block', 'Classics in Slangage', 'Clues to Character', 'Close-ups of Europe', 'Club Ethics', 'Column', 'Comment'.

COMICS

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Able the Agent', 'Abner Simp', 'And He Did', 'Assorted Nuts', 'Applesauce', 'Baby Peggy', 'Banana Oil', 'Barney Google and Spark Plug', 'Baxter Beasleys', 'Betty', 'Boob McNutt', 'Bringing Up Bill', 'Bringing Up Father', 'Bughouse Fables', 'Bungle Family', 'Bungle Family, The', 'Buttons & Fatty', 'Cap Stubs', 'Captain and the Kids', 'Carrie and Her Car', 'Cheerful Cherub', 'Cicero Sapp', 'Clarence', 'Codgie', 'Color Cut-out', 'Column Comics', 'Comic Outlets', 'Darius Dubb', 'Dicky Dippy's Diary', 'Doyle's Daily Comics', 'Dubb Sisters', 'Dudley Dudd', 'Dumb Dora', 'Eddie's Friends', 'Embarrassing Moments', 'Embarrassing Moments', 'Felix', 'For Better or Worse', 'Fore', 'Fussy Foresome', 'Famous Fans', 'Freddie the Sheik', 'Fritzi Ritz', 'From Sue to Lou', 'Gas Buggies', 'Gasoline Alley', 'Girligags', 'Goldberg Comic Strips'.

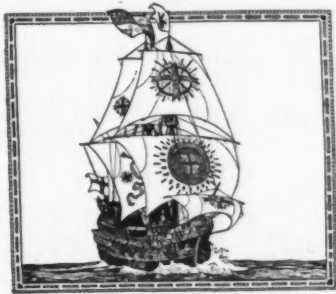
(Continued on page 22)

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 21)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various syndicated features like 'Grouchas', 'Gumps', 'Guy from Grand Rapids', etc., along with their authors and syndicate names.

(Continued on page 24)



THE METROPOLITAN LIST

PRE-EMINENT ARTICLES, on compelling subjects, including love, marriage and the modern woman, by widely known writers, giving their own experiences and convictions, weekly.

METROPOLITAN WEEKLY, SHORT STORIES, expertly selected for newspapers; sparkling illustrations. Each story complete, a perfect page unit for the Sunday magazine, or excellent for quick finish serialization. Page mats available; 20 or 21 inches deep; 7 or 8 columns wide.

MILDRED BARBOUR'S swiftly moving serials of romance and married life, daily installments of 1,000 words; suspended interest.

NOVELETTES, 10,000 to 30,000 words.

STANDARD SERIALS by widely known authors.

EXPLOIT AND ADVENTURE. Authentic narratives by famous explorers, hunters of big game, gentlemen rovers; issued in a weekly series; illustrated; page mats available; 20 or 21 inches deep; 7 or 8 columns wide.

STEPHEN LEACOCK. Weekly humorous article; delicious fooling with poets and plumbers; satire and slapstick. Illustrated by Kessler.

CROSS WORD PUZZLES — daily or weekly. From the expert originators of the Cross Word Puzzle Book, who started the craze.

SECKATARY HAWKINS, a juvenile feature of remarkable pulling power, demonstrated in city after city, "The best thing since Huckleberry Finn"; illustrated; weekly.

GAS BUGGIES, BY BECK; 6 column daily comic strip; joyous adventures of a flivverist and his family.

DOWN THER OAD, BY BECK; amusing automobile situations; 4 or 3 col. cartoon for Saturday or Sunday.

KESSLER'S DAILY COMIC CARTOON. 3 and 2 columns; "A Look is a Laugh."

BUDDIE AND HIS FRIENDS; an all-dog cartoon once each week by Robert L. Dickey, the national dog artist.

GRANT OVERTON'S weekly book chat, informative, entertaining.

"YOUR HOME AND YOU," new ideas in home-making, covering all phases of the household; brightly illustrated; daily by Helen Kendall.

— AND OTHER FEATURES —

*We sell newspapers features:
Our features sell newspapers.*

Metropolitan Newspaper Service

MAXIMILIAN ELSER, Jr., General Manager.

EARL J. HADLEY, Associate

150 NASSAU STREET

NEW YORK

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 22)

FEATURE	AUTHOR	SYNDICATE
Confession of International Ex-convict (w)		Coamos Newspaper Syndicate, 9 E. 37th St., New York.
Confessions (D)	Fanny Butcher	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago.
Cooning Tower, The (Humorous col.) (D)	F. P. Adams	New York World Syndicate, 63 Park Row, New York.
Control Your Weight Via the Kitchen (womans' page)	Loretto C. Lynch	Coamos Newspaper Syndicate, 9 E. 37th St., New York.
Cook Book (Woman's page) (D-S)	Jane Eddington	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago.
Correct Clothes for Men	Peter Greig	King Features Syndicate, Inc., 241 W. 58th St., New York.
Correct English (D)		Ledger Syndicate, Independence Square, Philadelphia.
Cover Designs		King Editors Features, 1170 Broadway, New York.
Cross Word Celebrities (cross word puzzle mat) (W)	O. L. Griffith	Ledger Syndicate, Independence Square, Philadelphia.
Cross-Word Puzzle (with solutions—mats of diagrams) (D)		King Features Syndicate, Inc., 241 W. 58th St., New York.
Cross Word Puzzle (mat) (D)	Walter B. Gibson	Ledger Syndicate, Independence Square, Philadelphia.
Cross Word Puzzle with solution (1/2 col. panel) (D)	R. H. T.	McClure Newspaper Syndicate, 373 4th Ave., New York.
Crossword Puzzle (with solution) (S)		New York Herald Tribune Syndicate, 225 W. 40th St., New York.
Cross Word Puzzle (with solution) (W)	World Staff	New York World Syndicate, 63 Park Row, New York.
Cross Word Puzzles (2 col.; 1 col. solution) (2tw.)	Various	Bell Syndicate, Inc., 154 Nassau St., New York.
Cross Word Puzzles (2 col.) (D)	Various	International Syndicate, 213 Gullford Ave., Baltimore.
Cross Word Puzzles (2 col. puzzles, 1 col. answers, 3 and 4 col.) (D or W)		Metropolitan Newspaper Service, 150 Nassau St., New York.
Cultivating Your Charm	Ruby Douglas	Ledger Syndicate, Independence Square, Philadelphia.
Current Fiction	Various	D-P Syndicate, Garden City, L. I., New York.

D

Daddy Gander (songs for children) (D)	Maude Hankins	New York Herald Tribune Syndicate, 225 W. 40th St., New York.
Day in Court, A (300 words) (D)	Richard Selden Harvey	McClure Newspaper Syndicate, 373 4th Ave., New York.
Detours to A Man's Heart (Recipes) (womans' page) (D)	Mrs. Ashley Goodwin	Cosmos Newspaper Syndicate, 9 E. 37th St., New York.
Diana's Diary (6 col. fashion strip) (D)	Fashion Experts	Bell Syndicate, Inc., 154 Nassau St., New York.
Diary of a Fashion Model (womans' page) (3tw.)	Grace Thorncliffe	Newspaper Feature Service, 241 W. 58th St., New York.
Diet and Health (D)	Lulu Hunt Peters	George Mathew Adams Service, 8 W. 40th St., New York.
Digest of Immortal Classics (W)	Harriet V. Winshnieff	Cosmos Newspaper Syndicate, 9 E. 37th St., New York.
Dog Articles (illustrated) (W)	Albert Payson Terhune	McNaught Syndicate, Inc., Times Bldg., New York.
Domestic Science (3tw.)	Hannah Wing	International Feature Service, 241 W. 58th St., New York.
Domestic Science Page (S)		New York Herald Tribune Syndicate, 225 W. 40th St., New York.
Dorothy Dix Column (D)	Dorothy Dix	Ledger Syndicate, Independence Square, Philadelphia.
Dot Puzzles (1 & 2 cols.) (D)		Keystone Feature Syndicate, 512 Victory Bldg., Philadelphia.
Down the Road (motor comic) (W)	Beck	Metropolitan Newspaper Service, 150 Nassau St., New York.
Do You Know? (D)	R. H. Tingley	Readers' Syndicate, Inc., 799 Broadway, New York.
Drama Features	Various	Giblin Feature Service, P. O. Box 825, Utica, N. Y.
Dramatic News, Musical News, Art News (W)	Evening Post	Post Syndicate Service, 20 Vesey St., New York.
Drawinga (full page) (W)	W. E. Hill	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago.
Dr. Dolittle Stories (D & S)	Hugh Lofting	New York Herald Tribune Syndicate, 225 W. 40th St., New York.
Dressing Your Personality (1 col.) (W)	Anita Grannis	Tri Feature Coop. Syndicate Service, 110 W. 40th St., New York.
Dumb Bells (1 col. mat) (D)	Joe Cunningham	Ledger Syndicate, Independence Square, Philadelphia.

A SERIAL FOR
Any locality, any reader, any season.
E. J. Rath's latest fiction success

The Dark Chapter

By the author of
"The Nervous Wreck"

SERVICE FOR AUTHORS, INC.
Dept. I. 33 West 42nd Street
New York City

Try the Sunday
Anecdote Feature—
"With the
Notables"
by
Robert D. Heinlein
Washington DC

E

FEATURE	AUTHOR	SYNDICATE
Easy Magic You Can Do (with 4 col. mat)		Ledger Syndicate, Independence Square, Philadelphia.
Economy Kinks (1/4 col. woman's page) (3tw.)	L. B. Robbins	Houghton Mifflin Company, 4 Park St., Boston.
Evening Story		Associated Newspapers, 270 Madison Ave., New York.

EDITORIAL

Along the Highway (editorials) (D)	W. G. Sibley	Chicago Journal of Commerce, 12 E. Grand St., Chicago.
Clayton's Candor (D)	W. M. Clayton	Readers' Syndicate, Inc., 799 Broadway, New York.
Editorial (800 words) (D)	Dr. Frank Crane	McClure Newspaper Syndicate, 373 4th Ave., New York.
Editorial (D)	John Carlyle	Associated Newspapers, 270 Madison Ave., New York.
Editorials (page) (W)	Fannie Hurst	McClure Newspaper Syndicate, 373 4th Ave., New York.
Editorials on World Affairs (300 words)	Board of 30 Editors, William Allen White, Chairman	Cosmos Newspaper Syndicate, 9 E. 37th St., New York.
Editorial Section (page) (S)	Contributors	New York World Syndicate, 63 Park Row, New York.
Editorials to Women (D)	Florence Davies	New York Herald Tribune Syndicate, 225 W. 40th St., New York.
Inspirational Editorials (full page with cartoon) (S)	Arthur Brisbane	New York American Features, 241 W. 58th St., New York.
In Today's Spotlight (1 col. editorial) (3tw.)	Paul V. Collins	Paul V. Collins Syndicate, 2016 Pierce Mill Road, Washington, D. C.
Mirror of Washington (editorial) (D)	Clinton W. Gilbert	Ledger Syndicate, Independence Square, Philadelphia.
Once-Overs (editorials) (D)	J. J. Mundy	International Feature Service, 241 W. 58th St., New York.
Plain Home Talk (editorial semi-inspirational)		New York Feature Service, 500 Fifth Ave., New York.
Something to Think About (3tw.)	Bruno Lessing	King Features Syndicate, Inc., 241 W. 58th St., New York.
Today (editorial) (D)	Arthur Brisbane	New York American Features, 241 W. 58th St., New York.
Today's Talks (D)	George Mathew Adams	George Mathew Adams Service, 8 W. 40th St., New York.
Uncommon Sense (editorials) (D)	John Blake	Bell Syndicate, Inc., 154 Nassau St., New York.

(Continued on page 26)

==FIRST LINE FICTION==

Leading novels offered for newspaper use while at the height of their popularity.

ST. MARTIN'S SUMMER—By Rafael Sabatini

Released Dec. 1
It would be hard to surpass for sheer thrill of event this brilliant characteristic Sabatini romance. M. de Garnache, that lean, hard man of many fights and hasty temper, is in his way as fascinating as Scararouche himself.

THE THREE OF CLUBS—By Valentine Williams

Now Ready
The author has never been more successful than in this story of wild adventure in the English secret service.

FOUR BELLS—By Ralph D. Paine

Now Ready
A modern, swashbuckling romance with all the rich color of the old Spanish Main. A novel for those who love the sea, and the ancient stories of pirates and buried treasure.

SABATINI'S SHORT STORIES

A series of 12 historical romances suitable for presentation in serial form, each story being complete in six instalments. Their length makes them also ideal for Sunday Magazine Sections.

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EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 24)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like European Society Gossip (W), Even as You and I (woman's page fashions) (D), Eve's Epigrams (1 col. mat) (D).

F

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Fables in Slang (illustrated) (W), Famous Firsts (2tw.), Farm & Garden (1 col.; 3 col. Sunday) (D-S).

FASHIONS

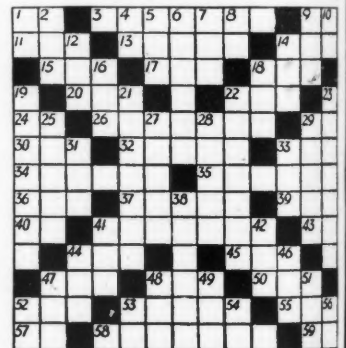
Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Fashions (1 to 5 col.) (D & S), Fashion (p. line illus.) (S), Fashions ("Mitzi") (6 col. illustration), Fashions ("Blue Book") (D 1 col.; S half page) (D-S), Fashions (M), Fashions (D), Fashions (1 & 2 cols.) (W), Fashions (Paris) (D), Fashions & Household Article (1 col.) (D), Fashion Articles (W), Fashion Drawing (with text) (W), Fashion Tabloid Cut Out (black and 3 color mats) (S), Fashion Feature (D), Fashion Hints (1 & 2 col.) (D), Fashion Layouts (3tw.), Fashion Page (M), Fashion Page (W), Fashion Page (see Ledger Magazine pages), Fashion Page (W), Fashion Page (D with line ill.; S with half-tone ill.) (D & S), Fashion Photo Service, Fashion Service, Paris (ont in 1 col. mat) (D), Fashion-"Today's" (2tw.), Fashion, Trend of (D), Feature Filler Pages (7 or 8 col. 20 in. or 21 in. (W)), Feature Page (W), Feuds of the Cities, The (drawings 7 col., half-page) (W), Fiction (illustrated), Fiction, Fiction, Fiction (full page, 7 and 8 col. mats 20 and 21 in. deep) (D or W), Fiction Page (W), Fifty Famous Love Affairs (woman's page) (3 col.) (W), Figures of Speech (D), Filler Material (2,000 words each week), Financial (articles) (D), Financial and Industrial News and Tables (W), Financial Articles (D), Financial Articles (D-W), Financial Markets (600 words) (D), Financial News (D), Financial Tables (W).

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Financial (bonds) (D), First Job of Big Men (D), First Page Tabloid (black and 3 color mats) (S), First Reader, The (1 col. mat) (D), First Reader, The (Book review) (3tw.), Flowers for the Living (with cuts) (D), Fold-away-Color-Toys (cut-out, 1 col.) (D & S), Follies of the Passing Show (half-page mat) (W), Food and Health (600 words) (D), Foreign News Service (W), Foreign News Service (D), Foreign Service (general) (W), For the Love O'Mike (humorous shorts), Fortnightly Fiction (2tw.), Freaks of Nature (D), Fun Shop (humorous col.) (D), Foxy Grandpa Stories (with 2 col. ill.) (D), Girls (illustrated-proof) (S), God's Minute (prayer-single column stickful) (D).

G

(Continued on page 28)

CROSS-WORD PUZZLE



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Radio

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

Columns

"If You Believe It, It's So!"—Daily. "Direct From Broadway"—A weekly theatrical survey. "Between the Lines"—About Authors & Books. Tri-Feature Syndicate Service, 110 W. 40th St., New York.

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Distinctive Automobile Features

The Big Things in Motoring Written in a Big Way

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The MEN—the FEATURES—the SERVICE and the RESULTS

Organized to serve progressive newspapers with readable, informative and instructive editorial material on every phase of the motoring subject, The Ullman Feature Service has grown steadily to a position where its motor features are displacing the out-of-date auto editorial methods of other days and giving readers and advertisers motor sections that *advertise the newspapers*.

Written by two of America's noted writers on automotive subjects—William Ullman and Frederick C. Russell—these features gain editorial attention and build up strong motor pages for newspapers.

The nationally known newspapers throughout the country that subscribe to this service know that copy from The Ullman Feature Service is dependable, arrives "clean," and is always carefully edited.

The Ullman Feature Service stands ready to assist editors in making up special issues. It frequently answers inquiries for newspaper readers. It is at all times ready to serve its users in any special way.

Newspapers are coming to find that this service counts quite as

much as the high caliber of the regular copy itself. When you combine star automotive writers with organization research and service you have gone more than half way toward making your automobile section the best in its territory.

The progress of The Ullman Feature Service has been due mainly to two things. The ability of its editorial staff to open up new fields of motor interest. The ability of the organization to syndicate these features so successfully as to enable newspapers throughout the country to add two high class specialists to their staff at small cost.

Since these features have converted many dull pages into live, readable, interest-compelling automobile sections, dealers and newspapers have come to agree that less trite, colorless material must be used if readers are to be attracted and advertising made productive and profitable for the advertiser.

There is an Ullman or Russell feature, or feature story, for your paper. The service is extensive enough to cover any need, yet concentrated to a point where wide distribution of each feature makes attractive rates possible.

Your needs can be met by one of these features described below—Which will it be?

HERE ARE OUR FOUR FEATURES NOW USED BY MORE THAN 200 PROGRESSIVE NEWSPAPERS:

THE SUNDAY MOTORIST

"An Abridged Magazine for Motor Car Owners"

Created with the idea that the subject of motoring can be made interesting to everyone.

In brief, varied and interest-compelling items this feature offers information and entertainment for an unusually wide range of readers.

Like good vaudeville, there is something in it for every member of the family.

It is many features rolled into one. This explains its value to the newspaper and to the advertiser.

The *Sunday Motorist* is so designed that when pressed for space you can cut, using the surplus as filler when space is more liberal.

Thousands of women are among enthusiastic *Sunday Motorist* readers. People who do not as yet own cars are catching the spirit of motoring through its refreshing and informative items.

The *Sunday Motorist* will carry your whole motor page. It is generous in length and carefully edited for strength.

Readers follow it because it is well written, carefully arranged, refreshingly different.

JOHN SMITH AND HIS CAR

"A Liberal and Thorough Education in Motoring"

Designed for the man who wants to get the most out of his car, gathering information as he is entertained.

Smith is a typical car owner. He buys a car, insures it, learns to drive it and has his troubles, joys and surprises. Every installment makes the reader declare, "That's just like me!"

The feature is so lucidly written that the reader finds a discussion of "torque" quite as easy to follow as a tip on tires.

People who hope to own cars read *John Smith and His Car* regularly for the definite information it imparts. Car owners cut out the installments and save them for future reference.

People who don't like to be preached to read about Smith, scarcely realizing that they are profiting by his enlightening experiences.

John Smith and His Car is "the book of motoring," split up into easy chapters for the busy motorist who has time for only a little of the story at one sitting.

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"Feature Articles for Progressive Newspapers and Magazines"

For newspapers: Weekly lead articles on current motor trends, problems, coming events, car care, traffic regulation, models, driving, production, safety, etc.

Written by William Ullman and Frederick C. Russell, known wherever automobiles are discussed.

1200-word stories that catch the attention of the business man, the automobile dealer, the car owner, officials and the casual reader.

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Articles sold individually or in lots of five and ten stories at special rates.

For General Magazines: Special assignments for articles of any length. The resources of this organization are assurance to editors that motor subjects placed in our hands will have prompt and painstaking attention.

THAT CAR OF YOURS

"Helpful Ideas for the Conscientious Car Owner"

This feature fills a definite and distinctive need—workable suggestions to the motorist.

That Motor Car of Yours stimulates interest in the midweek automobile page. Car owners look to it for ideas, hints, labor and money saving plans.

Material is arranged in vaudeville style, like *The Sunday Motorist*, only shorter and correspondingly lower in price. Copy is equally adjustable to space.

Items have an intimate touch. Reader feels that the feature discusses matters of importance to himself.

All ideas offered in *That Motor Car of Yours* are tried out in practice. No bothersome diagrams. No technical talk.

No matter when you start this feature you start running the latest releases. *That Motor Car of Yours* helps motorists with their parking, their driving and their tinkering.

A special effort is made to keep the feature devoid of impracticable ideas, however interesting they may be as copy.

THE ULLMAN FEATURE SERVICE

WOODWARD BUILDING WASHINGTON, D. C.

CREATORS AND BUILDERS OF BETTER AUTOMOBILE SECTIONS

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 26)

FEATURE	AUTHOR	SYNDICATE
Good Housekeeping Institute Cookery (page) (S)	Various	King Features Syndicate, Inc., 241 W. 58th St., New York.
Good Night Stories (Illustrated) (D)	Blanche Silver	Newspaper Feature Service, 241 W. 58th St., New York.
Good Taste in Dressing (2 col. with cut in 1 col. mat.)	Dorothy Stote	Ledger Syndicate, Independence Square, Philadelphia.
Goops (D)	Gelett Burgess	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago.
Guiding the Bond Buyer (2 tw.)	Staff	Post Syndicate Service, 20 Vesey St., New York.
H		
Handicraft in the Home (2 & 3 cols.) (3 TW)	Alice U. Fewell	International Syndicate, 213 Guilford Ave., Baltimore
Happy Corner (children's feature) (D)	John Martin	Cosmos Newspaper Syndicate, 9 E. 37th St., N. Y.
Happy Housekeeper (D)	Alice Stokes	C-V Syndicate, Los Angeles, Cal.
Hashimura Togo (W)	Wallace Irwin	Bell Syndicate, Inc., 154 Nassau St., N. Y.
Haskin Letter (1200 words) (D-S)	Frederic J. Haskin	Frederic J. Haskin, 21st and C Sts. N. W., Washington, D. C.
Health Article (D)	Viljo Hastings	Thompson Feature Serv., Inc., 43 W. 16th St., N. Y.
Health Talks (2 col.) (D-S)	Dr. Wm. Brady	National Newspaper Service, 326 W. Madison St., Chicago
Heart and Home Problems (woman's page) (1 & 2 cols.) (D)	Priscilla Wayne	Register & Tribune Syndicate, Des Moines, Ia.
Heart of a Wife, The (D)	W. L. George	King Feature Syndicate, Inc., 241 W. 58th St., N. Y.
Heroes of the Week (half-page drawing) (S)	Sallsbury Boatwick	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Herold Humorous Articles (W)	Don Herold	McNaught Syndicate, Inc., Times Bldg., N. Y.
Her Side and His Side (woman's page, 1 col.) (D)	Dorothy Dow	National Newspaper Service, 326 W. Madison St., Chicago
Highlights of History (educational strip, 6 cols.) (D)	J. Carroll Mansfield	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
History of Your Name (D)	Phillip Francis Nowlan	Ledger Syndicate, Independence Sq., Philadelphia
Hollywood Letters (D)	Idlah McGlone Gilson	National Newspaper Service, 326 W. Madison St., Chicago
Home Attractive (woman's page, 2 col.) (S. ill.)	Madam Malson	National Newspaper Service, 326 W. Madison St., Chicago
Home Building at Moderate Cost (5 col. mat. of cut)	Thomas Byrd Epps	Ledger Syndicate, Independence Sq., Philadelphia
Home Cooking School (3 TW)	Mrs. Eliz. O. H. Hillier	National Newspaper Service, 326 W. Madison St., Chicago

FEATURE	AUTHOR	SYNDICATE
Home Dressmaking (3 TW)	Mildred Ash	International Feature Service, 241 W. 58th St., N. Y.
Home Features (1 col.) (W)	Anita Grannis	Tri-Feature Coop. Synd. Serv., 110 W. 40th St., N. Y.
Home Harmonious (woman's page) (3 col.) (W)	Anita de Campi	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Home in Good Taste, The (1 col. mat) (D)	Harold Donaldson Eberlein	Ledger Syndicate, Independence Sq., Philadelphia
Home Interests (Service: on fashion, beauty, cookery, radio) (W)	Various	Women's News Service, Inc., 1823 Broadway, N. Y.
Home Kitchen, The (woman's page) (3 TW)	Jeanette Young Norton	Newspaper Feature Service, 241 W. 58th St., N. Y.
Home-Making Helps (woman's page) (3 TW)	Wanda Barton	Newspaper Feature Service, 241 W. 58th St., N. Y.
Home Notes (interior decoration, 1 col. mat)		Ledger Syndicate, Independence Sq., Philadelphia
Home Nursing (D)	M. Jessie Letch	Associated Newspapers, 270 Madison Ave., N. Y.
Home Page (W)	Various	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Home Radio (D)	A. Hyatt Verrill	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Honduras Expedition (S)	Mitchell Hodges	Readers' Syndicate, Inc., 799 Broadway, N. Y.
Hook-up (radio with ill.) (D)		New York Herald-Tribune Syndicate, 225 W. 40th St., N. Y.
Hookup Henry (radio) (D)		New York Herald-Tribune Syndicate, 225 W. 40th St., N. Y.
Horoscope (400 words) (D)		McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Horoscope (D)	Genevieve Kemble	Newspaper Feature Service, 241 W. 58th St., N. Y.
Horoscope (125 words) (D)		Wheeler Syndicate, Inc., 373 4th Ave., N. Y.
Hotel Stenographer (H. I. stories) (D)	Roe Fuikerson	McNaught Syndicate, Inc., Times Bldg., N. Y.
Household Feature (D)	Lydia LeBaron Walker	Bell Syndicate, Inc., 154 Nassau St., N. Y.
Household Hints (D)	Laura A. Kirkman	George Mathew Adams Service, 8 W. 40th St., N. Y.
Household Hints (1 & 2 cols.) (W)		Keystone Feature Syndicate, 512 Victory Bldg., Philadelphia
Household Page (W)	Mary Marshall	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
House Plans (2 & 3 cols.) (W)	W. W. Purdy	International Syndicate, 213 Guilford Ave., Baltimore
House Plans (2 & 3 cols.) (W)		Keystone Feature Syndicate, 512 Victory Bldg., Philadelphia
Housewife's Economy Calendar (300 words) (D)		McClure Newspaper Syndicate, 373 4th Ave., N. Y.

(Continued on page 30)

TROTZKY

ON
WAR

THE POPE

ON
RELIGION

BENES

ON
PEACE

These are just three of the notable exclusive interviews which Herman Bernstein secured on his last European trip, interviews which were strikingly featured in many leading American newspapers.

Herman Bernstein is going to travel through Europe and the Near East again on a four months' trip, interviewing statesmen and celebrities, telling what is going on behind the scenes and predicting with his uncanny accuracy what can be expected tomorrow from the events of today.

Two years ago he predicted that Benes would emerge as the commanding figure in European politics. Today all the world watches the Prime Minister of little Czecho-Slovakia.

Bernstein's Close-Ups of Europe will consist of one hundred news letters of 750 words each, released six times weekly.

First Release January 5, 1925.

A
FEATURE
TO
FEATURE

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One Hundred Days in the
New Old World

By HERMAN BERNSTEIN

Bernstein's Following
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Fire Circulation
Gainer

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Days of Real Sport

It Happens in the Best Regulated Families

Somebody's Always Taking the Joy Out of Life

Ain't it a Grand and Glorious Feelin'?

Oh Man!

There's One in Every Office

That Guiltiest Feeling

Mama Love Papa?

And So Far Into the Night!

Second Honeymoons

How to Start the Day Wrong

Me and Mine

BRIGGS ILLUSTRATES THE HUMAN
COMEDY. HE HAS NO COMPETITORS

The New York Herald Tribune
Syndicate

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 28)

FEATURE	AUTHOR	SYNDICATE
Housewife's Idea Box (with 1-col. cut) (D)	Ed Howe	Ledger Syndicate, Independence Sq., Philadelphia
Howe About Everything (W)	Ed Howe	Bell Syndicate, Inc., 154 Nassau St., N. Y.
How it Started (D)	Jean Newton	Bell Syndicate, Inc., 154 Nassau St., N. Y.
How to Keep Well (D)	Dr. W. A. Evans	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
How to Play Pung Chow (mat)	Norman	Ledger Syndicate, Independence Sq., Philadelphia
How to Read Character (proofs)	Hugo Westerberg	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Human Enigmas (with 4 col. mat)	Walter B. Gibson	Ledger Syndicate, Independence Sq., Philadelphia
Human Interest Page (see Ledger Magazine pages)	Staff	Ledger Syndicate, Independence Sq., Philadelphia
Human Interest Stories	Various	Giblin Feature Service, P. O. Box 825, Utica, N. Y.
Human Nature Clinics (D)	Thomas C. Clark	International Press Bureau, 118 N. La Salle St., Chicago
Human Nature on the Half Shell	Joseph Van Raalte	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Humor Page (see Ledger Magazine pages)	Staff	Ledger Syndicate, Independence Sq., Philadelphia
Humorous Articles (D)	Roy K. Moulton	New York American Features, 241 W. 58th St., N. Y.
Humorous Articles (W)	Eddie Cantor	United Feature Synd., Inc., 63 Park Row, N. Y.

I

Ice of Iceland (half-page, ill.) (W)	Manrine Rohh	Houghton-Mifflin Co., 4 Park St., Boston
If I Know What I Mean (2 col.) (W)	Elsie Janis	Putnam Syndicate, 2 W. 45th St., New York
If You Believe It, It's So! (1 and 2 col.) (D or 3 TW)	Joseph M. Koehler	Tri Feature Coop. Synd. Serv., 110 W. 40th St., New York
In Other Words (1 and 2 col.) (W)	Charles Stolberg	Smith Service, 409 Classon Ave., Brooklyn, N. Y.
In the Wake of the News (2 col.) (D)	Harvey Woodruff	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago
Individuality of Dress (ill. mat. 8 in. on 2 col.) (2 TW)		Associated Editors, Inc., 440 S. Dearborn St., Chicago
Industrial News (D)	Various	Interstate Commercial News Service, 38 Park Row, New York
Inside Dope on Movie Stars (W)	N. Y. Daily News	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago
Inside Stuff About New York (W)	William Johnston	United Feature Syn., Inc., 63 Park Row, New York
Inspirational Articles (D)	Dr. Henry VanDyke	McClure Newspaper Syndicate, 373 4th Ave., New York
Inspirational Chats (3 TW)	Lucy Lowell	King Features Syndicate, Inc., 241 W. 58th St., New York
Inspirational Talks (D)	Winifred Black	Newspaper Feature Service, 241 W. 58th St., New York
Interpretation of Foreign Affairs (1,800 words) (3 TW)	Frank Simmonds	McClure Newspaper Syndicate, 373 4th Ave., New York
Interviews with Famous People (W)	Edward Marshall	Edward Marshall Syndicate, 220 W. 42d St., New York
Inventions, Mechanics and Home-workshop (mat.) (W)		Premier Syndicate, Inc., 241 W. 58th St., New York
Investigation of Spiritualism (page) (S)	Hondini	McClure Newspaper Syndicate, 373 4th Ave., New York
Investor, The (800 words by mail) (D)	Paul Willard Garrett	Post Syndicate Serv., 20 Vesey St., New York
It Seems to Me (col.) (D)	Heywood Bronn	New York World Syndicate, 63 Park Row, New York

J

Job of Being a Dad, The	Frank H. Cheley	Ledger Syndicate, Independence Sq., Phila.
Jokes (1 col. to 1 1/2 col.) (D)	Various	World-Wide-News Serv., Inc., 333 Washington St., Boston
Jumping Into the Jungle (children's stories) (D)	Grace Bliss Stewart	Wheeler Syndicate, Inc., 373 4th Ave., New York
Just Folks (D)	Edgar A. Guest	George Mathew Adams Service, 8 W. 40th St., New York

K

Keeping Well and Getting Well (D)	Dr. Currier	Cosmos Newspaper Syndicate, 9 E. 37th St., New York
Kiddies Can Do It (2 col.) (D)	Shinn	World Color Ptg. Co., 701 Lucas Ave., St. Louis, Mo.
Know Your Own Child (800 words) (D)	A. L. Crane	McClure Newspaper Syndicate, 373 4th Ave., New York

L

Lardner Letter (ill.) (W)	Ring Lardner	Bell Syndicate, Inc., 154 Nassau St., New York
Laugh With Us (humor with 1/2 col., ill.) (D)		Associated Newspapers, 270 Madison Ave., New York
Law and You, The (D)		Ledger Syndicate, Independence Sq., Phila.
Leacock's Humorous Articles (with ill. by Kessler) (W)	Stephen Leacock	Metropolitan Newspaper Serv., 150 Nassau St., New York
Lessons in Magic (with mat.) (W)	Howard Thurston	Ledger Syndicate, Independence Sq., Phila.
Life and Letters (S)	Sir Bertrand Hayes	Readers' Syndicate, Inc., 799 Broadway, New York
Life of Christ, The (page) (W)	Giovanni Papini	McClure Newspaper Syndicate, 373 4th Ave., New York
Light Verse (D)	Leading Columnists	Associated Editors, Inc., 440 S. Dearborn St., Chicago
Lit's O' Love and Laughter (poems) (D)	Judd Mortimer Lewis	National Newspaper Service, 326 W. Madison St., Chicago

FEATURE	AUTHOR	SYNDICATE
"Line O' Type or Two" (column) (D)	R. H. L.	Chicago Tribune Newspaper Syndicate, Tribune Square, Chicago
"Listen, World" (D & S)	Elsie Robinson	King Features Syndicate, 241 W. 58th St., New York
Listening In on Eve (women's story) (D)		Associated Newspapers, 270 Madison Ave., New York
Literary Articles (W)	H. L. Mencken	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago
Literary Cocktails (book chat) (W)	Orton Tewson	Ledger Syndicate, Independence Sq., Phila.
Literature Features	Various	Giblin Features Service, P. O. Box 825, Utica, N. Y.
Little Benny's Notebook (humorous column) (D)	Lee Page	George Mathew Adams Service, 8 W. 40th St., New York
Little Stories of Famous Folks (1 col.)	Various	Smith Service, 409 Classon Ave., Brooklyn, N. Y.
Live Facts About Farming (page mat, 7 or 8 col.) (W)		Premier Syndicate, Inc., 241 W. 58th St., New York
Livestock Analysis (W)	"Western Ranger"	Chicago Journal of Commerce, 12 E. Grand Ave., Chicago
Lloyd George (F)		United Feature Synd., Inc., 63 Park Row, New York
Log of Good Ship Life (D)	Estelle Lawton Lindsey	Readers' Syndicate, Inc., 799 Broadway, New York
London Dramatic Letter (W)	Davis Edwards	Edward Marshall Syndicate, 220 W. 42d St., New York
London Night Life (1/2 col.) (W)	Ian Hay	Houghton Mifflin Company, 4 Park St., Boston, Mass.
Love and Social Problems (women's page) (D 1 col., S 3 col.) (DS)	Doris Blake	Chicago Tribune Newspaper Syndicate, Tribune Square, Chicago
Love Gossip (woman's page, 500 words) (D)	Laurel Gray	National Newspaper Service, 326 W. Madison St., Chicago
Love Immortalized in Song (2 col.) (W)	Joseph Kaye	Putnam Syndicate, 2 W. 45th St., New York
Love Letters of a Newspaper Man	Capt. Jack Murphy	Lewis Wilson Appleton, Jr., 2040 E. Wilmot St., Philadelphia
Love Notes (D)	Kay Kean	Ledger Syndicate, Independence Sq., Phila.
Love or Fame? (married life) (D)	Violet Dare	Wheeler Syndicate, 373 Fourth Ave., New York
Luxury Problem Serials (D)	Hazel Deyo Batchelor	Ledger Syndicate, Independence Sq., Philadelphia
Luxury of Love (married life series) (D)	Violet Dare	Wheeler Syndicate, 373 Fourth Ave., New York

(Continued on page 32)

Our Leaders

- LLOYD GEORGE**
Fortnightly articles.
- PETER B. KYNE**
Cappy Ricks stories.
- JOHN HELD, JR.**
Oh! Margy!
- AL POSEN**
Them Days Are Gone Forever.
- CHARLES WINNER**
Tubby.
- DR. DOROTHY BOCKER**
Daily Health Articles.

RADIO TABLOID MAGAZINE
DAILY RADIO ARTICLES
and others

United Feature Syndicate
World Building, New York City

Our Features:

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- 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

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

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SPECIMEN RELEASES AND RATES ON REQUEST

ALL THE STARS ALL THE TIME THEY'RE STARS

That is something to remember when preparing your annual budget or whenever you want a genuine hit in the line of newspaper features

For KING FEATURES SYNDICATE is the largest and most successful organization of its kind in the whole newspaper world.

KING FEATURES SYNDICATE produces, or is the selling agent for, three-fourths of newspaperdom's most popular features. Its products are especially famous among publishers as outstanding reasons for the great circulation successes of the Hearst and many other big-selling newspapers.

KING FEATURES SYNDICATE was the first, and is now the foremost, in making available for newspapers everywhere—for small journals as well as large—the work of the best feature writers, cartoonists, and illustrators at amazingly low costs.

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EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 30)

M

FEATURE	AUTHOR	SYNDICATE
Magazine Page (3 col.) (D)	Various	International Feature Service, 241 W. 58th St., New York
Magazine Pages (cover), calendar proof (color mats, b & w, full page mats, art only in mat, or half-tone art in glossy photoprints, line art in calendar proofs)	Staff	Ledger Syndicate, Independence Sq., Phila.
Magazine Page (front cover in color) (S)		New York Herald Tribune Syndicate, 225 W. 40th St., New York
Magazine Pages (7 general) (S)		New York Herald Tribune Syndicate, 225 W. 40th St., New York
Magazine Page (7 col. page) (D)	World Staff	New York World Syndicate 63 Park Row, New York
Magic Pictures (puzzle 1 col.) (D)	F. H. Clark	National Newspaper Service, 326 W. Madison St., Chicago
Making Life Easier (pictures and text) (3 TW)	H. A. Calahan	International Feature Service, 241 W. 58th St., New York
Making More Money (D)		Ledger Syndicate, Independence Sq., Phila.
Making of a Husband, (The new phase of "When a Girl Marries") (D)	Ann Lisle	King Features Syndicate, Inc., 241 W. 58th St., New York
Making the Grade (2 TW)		U. P. C. News Service, Inc., 243 W. 39th St., New York
Male and Female (D)	Etah Vincent	Readers' Syndicate, Inc., 799 Broadway, New York
Man in the Street, The (1/2 col.) (D)	Bernarr MacFadden	Thompson Feature Serv., Inc., 43 W. 16th St., New York
Maps (News) (D)	C. R. Thompson	International Syndicate, 213 Guilford Ave., Baltimore
Market at a Glance	Hugh Farrell	Interstate Commercial News Serv., 38 Park Row, New York
Marriage Game (woman's page, 1 col.) (D)	Mr. & Mrs. Arnold Batt	National Newspaper Service, 326 W. Madison St., Chicago
Married Life Serial (woman's page) (D)	Idah McGlone Gibson	National Newspaper Service, 326 W. Madison St., Chicago
Married Life Serial ("A Wife's Confessional")	Adele Garrison	Newspaper Feature Service, 241 W. 58th St., New York
Matrimonially Speaking (D)	Mr. & Mrs. Hugh McKay	Ledger Syndicate, Independence Sq., Phila.
McIntyre Weekly Articles (Ill. (W)	O. O. McIntyre	McNaught Syndicate, Inc., Times Bldg., New York
Me and My Wife (domestic series)	Douglas Turney	C-V Syndicate, Los Angeles, Cal.
Medbury's Humorous Articles (D)	Medbury	King Features Syndicate, Inc., 241 W. 58th St., New York
Meditations of a Married Woman (4 TW)	Helen Rowland	King Features Syndicate, Inc., 241 W. 58th St., New York
Memoirs (S)	Lord General Almsby	Readers' Syndicate, Inc., 799 Broadway, New York
Memoirs of Life (S)	Dame Nellie Melba	Readers' Syndicate, Inc., 799 Broadway, New York
Menace of Dope (S)	Dr. Carlton Simon	Readers' Syndicate, Inc., 799 Broadway, New York
Man-attan Days and Nights (D)	Herbert Corey	Associated Newspapers, 270 Madison Ave., New York
Men's Fashions (d, 2 col.; s, 4 col.) (DS)	A. T. Gallico	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago
Menus (D)		Associated Newspapers, 270 Madison Ave., New York
Menus (1 col.) (D)		Keystone Feature Syndicate, 512 Victory Bldg., Philadelphia
Milady Beautiful (1 col. mat.) (woman's page) (D)	Lois Leeds	Ledger Syndicate, Independence Sq., Phila.
Milady's Mirror (beauty chats) (D)	Anne Cummings	C-V Syndicate, Los Angeles, Cal.
Mildred Barbour Serials (1 col.) (D)	Mildred Barbour	Metropolitan Newspaper Serv., 150 Nassau St., New York
Mind and Body Talks (D)	H. Addington Bruce	Associated Newspapers, 270 Madison Ave., New York
Mind Meter (W)	J. Lowell Henderson	Bell Syndicate, Inc., 154 Nassau St., New York
Miracles, Ancient and Modern		Ledger Syndicate, Independence Sq., Phila.
Mirror of the Week's Trade (2 col.) (W)		Chicago Journal of Commerce, 12 E. Grand Ave., Chicago
Miscellaneous Page (see Ledger magazine pages)	Staff	Ledger Syndicate, Independence Sq., Phila.
Miss Information (1 col. mat.) (D)	Hy. Gage	Ledger Syndicate, Independence Sq., Phila.
Money at Work (Ill. mat. 7 in. on 1 col.) (D)		Associated Editors, Inc., 440 S. Dearborn St., Chicago
Montague Sunday Story (Ill.) (S)	James J. Montague	Bell Syndicate, Inc., 154 Nassau St., New York
More Truth Than Poetry (Ill.) (D)	James J. Montague	Bell Syndicate, Inc., 154 Nassau St., New York
More Truth Than Poetry (D)	S. E. Kiser	New York American Features, 241 W. 58th St., New York
Mothers and Their Children (Ill. 3 in. on 1 col.) (D)		Associated Editors, Inc., 440 S. Dearborn St., Chicago
Mother Goose Dot Puzzle (1 col.) (D)	Shinn	World Color Ptg. Co., 701 Lucas Ave., St. Louis, Mo.
Movie Fans (1 col. mat.) (D)	John Bach	Ledger Syndicate, Independence Sq., Phila.
Mr. and Mrs. Bowser (half page)	M. Quad, Jr.	McClure Newspaper Syndicate, 373 4th Ave., New York
Music (S)	Theodore Stearns	National Newspaper Service, 326 W. Madison St., Chicago
Music Features	Various	Giblin Feature Service, P. O. Box 825, Utica, N. Y.
Mutter and Mumble (humorous, proof) (S)	John P. Medbury	King Features Syndicate, 241 W. 58th St., New York
Muvver and Me (poems for children) (W)	R. Livingston	Houghton Mifflin Co., 4 Park St., Boston
My Beauty Recipe (with cut in 1 col. mat.)	48 Famous Beauties	Ledger Syndicate, Independence Sq., Phila.
My Best Laugh Story (D)	Fifty Humorists	King Features Syndicate, Inc., 241 W. 58th St., New York
My Favorite Stories (D)	Irvin S. Cobb	McNaught Syndicate, Inc., Times Bldg., New York
My Neighbor Says (D)		Associated Newspapers, 270 Madison Ave., New York

(Continued on page 34)

See page 23 for
Complete List
of Features


of Metropolitan
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These are some of the papers that have successfully used this feature in the past:

- New York Herald
- Chicago Journal of Commerce
- Philadelphia Inquirer
- Detroit Free Press
- Boston Post
- Kansas City Journal-Post
- Pittsburgh Dispatch
- San Francisco Journal-Bulletin
- Saint Paul Pioneer-Press
- Cincinnati Enquirer
- Milwaukee Leader
- Seattle Times
- Memphis Commercial Appeal
- Buffalo Courier
- Washington Post
- New Orleans Times Picayune
- Rochester Democrat Chronicle
- Portland Oregonian
- Louisville Courier Journal
- Oakland Tribune
- Atlanta Constitution
- Worcester Telegram
- Birmingham News
- Syracuse Herald
- Dallas News
- Houston Post-Dispatch
- Hartford Courant
- Oklahoma City Oklahoman
- Akron Times
- Richmond Times Dispatch
- New Haven Register
- San Antonio Express
- Springfield (Mass.) Union
- Salt Lake City Deseret News
- Nashville Banner
- Albany Sunday Telegram
- Duluth News Tribune
- Utica Observer Dispatch
- Jacksonville Times Union
- Knoxville Sentinel
- Allentown Chronicle & News
- Sioux City Journal
- Johnstown Ledger
- Sacramento Union
- Lincoln State Journal
- Shreveport Times
- Savannah Press
- El Paso Times
- Wilkes-Barre Sunday Independent
- Springfield Sun
- Chattanooga Times
- Long Beach Telegram
- Tampa Tribune
- Montgomery Journal
- Beaumont Journal-Enterprise
- Charleston (W. Va.) Gazette
- Columbia State
- Bangor Commercial
- Greenville (S. C.) News
- Waterbury Democrat
- Charleston, S. C., News & Courier
- Manchester Union-Leader
- Pueblo Star Journal
- Racine Journal News
- Wheeling Register
- Bethlehem Globe
- Galveston News
- Pasadena Star News
- Winston Salem Sentinel
- Colorado Springs Telegraph
- Petersburg Progress & Index Appeal
- Watertown Standard
- Great Falls Tribune
- San Pedro Pilot
- Trinidad News
- Norwalk Hour
- Danville Commercial News
- Anaconda Standard
- Helena Record
- Corning Leader
- Glens Falls Post Star
- Bucyrus Telegraph
- Grand Forks Herald
- Dayton News
- Sioux Falls Argus-Leader
- Amarillo Daily News
- Portsmouth Star
- Pottsville Journal
- Shenandoah Herald
- Johnson City Staff-News
- Columbus (Ind.) Ledger
- Oil City Derrick
- Michigan City Dispatch
- Ogdensburg Republican Journal
- Ribbing Tribune
- Hamilton (Canada) Spectator
- Brownsville Telegraph
- Sheridan Post Enterprise
- Corsicana Sun Light
- Peoria Star
- Middletown News Signal
- Greensburg Review-Tribune
- Steubenville Gazette

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INTERSTATE COMMERCIAL NEWS SERVICE

38 Park Row Telephone Cortlandt 8914 New York

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 32)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various syndicated features like 'Nature Notes', 'Needlework', 'Neighborhood Chats', etc., with their respective authors and syndicates.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features like 'Pictures', 'Picture Service', 'Planned Spending', etc., with authors and syndicates.

Q

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features under 'Q' such as 'Quiet Corner (religious)'.

R

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features under 'R' such as 'Radio (technical service)', 'Radio (D)', 'Radio (2 col.)'.

(Continued on page 36)

Advertisement for 'male and female' series by UTAHI VINCENT. Text includes 'A lively daily series by UTAHI VINCENT' and 'Readers' Syndicate, Inc. 799 Broadway New York City'.

Advertisement for 'A Stable Market' by THE MILWAUKEE-WISCONSIN MARKET. Text includes 'A Stable Market THE Milwaukee-Wisconsin Market offers your most dependable sales opportunity in 1924!' and 'The Milwaukee JOURNAL FIRST-by Merit'.

Advertisement for Metropolitan Newspaper Service. Text includes 'Metropolitan Newspaper Service Features are all listed together on page 23'.

New York State is Extremely Important On Election Day

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	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News(E)	18,746	.08	.08	*Middletown Times-Press(E)	6,714	.03	.03
***Albany Knickerbocker Press(M)	30,537	.10	.10	*Mount Vernon Daily Argus.....(E)	9,298	.05	.05
***Albany Knickerbocker Press(S)	52,354	.18	.18	*Newburgh Daily News(E)	11,591	.05	.05
†Auburn Citizen(E)	6,238	.065	.055	*New Rochelle Standard-Star(E)	7,441	.04	.04
***Batavia Daily News(E)	8,728	.04	.04	†The Sun, New York(E)	255,212	.60	.56
*Brooklyn Daily Eagle.....(E)	67,646	.22	.22	†New York Times(M)	352,100	.70	.68
*Brooklyn Daily Eagle(S)	77,839	.22	.22	†New York Times(S)	569,623	.90	.82
***Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18	*New York Herald-Tribune.....(M)	270,159	.594	.578
***Buffalo Courier(S)	118,603	.25	.22	*New York Herald-Tribune.....(S)	316,585	.6435	.624
†Buffalo Evening News(E)	125,618	.25	.25	†New York World(M)	404,377	.595	.58
†Buffalo Evening Times.....(E)	98,391	.21	.21	†New York World(S)	404,377	.595	.58
†Buffalo Sunday Times.....(S)	97,240	.21	.21	†New York Evening World.....(E)	314,469	.595	.58
*Buffalo Express(M)	51,288	.14	.12	*Niagara Falls Gazette.....(E)	18,103	.055	.055
*Buffalo Express(S)	53,862	.18	.14	*Port Chester Item(E)	4,369	.03	.03
††Corning Evening Leader(E)	8,307	.04	.04	***Poughkeepsie Star and Enterprise.....(E)	12,098	.06	.06
*Elmira Star-Gazette Advertiser.....(E&M)	38,102	.11	.11	*Rochester Times-Union(E)	64,727	.20	.18
**Geneva Daily Times(E)	5,537	.04	.04	††Syracuse Journal(E)	42,103	.14	.14
***Glens Falls Post-Star(M)	9,065	.035	.035	*Troy Record(M&E)	22,621	.06	.06
**Gloversville Leader Republican.....(E)	6,852	.035	.035				
*Gloversville Morning Herald.....(M)	5,702	.08	.03				
*Ithaca Journal-News(E)	7,411	.04	.04				
***Jamestown Morning Post.....(M)	10,515	.04	.035				

*A. B. C. Statement, Sept. 30, 1924.

**A. B. C. Statement, Sept. 30, 1923.

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

†Government Statement, Sept. 30, 1924.

††Government Statement, April 1, 1924.

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 34)

FEATURE	AUTHOR	SYNDICATE
Radio (D, feature-proof form-mats of illus.; S, page, 7 or 8 col. mats.) (D&S)		Premier Syndicate, Inc., 241 W. 58th St., New York
Radio Cartoons (2 col.) (3 TW)	"Buddy" Scheel	Tri-Feature Coop. Synd. Serv., 110 W. 40th St., New York
Radio Column (ill., s. c.) (D)	F. M. Russell	S. N. L. Technical Syndicate, 166 W. Jackson Blvd., Chicago
Radio Comic (2 col. panel) (D)	James Henderson	McClure Newspaper Syndicate, 373 4th Ave., New York
Radio Feature (1 col.) (D)	Thomas Elway	McClure Newspaper Syndicate, 373 4th Ave., New York
Radio Features (S)	Carl H. Butman	Washington Radio News Serv., 1422 F St., Washington, D. C.
Radio Manual (D)	Orrin E. Junlap, Jr.	Houghton Mifflin Co., 4 Park St., Boston
Radio News Letter ("Listening in on the United States") (2 col.) (W)	Robert D. Heindl	Heindl Syndicate, Insurance Bldg., Washington, D. C.
Radio Photo Service		Kadel & Herbert, 153 E. 42d St., New York
Radio Program (mats) (D)		International News Service, 241 W. 58th St., New York
Radio Recipes (W)	Mrs. Julian Heath	Women's News Service, Inc., 1823 Broadway, New York
Radio Tabloid Section (W)	World Staff	New York World Syndicate, 63 Park Row, New York
Radio Tabloid (mat form)		United Feature Synd., 63 Park Row, New York
Radio Tabloid (S)		New York Herald Tribune Syndicate, 225 W. 40th St., New York
Raggedy Ann and Raggedy Andy (D)	Johnny Gruelle	United Feature Synd., 63 Park Row, New York
Rainbow Calendar (editorial page) (D)	Various	Houghton-Mifflin Co., 4 Park St., Boston
Random Reader, The (1 col.)	Various	Smith Service, 409 Classon Ave., Brooklyn, N. Y.
Real Workers at the National Capital (DW)	Herbert Corey	Associated Newspapers, 270 Madison Ave., New York
Read Your Character	Digby Phillips	Ledger Syndicate, Independence Sq., Phila.
Real Games for Real Kids (W)	Dr. Emmet Angell	United Feature Synd., Inc., 63 Park Row, New York
Rebus (1 col.) (D)	Frank Chapman	International Syndicate, 213 Guilford Ave., Baltimore
Recipes of Famous Women (2 col. mats. of text, ill.) (D)	Edna M. Colman	Wheeler Syndicate, Inc., 373 4th Ave., New York
Red Riding-Hood Rebus (1 col.)		World Color Ptg. Co., 701 Lucas Ave., St. Louis, Mo.
Reminiscences (Madame Calvé's)		Cosmos Newspaper Syndicate, 9 E. 37th St., New York
Rhyming Optimist, The (D)	Aline Michaelis	International Feature Service, 241 W. 58th St., New York
Rhyming the Dictionary (humorous) (D)	"John's Pater"	Cosmos Newspaper Syndicate, 9 E. 37th St., New York
Rhymes of the Road (col. automobile page) (W)	Dudley Glass	Premier Syndicate, Inc., 241 W. 58th St., New York
Right Word, The (D)	W. Curtis Nicholson	Associated Newspapers, 270 Madison Ave., New York
Rippling Rhymes (D)	Walt Mason	George Mathew Adams Service, 8 W. 40th St., New York
Rogers' Humorous Articles (W)	Will Rogers	McNaught Syndicate, Inc., Times Bldg., New York
Romance Page (see Ledger magazine pages)	Staff	Ledger Syndicate, Independence Sq., Phila.
Roosevelt's Trail (D)	Ethel Armes	United Feature Synd., Inc., 63 Park Row, New York
Round Table of Business (D)	Glenn Griswold	Chicago Journal of Commerce, 12 E. Grand Ave., Chicago
Rubaiyat of a College Man (proof) (S)	H. C. Witwer	King Features Syndicate, Inc., 241 W. 58th St., New York
Runyon Humorous Sketches (S)	Damon Runyon	New York American Features, 241 W. 58th St., New York
Russell Special Article (1,000 words) (W)	Frederick C. Russell	Hilman Feature Service, Woodward Bldg., Washington, D. C.

S

Sap and Salt (D)	Bert Moses	Premier Syndicate, Inc., 241 W. 58th St., N. Y.
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FEATURE	AUTHOR	SYNDICATE
Sayings of Mrs. Solomon (2 TW)	Helen Rowland	King Features Syndicate, Inc., 241 W. 58th St., N. Y.
Science Feature Half Pages (mats ill. 7 or 8 col.) (D)	Watson Davis	Science Service, Inc., 21st & B Sts., Washington, D. C.
Science News Bulletin (news col.) (D)	Watson Davis	Science Service, Inc., 21st & B Sts., Washington, D. C.
Science Page (see Ledger Magazine pages)	Staff	Ledger Syndicate, Independence Sq., Philadelphia
Scientific Series (W)	Dr. W. H. Ballou	Cosmos Newspaper Syndicate, 9 E. 37th St., N. Y.
Science Spot News (D)	Watson Davis	Science Service, Inc., 21st & B Sts., Washington, D. C.
Seckatary Hawkins (juvenile feature with ill.) (W)	Robert F. Schuikers	Metropolitan Newspaper Service, 150 Nassau St., N. Y.
Secrets of Health and Success (D)	Dr. Charles A. L. Reed	International Feature Service, 241 W. 58th St., N. Y.
Secrets of the Zoo (S)	Leslie G. Mainland	Readers' Syndicate, Inc., 709 Broadway, N. Y.
Seeing Things at Night (theatrical letter) (S)	Heywood Brown	New York World Syndicate, 63 Park Row, N. Y.
Sentence Sermons (D)	Roy L. Smith	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Serials	L. W. Appleton, Jr.	Lewis Wilson Appleton, Jr., 2040 E. Wilmot St., Philadelphia
Serial (W-D)	Various	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Serials (2 col.) ("Blue Ribbon")	Celebrated Authors	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Serials (D)	Various	International Press Bureau, 118 N. La Salle St., Chicago
Serials (D)	Various	Metropolitan Newspaper Service, 150 Nassau St., N. Y.
Serial Fiction (D)	Mrs. V. T. Vandewater	International Feature Service, 241 W. 58th St., N. Y.
Serial Fiction (proof with mats of ill.) (D)	Various	King Features Syndicate, Inc., 241 W. 58th St., N. Y.
Serial Fiction	Various	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Serials Fiction (D)	Various	Putnam Syndicate, 2 W. 45th St., N. Y.
Serials Fiction (D)	Various	Readers' Syndicate, Inc., 709 Broadway, N. Y.
Serial Fiction (D)	Various	Service for Authors, 33 W. 42d St., N. Y.
Serial Novels (W)	Staff	Ledger Syndicate, Independence Sq., Philadelphia
Serial (women's) (D)	Carolyn Beecher, Mary Douglas	Associated Newspapers, 270 Madison Ave., N. Y.
Sermon (W)	Rev. Thomas B. Gregory	Newspaper Feature Service, 241 W. 58th St., N. Y.

(Continued on page 37)

The Shop-o-scope
TRADE MARK

Get the Christmas Wave Length Through Radio Gifts

There are *already* 150 newspapers on the list of Shop-o-scope users for 1924.

When you see this campaign, yourself, you will understand why so many newspapers are so enthusiastic about it. But you must write us for the sample portfolio now—while there is still time.

Let The Shop-o-scope give you the best classified Christmas your newspaper has ever had!

The Shop-o-scope

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 36)

FEATURE	AUTHOR	SYNDICATE
Sharpening Up Your Memory	Arthur H. Stevens	Ledger Syndicate, Independence Sq., Philadelphia
Shipping News (D)	Various	Interstate Commercial News Service, 38 Park Row, N. Y.
Short Furrows (humor 1 & 2 col. ill.) (S)	Kiu Hubbard	National Newspaper Service, 326 W. Madison St., Chicago
Shorts "Odd Facts" and "Words of Wise Men" (D)		Newspaper Feature Service, 241 W. 58th St., N. Y.
Short Stories	Capt. Jack Murphy	Lewis Wilson Appleton, Jr., 2040 E. Wilmot St., Philadelphia
Short Stories (D)	Various	Chicago Tribune Newspapers Syndicate, Tribune Sq., Chicago
Short Stories (D)	Various	Houghton Mifflin Co., 4 Park St., Boston
Short Stories (D)	Various	International Feature Service, 241 W. 58th St., N. Y.
Short Stories (D)	Various	International Press Bureau, 118 N. La Salle St., Chicago
Short Stories (proof) (D)	Various	King Features Syndicate, Inc., 241 W. 58th St., N. Y.
Short Stories (1000 words) (D)	Various	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Short Stories (D)	Various	Service for Authors, 33 W. 42d St., N. Y.
Short Stories (D)	Various	Wheeler Syndicate, Inc., 373 4th Ave., N. Y.
Short Story Page (see Ledger Magazine pages)	Staff	Ledger Syndicate, Independence Sq., Philadelphia
Side Talks (woman's page) (D)	Ruth Cameron	George Mathew Adams Service, 8 W. 40th St., N. Y.
Sillytytes (6 col. or 2 and 2 col. rectangle) (D)	Lyman Anson	Ledger Syndicate, Independence Sq., Philadelphia
Silver Lining, The (D)	Fullerton L. Waldo	Ledger Syndicate, Independence Sq., Philadelphia
Sketches from Life (2 or 3 cols.) (D)	Temple	World Color Ptg. Co., 701 Lucas Ave., St. Louis, Mo.
Sketches from Life (page) (W)	Harry J. Westerman	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Slangage in a Book Shop (proof) (S)	H. C. Witwer	King Features Syndicate, Inc., 241 W. 58th St., N. Y.
Snapshot Stories (D)	Various	D-P Syndicate, Garden City, N. Y.
'S No Use (1 col.) (D)	L. S. Levy	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
Southern Europe on a Motor Cycle	Clare Sheridan	McClure Newspaper Syndicate, 373 4th Ave., N. Y.
South Sea Islands (half page, ill.) (W)	James N. Hall and Charles B. Nordhoff	Houghton-Mifflin Co., 4 Park St., Boston
Special Panels (D)	George Belcha	Readers' Syndicate, Inc., 790 Broadway, N. Y.

SPORTS

Common-Sense Golf (sports) (with mat)	Alex. J. Morrison	Ledger Syndicate, Independence Sq., Phila.
Cure for Your Golf Faults (D)	Jim Barnes	Bell Syndicate, Inc., 154 Nassau St., New York
Dempsey Signed Stories (sporting page)	Jack Dempsey	King Features Syndicate, Inc., 241 W. 58th St., New York
Fight News (Only When Jack Dempsey Fights)	Jack Kearns	Christy Walsh Syndicate, 17 East 42d St., New York
Football for Beginners	Tom McNamara	Ledger Syndicate, Independence Sq., Phila.
Football Service (W)	Rockne, Jones & Warner	Christy Walsh Syndicate, 17 E. 42d St., New York
From Caddie to Champion (W)	Gene Sarazen	Bell Syndicate, Inc., 154 Nassau St., New York
Golf and Golfers (2 TW)	Francis Outmet	Bell Syndicate, Inc., 154 Nassau St., New York
Golf and Other Troubles (ill. humor) (2 TW)	Barrle Payne	Associated Editors, Inc., 440 S. Dearborn St., Chicago
Golf as Champions Play It (ill.) (D)	Golf Stars	Associated Editors, Inc., 440 S. Dearborn St., Chicago
Golf Lessons (S)	Jim Barnes	New York Herald Tribune Syndicate, 225 W. 40th St., N. Y.
Golf Series (D)	Duncan Cameron	International Syndicate, 213 Guilford Ave., Baltimore
Hagen's Dope (golf) (2 TW)	Walter Hagen	Bell Syndicate, Inc., 154 Nassau St., New York
Hardest Battle of My Ring Career	35 Boxing Celebrities	Ledger Syndicate, Independence Sq., Phila.
How I Made My Start in the Boxing Game	21 Boxing Promoters	Ledger Syndicate, Independence Sq., Phila.

(Continued on page 41)

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EDITORIAL



CONTEMPT OF COURT

IN a scholarly and informative address before the Inland Daily Press Association, substantially reported in these columns last week, Stuart H. Perry, editor and publisher of the *Adrian Daily Telegram*, reached certain conclusions regarding contempt of court procedure affecting newspapers which EDITOR & PUBLISHER cannot share.

Mr. Perry, with stated qualifications, upholds the present system. He does not feel that an editor should stand before the bar of justice with any "separate interest." He truly says that the free and efficient operation of the courts is the foundation upon which rests all constitutional guaranties. His address deserves a thorough reading by every editor and publisher.

It is admitted by him that the uniform laws of the states and nation, as applied to contempt, are not perfect. In fact, they are so imperfect that there are instances of cruel injustice. Mr. Perry says such cases are rare. EDITOR & PUBLISHER reports them from time to time. When there is such injustice he thinks the victim should accept his fate patiently, go ahead and take his punishment like a true martyr and "await the public vindication which surely will come to him."

Laws are not good enough if they do not provide all the known means of preventing any instance of injustice. Mr. Perry wants the dignity of the law upheld; the quickest way to beat it down is to permit of instances of injustice through a system which smacks of arbitrary or despotic rule.

Laws are particularly not good enough if they permit of a single instance of such infamous "martyrdom" as that of an editor who, while attempting to serve the public good, acting without personal motives, is tried, convicted and sentenced, in fact if not in theory, by the complainant. His "day in court" will be no day at all, if the judge is of the wrong kind.

If better laws are possible of attainment, and men are surely clever enough to constantly improve their laws, why not encourage them?

Within a few days after Mr. Perry's address at Chicago, the United States Supreme Court held that the contempt provisions of the Clayton Act are constitutional and that railroad strikers who demand it must have trial by jury. Here is a new liberty, gained after many years of searching and seeking.

Is a newspaper editor, such as Carl Magee, less entitled to a contempt trial by jury than are railroad strikers?

We believe it is unjust that contempt proceedings do not consider questions of intent of the writer and truth or falsity or justification of his statements. If this upsets the balances, new balances are in order. We believe it is unjust to deny a jury trial of the facts. We believe that no Judge should sit, or want to sit, in a contempt proceeding which he has instituted. Analyzed, that in itself is incompatible with the fine balances of justice. The offense may in theory be against the court, not the judge, but the fact may be that the judge is incapable of a just decision in a matter concerning personal pride and dignity, real or assumed. It is folly to attempt to uphold the dignity and honor of the courts in the eyes of the public by applying the false theory of infallibility or even incorruptibility. People regard judges as human beings, like themselves. When they go wrong the dignity and honor of the courts do not fall.

Martyrdom of editors, even in such instances, is wholly gratuitous in this most practical of practical modern worlds. At least, martyrdom is something so delicate and personal that it must never be advocated for another, though it may sometimes be accepted for one's self.

We do not believe the priceless benefits of a free and efficient judicial system, under our constitution, will break down or in any way be impaired by trials of contempt defendants under circumstances which guarantee all of the rights, privileges and safeguards which the law offers for the protection of other defendants charged with offenses.

The present practical intimidation of publicists by contempt perils unquestionably now inhibits, in many states, a flow of information which properly belongs to the public. No other department of our govern-

PROVERBS
Chapter XIX—11
The discretion of a man deferreth his anger;
and it is his glory to pass over a transgression.

ment demands such artificial support. Certain naturally secret court proceedings, such as grand jury actions, are zealously to be protected. The freedom of action of judge and jury to act impartially is an inherent right, to be strengthened if possible.

The newspaper press is not asking for means to disturb the safeguards which have been thrown around the courts; it is asking that no individual judge possess in himself, in the name of the court, power to escape legitimate publicity and active criticism of acts deserving criticism. We do not fear democracy as applied to the judicial system and have faith that editors in this country are fair to public officials, with judges no exception. There are always ample means to reach sinister offenders. Courts are institutions of and for the people. They are to be upheld for the people. Their proceedings are not sacrosanct.

A city circulation ideal, sometimes attained, is complete cash settlement on date of publication.

POSTAL PERJURY

THE effort of Oregon newspaper men to kill off circulation falsifiers by having government action against any perjured postal circulation statement is worthy of encouragement.

The game of making an advertiser pay for circulation which does not exist has long since run its futile course. If over-statements are made to the postal authorities, under oath, they are perjuries and should be prosecuted.

We believe many postal statements are correctly reported. A question of doubt having been raised, however, an investigation should be made, and the guilty singled out, in behalf of honest publishers.

Radio program editors are unable to "boil" stupid, boring campaign speeches, which offers another reason why broadcasting will never supersede the newspaper.

October 25, 1924 Volume 57, No. 22

EDITOR & PUBLISHER
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Marion E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor

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

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

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Chicago: L. B. Gilmore, 30 North Dearborn Street.
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. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

POSTS AND HOLES

OF the one, two or perhaps three hundred men whom you have intimately studied in newspaper work, how many really had "news sense" and how many could express in English what they saw or felt?

There is no scarcity of newspaper talent, but there is an amazing surplus of men essentially unqualified for the work. This is probably true of other professions and trades, but the proportions are probably much smaller.

The lure of journalism holds a man for life. It contains the elements of true romance. But it is for the young, fleet footed and agile minded. Tragedy enters when the step slows and the mind becomes less receptive to new ideas, if one has not developed unmistakable qualities which bind him to an institution, or has otherwise found a permanent lodgement.

It is unjust to give false encouragement or temporarily hold in newspaper work a man or woman who is obviously not equipped for it, but who might find himself in other work. He is keeping a qualified man out of place. He is wasting his own golden years.

In one newspaper organization, where they "catch 'em young," the peak of efficiency has long been regarded as twenty-five or thirty years of age. In that organization a man is considered old at 40. "Old" men have their places, to be sure, but they must have achieved wonderfully to cling through the fifties. In the same organization a compensating balance has been that many young men in business and editorial departments have had opportunity to earn minor partnerships or to share in profits. This system is not usual. Hundreds of newspaper men go out every year, encumbered by middle-age responsibilities, and unless of philosophic mind, carrying the heavy load of "defeat complex," to search for a new work in a world where every profitable employment has intense rivalry for every post.

If a man is not a writer, has no message to deliver, is not equipped to go the distance, be kind and tell him so, in time for him to turn elsewhere for real usefulness.

Theatre critics, bless 'em, a valiant first line of defense of the play-loving public.

READABILITY VALUES

EDITOR & PUBLISHER takes this occasion to commend to the newspaper profession the philosophy of Franz Schneider, Jr., financial editor of *New York Evening Post*. We harp on the theory that newspapers may, and should, be written for the plain understanding of all readers; he goes ahead on his own hook to make financial news, usually written so technically and on such high stilts that even bankers can't understand it, plain for every Dick and Mary.

Mr. Cyrus H. K. Curtis, a staunch advocate of readability, informed EDITOR & PUBLISHER recently that his desire to employ Mr. Schneider for the *Philadelphia Public Ledger* had, in fact, led to his purchase of *New York Evening Post*, an unprecedented compliment to a writer. Last week Mr. Schneider himself told his story in these columns.

Everyone knows that simplicity is the highest form of literature and the true indispensable principle of newspaper writing. Must a publisher buy a newspaper to obtain the services of a man who can write simply? As the average metropolitan daily contains many long, involved, complicated sentences which register an almost complete blank in our mind, we can only wonder what sort of blur they cast in unpracticed eyes.

Editors are awake to the circulation-making possibilities of easily read newspapers and are constantly telling writers in all departments to address themselves to the average reader. Still, the evil pursues us. Muddy stories might be posted and spoofed to death.

Paris newspapers increase retail prices. As advertising is not developed in France, as here, the newspaper must profit from circulation or accept subsidies. A substantial retail copy rate is the immediate way out for the independent editor.

PERSONALS

FREDERICK ROY MARTIN, general manager of the Associated Press, was one of the principle speakers Oct. 20, at a banquet of the Boston Club, Boston, of the Harvard Business School Alumni Association. He is an overseer of Harvard University.

Governor Al Smith of New York was the luncheon guest of Norman E. Mack, publisher of the *Buffalo Times*, on a recent campaign visit to Buffalo. The luncheon took place in the home of Mr. Mack, who is Democratic National committeeman for New York.

IN THE BUSINESS OFFICE

W. A. ELLIOTT, business manager of the *Jacksonville (Fla.) Times-Union*, is visiting in New York on business.

A. T. Harding, former circulation and advertising manager of the *Provo (Utah) Daily Herald*, has returned to the paper as advertising manager, succeeding Sam Leavitt.

W. R. Weidenthal, business manager of the *Cleveland Daily Independent*, Jewish morning newspaper, has left on a 10-day business trip to New York City.

D. H. Henry, former district circulation manager of the *Knoxville (Tenn.) Journal and Tribune*, has been appointed circulation manager of the *Hendersonville (N. C.) Daily Times*. **A. W. Groover** has been promoted from bookkeeper to business manager of the *Times*, and **Morris A. Bealle**, from managing editor, to general manager.

IN THE EDITORIAL ROOMS

ED PADGETT, Sunday editor of the *Baltimore Sun*, **H. Lowrey Cooling**, assistant Sunday editor, and **Mrs. Cooling** were visitors to New York this week.

Merton E. Burke, former managing editor of the *New York Daily News* and more recently with the *Baltimore Sun*, will leave shortly for three weeks' vacation in Panama. Upon his return he will locate in New York, in a capacity as yet unnamed.

A. F. Hardman, associate editor, *Findlay (O.) Morning Republican*, has resigned to enter publicity work.

Stephen Stone, for 14 years with the *Salem (Ore.) Statesman* in an editorial capacity, has joined the *Salem Capital Journal*.

Edward McCarthy, a recent Notre Dame graduate, has been added to the editorial staff of the *Cleveland Times and Commercial*.

Tom Parry, formerly on the staff of the *St. Louis Star*, is now publishing the *Centralia (Mo.) Courier*, which he purchased recently.

Edward Friedman, formerly on the staff of the *Pueblo (Col.) Star-Journal*, is now attending the University of Missouri.

Frank E. Fiske, railroad editor of the *Cleveland Times and Commercial*, has resigned to enter the publicity work.

James G. Nelson, of the *Baltimore American* staff, has started a daily column under the title "Half Nelsons." **Fremont Hadley**, of the *Baltimore News*, is editing a column "Town Talk." Both papers are owned by **W. R. Hearst**.

H. R. Galt, managing editor of the *St. Paul Dispatch-Pioneer Press*, is on a hunting trip in Northern Minnesota.

Hardy Hoover has resigned from the city staff of the *Buffalo Courier* to take a post graduate course at Harvard.

John R. Fleming, formerly city editor of the *Springfield (Mass.) Umon*, has joined the faculty of the department of Journalism, Ohio State University, Columbus.

N. C. Christensen, head of the copy desk of the *Salt Lake City Deseret News*, has been made news editor, succeeding **Kenneth Duncan**, resigned.

Harold Bowman, formerly on the copy desk of the *Salt Lake City Deseret News*,

is now mining editor, succeeding **N. H. Jensen**.

Albert E. M. Bergener, for 10 years city editor of the *Cleveland News and Sunday News-Leader*, has returned from a vacation in the north.

"**Jim**" **Reed**, after spending several months in the government forestry service, has rejoined the *Salem (Ore.) Statesman* staff.

Glenn Cunningham, formerly of the *Des Moines (Ia.) Capital* staff, has established the **Cunningham Insurance Agency** in Des Moines.

Preston Grover, graduate of the University of Utah School of Journalism, has joined the copy desk of the *Salt Lake City Deseret News*.

George F. Cochran, veteran North Carolina newspaper man, has joined the staff of the *Raleigh (N. C.) Times* as city editor.

C. M. Brown, city editor, has been named managing editor of the *Greensboro (N. C.) Daily Record*, succeeding **T. J. Revelle**.

Charles W. Lynch, for many years a member of the staff of the *New York American*, is now publicity and advertising director for **Jack Mills, Inc.**, music publishers.

Henry R. Helsby, former publisher of the *Mechanicsville (N. Y.) Hudson Valley Daily Times*, has been appointed editor of the *Olean (N. Y.) Evening Times*.

Erie C. Hopwood, managing editor of the *Cleveland Plain Dealer*, has returned from a brief business trip to New York.

Robert W. Pearson, formerly of the staff of the *Cleveland News* and later with the *Cleveland Times and Commercial*, has entered the publicity work.

W. H. Powell has resigned from the staff of the *Cleveland Plain Dealer* to enter the publicity department of the **Nickel Plate Road**.

Ralph J. Frantz, formerly radio editor of the *Cleveland Times and Commercial*, has been appointed day city editor.

Charles E. Calkins, for three years golf editor of the *Chicago Daily News*, has joined the staff of the **Kent Press Service** of Chicago as sporting editor.

Royal Cortissoz, art editor of the *New York Herald Tribune*, will speak on "The French Impressionists" before the Department of Fine Arts, Carnegie Institute, Pittsburgh, Oct. 28.

HOLDING NEW POSTS

M. B. AGNEW, from assistant city editor, *Buffalo Commercial*, to copy desk, *Buffalo Courier*.

Barron Rossen, formerly of *New York Herald* staff, to *Buffalo Courier*.

Fred Failes, from *Welland (Ont.) Tribune and Telegraph*, to city staff, *Buffalo Courier*.

Paul H. Hennegin, from *Lindsay (Cal.) Gazette*, to telegraph desk, *Findlay Morning Republican*.

Herbert D. Hancock, from *Wakefield (Mass.) Daily Item* to advertising staff *Chelsea (Mass.) Evening Record*.

PRESS ASSOCIATION NOTES

J. H. JENKINS, in charge of the Charlotte bureau of the Associated Press, has been sent to Raleigh to assist Correspondent **R. O. King** in handling the Associated Press election service on Nov. 4 and 5. **C. E. Wister**, in the Charlotte bureau, is acting correspondent.

CHANGES OF OWNERSHIP

CHARLES MILLER, foreman; **Robert Waite**, business manager, and **Miss Mae Olson** of Wahpeton, N. D., reporter and advertising manager of the *Breckenridge (Minn.) Gazette-Telegram* have bought a controlling interest in the paper. The purchase was made from **Moyle Edwards**, managing editor.

Rollo Robbins, editor and publisher of the *Augusta (Ill.) Eagle*, has purchased the *Industry Press* from **D. D. Bruner** of Industry. The Press will continue to be printed at Augusta. **Lena Vawter** will have charge of the Industry office.

FOLKS WORTH KNOWING

W. G. ANDERSON, publisher of the *Winfield (Kan.) Daily Free Press*, who recently purchased the *Winfield Daily Courier* from **E. P. Greer**, is a school teacher turned newspaper man.



W. G. ANDERSON

Born in Abilene, Kan., of pioneer stock in 1874, he was educated in public schools of his birthplace and at Baker University. Upon graduation, he taught two years at the **Dickson County High School**, Chapman, Kan.

But he had been newsboy and "printers' devil" on the old *Abilene Daily Gazette* and in College had been on the staff of the **Baker Orange**, with **Clyde Knox**, now publisher of the *Independence (Kan.) Reporter*.

Thus, when his cousin, part owner of the *Las Vegas Daily Optic*, offered him a position as reporter, he did not hesitate long before leaving the class room for the newspaper office. He remained two years on the *Daily Optic*, gaining experience, and in 1902 purchased a half interest in the *Arkansas City Traveler*.

After five years there, he left to work on newspapers in **Iola** and **Wichita**, and then returned to become first editor of the *Arkansas City Daily News*.

In the Fall of 1911, Mr. Anderson purchased the *Winfield Daily Free Press*, where he has been ever since. His wife, **Katherine Underwood Anderson**, whom he met in college, is actively associated with Mr. Anderson in the publication of his newspaper. She is a brilliant writer and now edits a column in the *Courier*, which she calls "Whatnot."

"If I have been able to accomplish anything," Mr. Anderson informs EDITOR & PUBLISHER, "I owe much of it to my wife, because of her writing, her mastery of detail, and her counsel."

Alfred B. Williams, formerly editor of the *Roanoke (Va.) Times*, who for several years has been editing the *Leesburg (Va.) Loudoun Mirror*, announces the sale of the latter paper to **Wilbur C. and Stilson H. Hall**, publishers of the *Leesburg Loudoun Times*.

Paul Cline, who recently sold the *Mathews (Va.) Journal*, has bought the *Pulaski (Va.) Southwest Times*, a semi-weekly.

MARRIED

MORIE LAWRENCE CRANER of the *New York American* staff, to **Miss Elizabeth Rogers Fischer**.

Therese C. Eisel, secretary to **Edwin S. Friendly**, business manager of the *New York Sun*, to **John Skinner Gill**, of **Cleveland, O.**, Wednesday, Oct. 15. The couple were married at the **Fifth Avenue Presbyterian Church** and went to **Atlantic City**, for a honeymoon.

Frederick W. Shoop, editor and publisher of *Abingdon (Ill.) Kodak*, to **Miss Aletha C. Bowton** in **Abingdon**, Oct. 15.

Frank H. Sosey, senior editor of the *Palmyra (Mo.) Spectator*, to **Miss Sarah Thompson Nichols**, Oct. 15.

Lawrence Jewell, editor, *Ohio Motorist*, **Cleveland**, to **Miss Jeannette Hamilton**, formerly of the *Cleveland Times and Commercial* staff, Oct. 17, in **Cleveland**.

Heath Garrigus, advertising manager of the *Indianapolis Times* to **Miss Mildred Parr of Kokomo**, Oct. 15.

John Bond Carroll, of the *Quincy (Ill.) Herald*, to **Miss Edith Schneider**, Oct. 13 in **St. Louis**.

NEW PLANTS AND EQUIPMENT

THE Chelsea (Mass.) Gazette has installed an Intertype.

Plattsburgh (N. Y.) Republican has purchased three Intertypes.

Manchester (N. H.) Daily Mirror recently purchased the business and property of the **John B. Clarke Company**, printers, and plans to enlarge the plant to cover all forms of job printing.

Hendersonville (N. C.) Daily Times has installed a **Model 14 linotype** and a **Goss comet press**.

SPECIAL EDITIONS

WHITE RIVER JUNCTION (Vt.) LANDMARK, a 34-page Coolidge Birthplace Edition, Oct. 16.

Concord (N. C.) Observer, a 24-page Caharrus County fair edition.

Rock Hill (S. C.) Evening Herald an 18-page special York County fair edition.

SCHOOLS

OHIO STATE UNIVERSITY, department of journalism, Columbus, opened its eleventh year this fall with an enrollment of 220, the largest in its history. Of the 25 graduates in journalism of last June, 21 are now in active newspaper work.

Two hundred and fifty-three students are taking work in the department of journalism of **Indiana University** at **Bloomington** this year.

The entire lower part of this building is occupied by one of the greatest educational institutions in the world—the free information service maintained by a large group of American newspapers for the free use of the public. Any editor who wants to share in this service should address **Frederic J. Haskin, Washington, D. C.**

ADVERTISING AGENCY AFFAIRS

DOUGLAS WAKEFIELD COUTLEE has been appointed business manager of Charles C. Green Advertising Agency, Inc., New York, and Orval O. Cook, who is secretary, has been appointed office manager. Both Mr. Coutlee and Mr. Cook are directors of the corporation.

Frank Presbrey, well known advertising agent, has been made chairman of the National Coolidge Advertising League, which already embraces thousands of members in the advertising field throughout the country.

John P. Gillespie, formerly of the copy staff of Bolton, Meek & Wearstler, advertising agency of Youngstown, O., has joined the Wildman Advertising Agency, New York, as an account executive. The Wildman agency has been appointed by Bamberger-Reinthal Company of Cleveland to direct its advertising for the coming year.

J. W. Sanger, foreign trade adviser to Frank Seaman, Inc., New York advertising agents, addressed the October monthly luncheon meeting of the Advertising Men's Post of the American Legion at the Hotel Martiniere, Oct. 14. His subject was "China" from its angle of political, commercial and advertising aspects.

The partnership heretofore existing between Ralph Harold Butler and John Henry Klingensfeld under the firm name of the Butler-Klingensfeld Company, 2 W. 45th street, New York, has been dissolved. Mr. Butler will continue in the advertising agency business at the same address. Klingensfeld has joined Campbell-Moss-Johnson, Inc., 21 E. 40th street, New York.

BUSINESS PAPER MEN IN JOINT MEETING

Annual Convention of Associated Business Papers, Inc., and Conference of Editors at Astor Hotel, October 27-29

"Better Business" will be the central theme of the 19th annual convention of Associated Business Papers, Inc., which will meet Monday, Tuesday and Wednesday of next week at the Hotel Astor, New York. Simultaneously with this meeting the National Conference of Business Paper Editors will convene.

Better business through the mediums of selling, copy, advertising agencies, and practical and applied psychology will be discussed by prominent New York trade paper editors and advertising managers, at the Business Paper sessions. Editorial, advertising and circulation methods also will be considered.

The trade paper editors will hold joint meetings with the Business Paper group except Monday and Tuesday afternoons when they will meet in separate sessions to discuss editorial methods and trade conditions. The Tuesday afternoon meeting will be held at the plant of the McGraw-Hill Company.

The annual dinner of the two groups will be held at the Astor Tuesday

First eight months of
1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK
EVENING JOURNAL

Monroe L. Applegate, for three years with the advertising department of the *Chicago Herald-Examiner*, has joined the staff of Albert Frank & Co., advertising agency, in their Chicago office.

W. L. Day, for the last 7 years vice-president of the J. H. Cross Company, Inc., advertising agency, Philadelphia, has joined the J. Walter Thompson Company, Inc., New York.

Smith, Sturgis & Moore, Inc., advertising agency, New York, has purchased the business of the W. S. Hill Company of New York. The business will be taken over on Nov. 1, when the W. S. Hill Company of New York will suspend. The purchase does not affect the business of the W. S. Hill Company, Pittsburgh, which will continue as heretofore.

Carlton D. Ellinger has joined the advertising art organization of Stanford Briggs, Inc., New York, as director of design and typography.

Fred A. Reinhart, formerly with the New York office of Lord & Thomas as space buyer, has joined the staff of the W. H. Rankin Company, New York. He will devote his attention to space buying and contact work.

Dana C. Warman, formerly with the Meinzing Studios, Detroit, has become service manager of the E. P. Remington Advertising Agency, Buffalo.

Ralph D. Wylly has joined the staff of the Tauber Advertising Agency, Inc., Washington D. C., as an account executive. He was formerly with Fuller & Smith, Cleveland.

evening and a larger attendance is expected.

Fritz J. Frank, president Associated Business Papers, Inc., and president of the Iron Age Publishing Company, will act as toastmaster.

THAYER RETURNS TO NEW YORK

Again Managing Editor, N. Y. American, Succeeding Jack Lait

W. A. Thayer, formerly managing editor of the *New York American*, more recently holding that position on the *Baltimore American*, has returned to his old New York position, succeeding Jack Lait, who resumes his former duties with the King Features Syndicate, Inc.

Thayer has been with the Hearst organization since 1919. He had previously been connected with the *New York World* for 20 years. Two years ago he was transferred to the *Chicago American*, and last year divided his time between the *Baltimore American* and the *Chicago American*.

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!

FLASHES

A political prune is the matured product of a political plum.—*Columbia* (S. C.) Record.

We hope the straw vote will not be entirely discredited until the people have had a chance to express their convictions on the subject of two-pant suits.—*Dodge City Globe*.

Judge Sabath of Chicago, on complaint of a wife, has restricted a husband to three cross-word puzzles a day. This will leave him time for lunch, if he hurries.—*Detroit Free Press*.

The jay-walker is about to be disciplined against crossing the road in the middle of the block. To cheer him up

why not advise him what action to take when an automobile comes after him on the sidewalk.—*New York World*.

People usually respect the laws if the laws respect people.—*Baltimore Sun*.

Ostracized by other nations, Germany has done pretty well playing a loan hand.—*Columbia* (S. C.) Record.

Yet men of the upper and lower classes never would clash if their wives would chum together.—*Baltimore Sun*.

There is apparently no unemployment in the burglary trade.—*Pittsburgh Gazette Times*.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post MORNING AND SUNDAY

Daily Circulation118,000
Sunday Circulation175,000

Member A. B. C.



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Here in the West community advertising has reached high development. Every month one or more articles by authoritative writers.

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566 Market St., San Francisco
6 months' trial subscription \$1
with Big January Annual \$1

How the Ludlow will Enhance the Value of Your Paper

THE Ludlow System of Matrix Composition is a powerful means of building up the good will of your advertisers. It provides you with an unlimited supply of new, clean typefaces on slugs, thus insuring a crispness and sparkle to your display advertising that compels attention, makes it easier to read, and creates individuality and preference for your paper.

New slug-line type—all you need of it when you need it—offers numerous advantages to your advertisers. You can give them what they want without having to resort to the use of second-choice faces. With the Ludlow System, it is just as easy to set ads in exactly the size and style of face specified in the layout as to set them in the face that happened to be last used on the machine.

Mr. A. W. McDowell, President of The Sharon (Pa.) Herald Publishing Company, says: "With Ludlow equipment we have been getting excellent results both from the appearance of our paper and in the composing room. It enables us to handle copy much faster and with new faces every day. It eliminates sorts worries and has solved our distribution problem. To make the story brief, the Ludlow is just what we needed and what you represented it to be."

The Ludlow System offers a range of sizes from six to sixty point, including bold and extended, in a variety of beautiful Roman and Italic typefaces, and it eliminates all possibility of ragged, spotted typography due to worn, broken or battered letters.

Write for full information about the selling advantages of having an unlimited supply of new type on slugs, and at low operating cost.



Ludlow Typograph Co.

2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

World Bldg.
New York

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 37)

FEATURE	AUTHOR	SYNDICATE
How to Play Scientific Football	Dr. John B. Price	Ledger Syndicate, Independence Sq., Phila.
How to Play Tennis	W. T. Tilden	Ledger Syndicate, Independence Sq., Phila.
Insida Golf (Ill. 1 col.) (D&S)	Chester Horton	National Newspaper Service, Chicago, Ill.
Listening Post (column) (D)	Bill McGeehan	New York Herald Tribune Syndicate, 225 W. 40th St., New York
Max Marston's Golf Experiences		Ledger Syndicate, Independence Sq., Phila.
McGraw's European Tour	John J. McGraw	Christy Walsh Syndicate, 17 E. 42d St., New York
My Theory for Teaching Golf (sports)	Robby Cruikshank	Ledger Syndicate, Independence Sq., Phila.
Old Times in Sport (D)	Ford C. Frick	Premier Syndicate, Inc., 241 W. 58th St., New York
Pictorial Golf (Ill.) (2 TW)	H. B. Martin	Bell Syndicate, Inc., 154 Nassau St., New York
Roper's Football Series (2 TW)	W. W. "Bill" Roper	Bell Syndicate, Inc., 154 Nassau St., New York
Sport Column (D)	"Bugs" Baer	New York American Features, 241 W. 58th St., New York
Sporting Articles (D)	Frank G. Menke	King Features Syndicate, Inc., 214 W. 58th St., New York
Sporting Life (Ill., 1 col.) (D)	Billie Phelon	National Newspaper Service, 326 W. Madison St., Chicago
Sport Features (mats and Ill.) (DWMA)	George W. MacCurran	Interstate Commercial News Service, 38 Park Row, New York
Sportfolio (proof) (D)		Ledger Syndicate, Independence Sq., Phila.
Sports Letter (ms. form) (W)	James J. Corbett	Newspaper Feature Service, 241 W. 58th St., New York
Sportlight (column)	Grantland Rice	New York Herald Tribune Syndicate, 225 W. 40th St., New York
Sport Page (W)	Various Editors	Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago
Sport Review (A)	George W. MacCurran	Interstate Commercial News Service, 38 Park Row, New York
Sport Service (2 mats)		International News Service, 241 W. 58th St., New York
Sports Through Edgran's Eyes (Ill.) (3 TW)	Robert Edgren	Bell Syndicate, Inc., 154 Nassau St., New York
Story of My Fighting Life, The (D)	Sam Langford	Premier Syndicate, Inc., 241 W. 58th St., New York
Strolls Through Sportville (sports) (D)	William F. Kirk	International Feature Service, 241 W. 58th St., New York
Tales of a Wayside Tee (S)	Grantland Rice	New York Herald Tribune Syndicate, 225 W. 40th St., New York
Tee Fairway & Green (1 col.) (3 TW)	Chick Evans	National Newspaper Service, 326 W. Madison St., Chicago
Tilden's Tennis Service (sports) (mail & wire service)	W. T. Tilden, 2d.	Ledger Syndicate, Independence Sq., Philadelphia
Thirty Winning Football Plays (Ill.) (3 TW)	Different Coaches	Bell Syndicate, Inc., 154 Nassau St., New York
Trap Gun and Rod (1,000 words) (S)	Sandy Griswold	National Newspaper Service, 326 W. Madison St., Chicago, Ill.
Wearin' Out the Green (golf) (S)	Walter Trumbull	Readers' Syndicate, Inc., 709 Broadway, New York
Wrestling (2 col.) (D)	Paul Prehn	Register & Tribune Syndicate, Des Moines, Ia.
Yost Life Serial	Fielding "Hurry Up" Yost	Christy Walsh Syndicate, 17 E. 42d St., New York
Starry Heavens (2 col.) (M)	Prof. Barton	Keystone Feature Syndicate, 512 Victory Bldg., Philadelphia
Stock and Bond Tables (D)	Evening Post	Post Syndicate Service, 20 Vesey St., New York
Story-Games (child's feature, 2 col.) (D)	Edna Levine	National Newspaper Service, 326 W. Madison St., Chicago
Stories (1/3 to 1/2 col.) (D)	Various	World-Wide News Serv., Inc., 323 Washington St., Boston
Story of Mankind (D or W)	Hendrik Van Loon	Christy Walsh Syndicate, 17 E. 42d St., New York
Story of The Bible (D or W)	Hendrik Van Loon	Christy Walsh Syndicate, 17 E. 42d St., New York
Straight Thinking for Modern Women (D)	Various	D-P Syndicate, Garden City, New York
Sub Rosa (D)	"Mimi"	Bell Syndicate, Inc., 154 Nassau St., New York
Sunday Articles (5 a week) (S)	Various	International Feature Service, 241 W. 58th St., New York
Sunday Magazine (12 pages)	Various	International Feature Service, 241 W. 58th St., New York
Sunday Magazine (6 pages)	Various	Newspaper Feature Service, 241 W. 58th St., New York

(Continued on page 42)

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

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

Underlaid with Mineral Resources West Virginia is a Mountain Empire of Wealth

WEST VIRGINIA which ranks 40th among the states in size and 27th in population, ranks second in value of mineral wealth.

The State also ranks second in the total number of persons engaged in the mining industry.

West Virginia has not only mountains of coal and iron, but it has great deposits of granite, oil and natural gas, marble and sandstone, abundance of water power, rich farms and prosperous factories.

Distribution of commodities is chiefly through these seven trade centers that are also newspaper headquarters for the population of nearly 1,500,000 people.

Ask any man whose goods are advertised and sold in West Virginia how sales per capita compare with other states.

Be a big advertiser in West Virginia at a minimum expenditure. Put these dailies on your payroll.

	Rate for Circulation lines	Rate for Circulation lines
Bluefield		
*Telegraph (M)	11,695 .05	
*Telegraph (S)	15,752 .06	
Charleston		
***Gazette (M)	20,857 .07	
***Gazette (S)	24,932 .08	
Clarksburg		
***Telegram (E)	9,479 .04	
***Telegram (S)	11,797 .045	
Huntington		
***Advertiser (E)	11,176 .04	
*Herald-Dispatch (M)	14,501 .04	
*Herald-Dispatch (S)	14,265 .04	
Marthasburg		
*Journal (E)	4,830 .03	
Morgantown		
†Post (E)	5,065 .025	
Parkersburg		
*News (M)	7,261 .025	
*News (S)	8,540 .025	
*Sentinel (E)	7,751 .03	
***A. B. C. Statement, April 1, 1924.		
*A. B. C. Statement, Sept. 30, 1924.		
†Government Statement, Sept. 30, 1924.		

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(Continued from page 41)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various syndicated features like 'Sunday Magazine Tabloid', 'Talks', 'Teasers', etc., with their respective authors and syndicates.

U, V, W and Y

Continuation of the table listing features under the categories U, V, W, and Y, including 'Uncharted Seas', 'Vignettes of Life', 'Washington Radio News Service', etc.

Over— 200,000 CIRCULATION in less than 3 years. —because Detroiters want it. DETROIT TIMES

On and after September 6th, 1924 The New Orleans States Will be represented in the East and West by the JOHN M. BRANHAM COMPANY

PHIL... ally h... Philad... operati... century... to us... most... newspa... tors ev... the sys... In n... burgh... papers... street... stands... done ju... man of... which i... is utter... We e... timately... newspa... sands o... circula... Philade... Take... newspa... a millic... tion dep... livery s... and eac... the cor... the pur... save at... tion cos... Dram... the swe... new wa... in New... experien... to take... they cov... the sleep... atic boy... Every... north go... Southern... Northern... coverage... way to... table nev... is to wri... What lo... successful... contest i... a pepper... managed... a big wa... mendous... up whic... Any c... enough... worth ru... Every... ting as... paper ev... the paper... and if t... marked... wrappers... be create... Net... An i... TRE... Marbr... New

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

PHILIP SCHUYLER in EDITOR & PUBLISHER of Oct. 11, told graphically how the morning newspapers of Philadelphia have been maintaining co-operative delivery for more than half a century. This Philadelphia method seems to us to be the most business-like and most economical way of distributing newspapers and we believe that circulators everywhere would do well to study the system Mr. Schuyler described.

In most of the cities west of Pittsburgh and in many cities in the East the papers have independent carriers, and street boys and separate delivery to stands. Thus the work that could be done just as well and often better by one man or boy is done by two and three which results in wasteful competition that is utterly futile.

We know the circulation situation intimately in several cities and believe that newspapers could save hundreds of thousands of dollars by putting an end to their circulation wars and co-operating as the Philadelphia publishers do.

Take Cleveland for example. The four newspapers in that city spend more than a million dollars a year in their circulation departments. Each has its own delivery system to subscribers and stands, and each paper has independent boys on the corners and separate news boxes. If the publishers got together they could save at least \$200,000 a year on distribution costs both in the city and country.

Dramatic critics who are shocked by the swearing in "What Price Glory" the new war play that is creating a sensation in New York, might, for the sake of the experience, ask their circulation managers to take them out in the bull pen where they could hear some real swearing by the sleep-outs. What a shock the dramatic boys would get.

Every winter more people from the north go to Florida, California and other Southern points. It therefore behooves Northern circulators to get news stand coverage at the winter resorts. A good way to get names and addresses of reputable news dealers who will pay their bills is to write to the Chambers of Commerce.

The *St. Paul Dispatch* recently closed what looked like at a distant a very successful limerick contest. When such a contest is conducted through the paper in a peppery manner, when it is efficiently managed in the office and advertised in a big way with signs and circulars a tremendous amount of interest can be stirred up which results in new circulation.

Any contest that gets people interested enough to write letters to the paper is worth running.

Everyone recognizes the value of getting as many names as possible in the paper every day. Merely having them in the paper is helpful in holding circulation and if this is followed up by sending marked copies to non-readers in special wrappers more interest in the paper can be created. We do not believe that sub-

scription blanks should accompany the marked copies; that might be overdoing the canvass. The paper alone is usually appreciated and is more likely to bring results than direct solicitation.

Apropos of pictures they are still popular with readers and make circulation. Judging by the few papers that run picture pages now one would think that they have lost their pulling power. Readers probably always will welcome interesting news pictures and they should, we believe, be a part of every newspaper.

If you cannot get the editor to run a full page, compromise on three or four columns. A good way to display a part of a page of pictures is to run them in the center of the page with news and ads on both sides.

We are glad to note that magazine publishers are now willing to co-operate with newspapers in fighting the threatened 20 million dollar increase in second class postage rates. It's about time that a concerted effort was made on the part of every publication not only to prevent further increases in postal rates but to have the present high rates reduced.

Newspaper circulators have been trying to get a reduction in postal rates for a long time and we believe they could be gotten if publishers would forget their dignity long enough to demand justice.

What we should like to know:
How to stop stops.
Why the presses always start with stubs on an extra.
Why some railroads have schedules.
What to do with all the hats we are going to win Nov. 4.
Whether the children in Baltimore cry for the sun.

SCRIPPS-McRAE METHODS REVEALED BY PARTNER

(Continued from page 7)

sums for the relief of the poor children of Chicago. He speaks of George G. Booth's "outstanding genius" and of the great success of the Booth newspapers in Michigan. "These nine newspapers are more profitable per capita of population than any other group of newspapers in any State of the Union," he says.

Concerning the Jewish people, Mr. McRae says: "During the past 40 years I have known many Jews intimately and I confess that I am unable to understand the intense hatred that some Gentiles have

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Four transcontinental railways, two with terminal shops in Tacoma; large and commodious harbor; thirty commercial docks; cheapest electric power in U. S.

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 Ford, Parsons Co.
341 Fifth Ave. 360 N. Michigan Ave.
New York City Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

for Jews. I cannot recall a single instance where a Jew that I knew ever betrayed a confidence or took an unfair advantage of me."

Sundry public men, editors and publishers of national and world fame, are described and the author tells of casual and intimate relationships which give glimpses of character and secrets of individual success. He gives credit to many men in his own organization for various contributions of talent and enterprise.

He says of Robert F. Paine, editor emeritus of the Cleveland Press, now, at the age of 69, the founder and director of the Scripps-Paine Service, being issued at San Francisco: "He is working as hard as he ever did, and as effectively, having overcome a very serious illness in recent years. Bob Paine is another man who has achieved a conspicuous success in the world of letters, with a common school background. He is brutally frank, but righteously just. I think he has the kindest philosophy of life of any man I have known, and this view is shared universally by the thousands with whom he has come in contact in the course of his long and active life."

Mr. McRae does not say how great are the fortunes accumulated by the Scripps family and their descendants from the meagre beginnings of half a century ago, but there are many indications that it is one of the great American fortunes. If called upon to write an article on the subject of business success, he says he would say that the secret lies in the selection of men to run the business. "Men, methods and money are important, in the order named," is the maxim he coins.

He quotes his life-partner as having

said: "Young men for action, old men for counsel."

Referring to Robert P. Scripps and Roy W. Howard, Mr. McRae writes: "In the future these young men will undoubtedly extend the business of the great concern of which they are the heads, until it becomes a very much stronger organization than it is today. They will manage not only the old Scripps-McRae and the newer Scripps-Howard papers, but many other properties which will be found or acquired in the future. There are 30 odd newspaper properties in which Mr. Scripps is interested, mostly as controlling stockholder, today. The business, from the day of its founding of the Cleveland Press, is less than 46 years old. Its growth has been for the most part continuous and as rapid as is consistent with good business management—somewhat conservative, perhaps, but that is not so bad a fault."

Near the close of the book he declares: "Newspaper work is hard work," but he admits later on that much of his work has been "genuine fun." Shot through the volume are chapters devoted to Mr. McRae's world travels. At intervals he is seen leaving his desk and sailing for foreign lands in quest of recreation and new interest.

"Forty Years in Newspaperdom" is the record of a clear-minded, earnest business man and publicist, of warm sympathies fixed principles and inexhaustible energy and pluck. It is one of the most astonishing of modern success stories.

The preface is by Arthur H. Vandenberg, editor, *The Grand Rapids Herald*, and Mr. McRae appreciatively acknowledges the assistance of W. H. Porterfield, as collaborator.

Community Betterment By Display Space

Pittsburgh street cars carry a card advertising the local library. Chicago papers carry display advertising urging public health. Scores of cities have church copy urging better support of churches.

Community movements of this sort help the papers fostering them and add immeasurably to the wellbeing of the community.

Make your paper the church advertising leader in your community by stressing the advantages of regular church attendance for the individual and the community.

Copy of this sort, 200 words in each ad, is available in Series No. 6, issued by the Church Advertising Department. Use is sold to one paper in a town, and the price is only 3 cents per week per thousand circulation.

Proofs gladly sent for your files on application to Herbert H. Smith, Chairman Copy Committee, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

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 Chi



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE Merchandising and Research Bureau of the *Milwaukee Journal* has compiled for the third successive year and published "Consumer Analysis of the Greater Milwaukee Market." It has done a fine piece of constructive work of great value to national manufacturers, distributors, wholesalers, and advertising agencies.

The analysis for 1924 admirably supplements a complete analysis compiled and mimeographed in eight volumes in 1923.

The remarkable success achieved in the analysis was in no small measure due to the active co-operation of housewives in Milwaukee. When the *Journal* sent the housewife a questionnaire she was informed that if she answered the questionnaire correctly she would receive a shopping bag filled with samples and full-sized packages of groceries and allied products. The bag, when filled, represented a cash valuation for the housewife of \$3.08. Answers were not influenced by the names of brands of products found in the bag for the housewife was kept completely in ignorance about the contents until delivery.

While many newspapers through their research departments have co-operated with both national and local advertisers, no other newspaper has hit the bull's-eye with a better survey covering local merchandising. The survey well deserves, and has in fact received, the commendation of numerous manufacturers and advertising agencies throughout the United States.

HENRY EDWARD WARNER of the *Baltimore Sun* addressed the class in Newspaper Editing and Making at New York University on Monday afternoon on "How The Sun Papers Are Made." Mr. Warner is possibly best known to readers of EDITOR & PUBLISHER as the author of "Songs of the Craft."

AN editorial in the *Christian Science Monitor* for Oct. 1, asks the question, "Is 'Colyum' Writing Declining?" The editorial was provoked by the announcement of Don Marquis of the *New York Tribune* that he had decided to abandon the vocation of jokesmith.

To supplement the observations of Mr. Marquis the editorial prints the following comment made by Clifford Smyth, recently published in *International Book Review*:

This deterioration in the art of the colyumist was inevitable. As Field conceived it, his daily column was a form of literary art, and that of a very high order. It was creative journalism for which no adamant rule could be given, and needing the creative genius for its successful development. Lacking this rare essential, the harassed colyumist of today, with his daily stint clamoring for fulfillment, has adopted the artificially clever expedient of always supporting "the worse for the better reason." . . . Losing the pristine sincerity and spontaneous cleverness that first gave it a well-merited vogue, the typical colyum has drifted into a sort of artificial decadence—an advocacy of the devil when that seems the clever, unexpected thing to do—a dreary egotism that must ultimately bring about its own extinction. . . . Happily, the growth and enrichment of the literature of journalism does not depend upon the

permanence of the colyumist's art, which, even at its best, is an exotic as compared with the fundamental power and mode of expression developed elsewhere in the modern newspaper.

ONE of the best booklets about Want Advertisements is that published by the *Chicago Tribune* and entitled "Working a Want Advertisement to Make It Pay." The moral of the booklet is, "the more you tell, the quicker you sell." One illustration will be sufficient to indicate not only the subject matter, but also the mode of treatment:

Miss H., employment manager of the XXX chain of stores, needed a few salesladies in the company's State street store. She ran the following Want Ad., which failed to attract the type of girls for which she was looking:

SALESLADIES — PERMANENT POSITIONS. Good salaries for young ladies who are willing to work. Apply Miss — 3rd floor. XXX & Co., 00 S. State St.

In rewriting, more definite information about the positions open was included in the new Want Ad., which ran as follows:

GIRLS — STATE STREET STORE needs several salesladies to receive training to later become department heads; prefer girls who live at home; experience not necessary. Apply XXX & Co., 00 S. State St., 3rd floor. Miss H. —

A day after the Ad. ran, Miss H. reported that the new want ad. was entirely satisfactory, that she had hired eight salesgirls from the many applicants who responded.

FROM the School of Journalism at Columbia, Mo., may be obtained without cost until editions are exhausted two interesting booklets. One, "Illustration in Advertising," by Horatio B. Moore, Instructor in Photo-Illustration in the School of Journalism aims to emphasize the basic principles of composition, color and the relation of the finished illustration to the advertising layout. The booklet has the advantage of being suggestive rather than dogmatic or pedantic.

The other booklet is a collection of addresses delivered at the Fifteenth Annual Journalism Week at the University of Missouri. Some idea of the contents are indicated by the following list of addresses: "The Making of the Cartoon" by Roy H. James, cartoonist of the *St. Louis Star*; "The Newspaper Library and Morgue" by Charles B. Maugham, Librarian the *St. Louis Post-Dispatch*; "What the Lawyer Wishes from the Newspaper" by Guy A. Thompson, President of the Missouri Bar Association; "Newspaper Promotion by Advertising" by Douglass V. Martin, Jr., Manager of Publicity of the *St. Louis Globe-Democrat*, etc.

Mr. Maugham thus answers the question, "What Should Be in the Newspaper Library?":

A small collection of standard reference works will satisfy the ordinary demands. These should include the Bible and concordance, Shakespeare's works, dictionaries of all languages, atlases, gazetteers, almanacs, yearbooks, Who's Who, the Congressional Directory, the yearbooks of the various states, the official publications of foreign governments, Burke's Peerage, Alma-

nach de Gotha, and the list can be added to indefinitely. I have in mind particularly biographies, autobiographies, histories and books of an informative character—no fiction.

I HAVE already mentioned another bulletin in this same series, "Women and the Newspaper"—addresses by five women speakers. A few copies of this bulletin are still available for distribution upon application. A future bulletin will be devoted to editorial principles, ethics, and world affairs affecting journalism.

A CIRCULAR recently issued by the *London Times* outlines somewhat in detail the plan to insure its future political independence through a committee, which will safeguard future transfers of the controlling shares in the *Times*. This committee now consists of the Lord Chief Justice of England, the Warden of All Souls College, Oxford, the President of the Royal Society, the President of the Institute of Chartered Accountants, and the Governor of the Bank of England.

The committee has no other responsibilities so far as the *Times* is concerned. It is not in any sense identified either with the management or with the editorial policy. The sole object underlying its appointment is to insure, so far as is humanly possible, that the ownership of the *Times* shall never be regarded as a mere matter of commerce to be transferred without regard to any other circumstance to the highest bidder, or fall, so far as can be foreseen, into unworthy hands.

I understand that a least one American newspaper publisher has in mind a somewhat similar scheme for the control of his paper after his death.

Woman in London Prea Gallery

For the first time in the history of the British Parliament, a woman journalist has been admitted as a member of the Press Gallery of the House of Commons. She is Miss Stella Wolf Murray, a member of the National Union of Journalists representing a London morning picture newspaper.

Court Condemns Ad Misrepresentation

Simmons, Ltd., manufacturers of beds, was awarded \$25 damages in a recent court action against Lee Feldman, a merchant of Montreal, who was charged with advertising Simmons beds and selling a substitute article. The court stressed the point that the damages of \$25 awarded were not to be taken as an index of the importance of the suit, nor to mitigate the alleged misrepresentation, but had been imposed in principle and as a warning to others not to repeat the methods complained against, particularly as claimant stated that it desired a condemnation without regard for the amount concerned.

In New Orleans it's THE ITEM

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of Salt Lake City.

The Deseret News

THE Deseret News delivers daily to this territory 38,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

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

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 128,703
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

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
717-715 COM. EXCHANGE BLDG.
LOS ANGELES, CAL.

NOTHING REGISTERED
Going out to lunch, the department store advertising manager handed a copy of "Poor Bob's Almanak" to his office boy, and told him to fertilize his mind a bit.
When he returned he asked the kid what he thought of it, and got this:
"Aw, you think you're reading a darned good story, and the first thing you know you bust your nose up against the BROOKLYN STANDARD UNION.
"Naw, nothin' to it."
Poor Bob's Almanak

THE PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION 167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

HOW BANKRUPT TRACTION LINES WERE MADE TO PAY BY ADVERTISING

Rescued from Post-War Depression by Paid Space and Will Spend \$3,000,000 in 1925—Local Ad Men Urged to Co-operate With Local Lines

By LABERT ST. CLAIR

Director of Advertising, A. E. R. A. Written especially for EDITOR & PUBLISHER

ELECTRIC railways will spend at least \$3,000,000 for local advertising in the United States during the next year. A very large part of this amount will be spent with newspapers, although other mediums, including car signs, posters, billboards and other channels will be used extensively. All appropriations will be by local companies. There is no national campaign fund.

The growth of advertising among traction companies has been phenomenal. Five years ago about a score of electric railways were doing advertising and public relations work. Today more than 300 are advertising more or less regularly, and the list is growing constantly. The chief reason for this growth is that advertising is producing results. If it did not produce results, you can bet your life, with every assurance of living to a ripe old age, that traction companies would not continue it. Extravagance is one of the things they are not indulging in these days.

The close of the world war found the industry broke. One-sixth of all the mileage in the country either was in bankruptcy or had been abandoned, and the pulse of the rest of the lines was low. Probably never in the history of the United States was a single industry in such a condition. And since it represented an investment of more than \$5,000,000,000 and furnished a very vital and necessary service it seemed worth saving.

In this situation a few leading executives conferred with advertising and publicity men seeking a way out. It developed that the chief trouble was the public did not know what ailed the industry—which was inadequate fares and mounting costs. Hence, the obvious thing was to tell the story to the public. "Be frank and advertise" was the slogan under which the industry finally went after the problem of telling its story to the public. That slogan was coined by P. H. Gadsden, of Philadelphia, an electric railway man who would have made a great managing editor or advertising man if he had not chosen the utility field. He realized that if companies were frank they would make news and that if they advertised they would get to the people that part of their story which was not strictly news.

The American Electric Railway Association has done its best to aid companies in telling their story. It supplies a display advertising service. It makes suggestions for campaigns where companies have particular problems not reached by the regular service. It co-operates with advertising agencies with electric railway accounts. It encourages state and sectional electric railway committees to supply advertising services to their members.

Advertising and frank treatment of the public has done much toward bringing back the industry. Today only a few companies are in receiver's hands. The old fixed five cent fare, which was the mill-stone around companies' necks, is practically non-existent. The public has recognized, through having facts explained to it, through display advertising, that fares must be flexible.

But many problems remain to be solved. Hence, advertising must continue. The industry, for example, still is paying the cost of paving between its rails merely because horses dragging cars caused to wear it out. Obviously, this is an unfair tax and when the public is made to realize it through paid advertising, the tax will be lifted. Hundreds of companies should be attacking this problem now. Relief of traffic congestion, sale of securities, early shopping promotion and intelligent advertising.

Newspapers can help much by giving

suggestions to companies of a more de-other traction problems will yield to in-tailed nature than "It Pays to Advertise." Concrete suggestion on how to advertise—good sales compelling copy—is needed. Most electric railway managers are not advertising men, but they are business men. Show them that day to day advertising and not "Special Industrial Edition" blurbs will mean better business for them, and they will go along.

Somewhere on practically every electric railway property in the United States there is a man who is struggling with his company's advertising problem. He wants to see the newspaper man who will take a sympathetic interest in his company's welfare and tell him what to do. It's worth the while of every advertising manager of every newspaper—even the weeklies, for they are the ideal field for interurban advertising—to devote a few hours to electric railway merchandising. Some good accounts can be worked up. And they will last. Four out of five still are riding the street cars.

NEW IDEA FOR BIG CITY NEWSPAPERS

(Continued from page 5)

on which mailers work on either side. Two of the long stretches of the table are equipped with underneath conveyor belts running to the front of the room to chutes discharging directly into the delivery trucks, which are able to back into the front of the building directly under the front part of the mail room.

An automatic elevator carries papers to the newsboys room on the street floor and another to the carriers' room.

The offices of circulation department are also on the second floor with the mail room.

Other features of the plant are the large provision of restrooms and lavatories for every department, shower baths and locker rooms for the press and stereotyping rooms, and a roof garden.

The issue of The Chronicle for October 19 was produced in the old plant at Market and Kearny streets, that of October 20 came out of the new Chronicle Building.

The new Chronicle Building is the third Mr. de Young has built for his newspaper. After the foundation of his newspaper in 1856 it remained in leased quarters until 1879 when Mr. de Young erected his first Chronicle Building at Bush and Kearny streets. It was not long before he was building another at Market and Kearny streets—the first steel frame building west of Chicago, into which the Chronicle moved in 1890. That building, greatly enlarged in 1906, when it was the first San Francisco downtown building to be reconstructed after the great fire, has been the home of The Chronicle until the present. It has been renamed the De Young Building.

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

Market Magnet of the Middle West

GEOGRAPHICALLY, ILLINOIS is Central. Farmers, stock raisers, merchants, pleasure seekers and tourists are drawn to Illinois. Some go to sell, but all go to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

These facts, together with the fact that the transportation facilities are without equal, centralize business in this market area. Its 12,188 miles of railway carry the heaviest railway transport tonnage in the United States. Besides this, the surrounding navigable waterways furnish an additional and extensively used mode of transportation.

Its high rank in many industries makes Illinois a receptive market for many lines of merchandise. Illinois is a state to cultivate as a market for your goods.

These Illinois papers have the circulation, prestige and power to put over your advertising campaign. They reach the homes of the people who buy.

They will prove themselves splendidly worth the attention you give them.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
***Aurora Beacon-News(E)	16,982	.06	.06
††Chicago Herald & Examiner.....(M)	335,747	.55	.55
††Chicago Herald & Examiner.....(S)	1,050,949	1.10	1.10
††Chicago Daily Journal.....(E)	120,449	.26	.24
*La Salle Tribune(E)	3,230	.025	.025
*Moline Dispatch(E)	10,680	.045	.045
***Peoria Star—(E) 29,102(S)	21,733	.075	.06
*Rock Island Argus(E)	10,605	.045	.045
*Sterling Gazette(E)	5,734	.04	.04

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

*A. B. C. Statement, Sept. 30, 1924

††Government Statement, April 1, 1924.

A. P. TELEGRAPHERS OF NEW ENGLAND MEET

Press Association Chiefs, Publishers and Editors Attend Good Fellowship Meeting in Boston, Oct. 19—
Rogers Toastmaster

One of the largest gatherings in its history marked the annual banquet of the Good Fellowship Club of the Associated Press Telegraphers at the Boston, Mass., Yacht Club, Oct. 19. Publishers, editors and telegraphers from all parts of New England and New York City gathered for the event.

An open forum was conducted for four hours, during which problems connected with the handling and distribution of news by the A. P. were discussed.

The guests were welcomed by President Palmer C. Booth, of the club. Chester G. Rogers was toastmaster. An outline and growth of the Associated Press was given by Milton Garges, chief of the traffic department.

Among the speakers were Frank E. Langley, publisher of the *Barre* (Vt.) *Times*; Henry Gillen, of the *Boston Post*; Daniel J. O'Brien, *Manchester* (N. H.) *Mirror*; W. J. G. Myers, in charge of the New Haven (Conn.) A. P. bureau; W. C. Jeffers, of the Portland (Me.) bureau; C. A. G. Jackson, managing editor of the *Brockton* (Mass.) *Times*; G. B. Littlefield, Boston correspondent; M. E. Playfair and Nelson Morton, of the Boston office; A. J. Philpott, *Boston Globe*; Ralph Stratton, *Boston Advertiser*; C. A. Price, Eastern division traffic manager.

Edward McKernon, Eastern division superintendent, New York, called the Associated Press the most powerful agency in education in the world today.

NEW SCRIPPS, EDITOR

Toomer Succeeds Siler on Fort Worth Press—Latter to Austin

Morrison R. Toomer has been appointed editor of the *Fort Worth* (Tex.) *Press*, a Scripps-Howard newspaper, succeeding Leon M. Siler, who goes to Austin as head of a new Scripps-Howard bureau at the state capital.

Toomer formerly was editor of the *Oklahoma City Oklahoma News* of the southwestern Scripps-Howard group. He figured prominently in the Walton battle in Oklahoma during its early stages, his paper flying over its front-page banner the slogan, "We Want Neither Klan Nor King."

Toomer entered the Scripps service immediately after his graduation from Oklahoma University and climbed quickly to an editorship.

Siler had been in charge of the editorial department of the Press since the founding of the paper by the Scripps-Howard concern Oct. 3, 1921. He waged a crusade against fraudulent oil promoters in Fort Worth which made his paper known all over the country.

The Austin bureau which Siler is to direct will serve the *Fort Worth Press*, the *Houston Press*, the *El Paso Post* and the Scripps-Howard string generally. With the expected accession of a woman, Mrs. Miriam Ferguson, to the Texas governorship, news of state affairs will take on enhanced importance, and the bureau was installed in anticipation of this.

SHOE MAN LAUDS DAILIES

Declares Them Superior to Magazines for National Advertisers

Newspapers are a far better medium for national advertisers than magazines was the assertion of George B. Hendrick, general sales manager of the W. B. Douglas Shoe Company, Brockton, Mass., before a meeting of the New England Daily Newspaper Association at Copley Plaza Hotel, Boston, Tuesday.

He declared magazines are a poorer medium for the large scale advertiser be-

cause they reach much territory where there is little or no distribution of national products. He emphasized the importance of using newspapers for areas where organized business exists.

Magazine advertising entails a huge amount of wasted circulation in his opinion.

Mr. Hendrick's address was made at a

banquet which followed several business sessions at which policies of the organization were discussed.

The following new members were admitted: Charles H. Taylor, *Boston Globe*; Julius Mathews, *Biddeford* (Me.) *Journal*; Lee Danenburg, *South Norwalk* (Conn.) *Sentinel*; George W. Peterson, *Torrington* (Conn.) *Register*, and Phil-

ipe Boucher, *Woonsocket* (R. I.) *La Tribune*. W. B. Howe, publisher of the *Burlington* (Vt.) *Free Press*, in an address called attention to the radical change in printing process being developed in Germany which he said might later be adopted by American papers. Samuel E. Hudson, publisher of the *Woonsocket Call*, presided.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

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.

Web Press for Tabloid Papers.

For Sale—Hoe 24-page newspaper web press, printing the usual combinations up to 24 pages, seven or eight columns wide, 21 1/4 inches long, equipped with complete stereo. outfit and motors for 220 volts direct current. Arranged to print tabloid papers also. For details address: Baker Sales Co., 200 Fifth Avenue, New York City. (Many other machines for sale, "Used but Good." Send for our list No. 42.)

For Sale.

Three Hoe single-platen pneumatic steam tables, complete with aprons and gas-heated steam generators placed under each table. Can be used as separate units. In A-1 condition. Present day quotation \$3,000 complete. Price reasonable. Immediate delivery. Syracuse Journal, Syracuse, N. Y.

For Sale.

Goss half-tone color press, prints four colors outside and two colors inside, suitable for newspaper supplements or comics. Send for sample of its work and details. Our No. 427. A very good equipment at a low price. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines on our list; "used but good." Let us know your needs.)

Watch this section for bargains in equipment.

Used Newspaper Presses

Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.

Hoe Right Angle Quadruple Press, prints 4 to 32 pages.

Hoe Sextuple Press, prints 4 to 24 pages.

These three presses cut off pages 2 1/4 inches long, print 7 or 8 columns to the page.

PRESES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.


PLAINFIELD, NEW JERSEY

441 Monadnock Block CHICAGO

1457 Broadway NEW YORK

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS


We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
NORRISTOWN HERALD
Norristown, Pa.
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

Stereotype Chases
Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.
Plain chases converted for Autoplate Casting or made larger or smaller.
All kinds of chase alterations and repairs.
Write for prices.
American Steel Chase Co.
122 Centre St. New York

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 Pedestal Saw Table
A compact, convenient and efficient Saw Table with a world-famous Hoe Saw that has the requisite number of Teeth properly set for cutting Wood or Metal. The table is adjustable as to height to vary the protrusion of the saw while the Side Gauge can be set quickly through a Hand Wheel and a Lock Nut.
IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., Inc.
504-520 Grand Street New York City
7 South Dearborn Street CHICAGO, ILL. 7 Water Street BOSTON, MASS.



Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.
Goss



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

Ad Solicitor and Writer.
Experienced daily newspaper ad solicitor and writer, qualified in preparing layouts, etc., now employed, desires position in the South. Address B-928, Editor & Publisher.

Agricultural Editor.
Young man is seeking place as farm editor on daily paper. Can get out the right kind of daily department or weekly page that will attract and hold country readers. Five years' experience on editorial staff of a leading agricultural weekly. In touch with developments and people who count in this field. Very best of references. Prefer Middle West, but will go wherever there is a good opportunity. Box B-906, Editor & Publisher.

All Round Newspaper Man,
widely experienced, editorial and business, well educated, clean cut, desirable personality and good address, wishes connection with ad service department. Can write copy and solicit. Address Maxwell, 22 South Tenth, Minneapolis, Minn.

Cartoonist
Desires position that can offer better future than the one he now holds. Experienced in all newspaper art. B-900, Editor & Publisher.

Circulation Manager.
15 years' experience on morning, evening, Sunday and combination papers; thoroughly familiar with all branches of circulation work. At liberty now; go anywhere. Address Box B-923, Editor & Publisher.

Classified—General Promotion.
Writer and compiler of "The Story of Classified Ads" in its published form and creator of the publicity used to secure distribution of this book which was the hit of the Columbus Convention, desires connection as Promotion-Publicity Manager or Assistant Classified Manager. Direct Mail Expert, copy writer. Knows how to build classified lineages and how to hold it. Knows how to increase Reader Responsiveness to advertising columns of newspaper. Thirty-five years old. Single. College education. Ten years' advertising experience. Unquestioned references. Can come at once. Address B-930, Editor & Publisher.

College Graduate in Journalism
wants position with newspaper or magazine in reportorial, editorial or advertising capacity. Southerner; age 30; ready for business anywhere. Address 538 Waldburg street, East Savannah, Ga.

Editorial Man,
Well-known in newspaper circles for his tact and co-ordination would like to correspond with publisher near New York City who wants assistant who can develop new business and increase circulation rapidly. Address B-925 Editor & Publisher.

Situations Wanted

Editorial Writer
Desires connection. Highly identified. Now with large nationally-known publisher. Clean record as writer and executive. Address Box B-914, Editor & Publisher.

Experienced Newspaper Woman
Reporter, feature writer, successful boys' and girls' club editor desires to locate in South-west. Good health. Best references. B-929, care Editor & Publisher.

Financial Editor.
Seasoned in build-up campaigns in all revenue-producing departments. Has legal training; familiar with costs, installation and finance. Forty-two years old; 26 years' newspaper experience (mostly Metropolitan) regular and tabloid size newspapers. Executive with personality capitalized for newspaper he directs. Sober and conscientious. Highest references. Now employed in Metropolitan Area in East. Salary must be commensurate with service and zeal. Will consider progressive offers from 200,000 up. Contract optional. Address Box B-927, Editor & Publisher.

Editor, General Manager.
Available November 15, accomplished editor, with complete box office viewpoint. Thorough experience in organizing and directing editorial, art, photographic, display, copy-writing, classified, circulation and promotion departments. Seasoned in build-up campaigns in all revenue-producing departments. Has legal training; familiar with costs, installation and finance. Forty-two years old; 26 years' newspaper experience (mostly Metropolitan) regular and tabloid size newspapers. Executive with personality capitalized for newspaper he directs. Sober and conscientious. Highest references. Now employed in Metropolitan Area in East. Salary must be commensurate with service and zeal. Will consider progressive offers from 200,000 up. Contract optional. Address Box B-927, Editor & Publisher.

Managing Editor's
or similar position wanted on small afternoon paper; permanent connection only; Great Lakes region preferred. Practical young news man with executive experience, including three years with Associated Press. Married. May have small sum to invest. Box B-921, Editor & Publisher.

Reporter.
Two years' experience; available immediately. Oregon, Washington, California. 19 years old; splendid references. B-924, Editor & Publisher.

Sport Writer.
14 years' experience, university graduate and letter man wants position on evening paper. Great Lakes region preferred. Best references. B-912, Editor & Publisher.

Circulation Manager.
I want to connect with an evening newspaper where there is an opening for a high-grade circulation manager and capable executive. My years of experience in circulation and circulation promotion work, my understanding in every department of a newspaper is bound to be of value to publisher. Highest references. Am available at once. B-913, Editor & Publisher.

NEWSPRINT EXPORTS UP

Canada Ships 101,843 Tons in September Against 94,468 in August

An increase in Canada's exports of newsprint paper was recorded in September. Tonnage amounted to 101,843 tons, valued at \$7,454,239, compared with 94,486 tons valued at \$7,020,384 in August. Concurrently exports of pulp increased from 63,554 to 72,997 tons and in value from \$3,243,414 to \$3,513,806. Figures for nine months ended September show increase in newsprint exports from 839,222 tons in 1923 to 906,747 tons in 1924 and in value from \$63,277,966 to \$68,003,040. There was, however, heavy drop in pulp exports for nine months, these being down from 651,649 to 548,848 tons and in value from \$35,215,115 to \$28,780,037.

Pulpwood exports in September were 96,353 cords valued at \$1,057,410, compared with 104,794 cords valued at \$1,173,996 in August. For nine months they showed decrease from 1,159,733 cords valued at \$11,091,429 in 1923 to 990,425 cords valued at \$11,140,848 in 1924.

HELP WANTED

Advertising Solicitor.
Nationally known daily newspaper has opening for experienced advertising solicitor on special work in each of the following cities: New York, Boston, Philadelphia, Chicago, Detroit and St. Louis. In answer give age, experience, at least five references regarding character and ability, likewise enclose photograph of yourself with your application. Party who secures this position in each of these cities must have lived in such city for at least six months. Box B-903, Editor & Publisher.

Wanted.
Man who has thorough knowledge and can take charge of New York City suburb (large weekly) newspaper contests. Only one who can build up newsstand circulation need apply. State age, experience, salary, etc. Box B-915, Editor & Publisher.

Wanted.
An experienced circulation manager who can manage boys and men to get results and increase circulation at reasonable cost. Write giving experience, references and salary expected. Exceptional opening on live paper in large southern city. B-931, Editor & Publisher.

BUSINESS OPPORTUNITIES

Great Big Bargain.
For quick action weekly paper and job plant in eastern Pennsylvania. Requiring only \$3,000 initial payment, earning 35% on price asked. J. B. Shale, Times Bldg., N. Y.

Newspapers Wanted.
Any special representative who will sell all or part of his list of newspapers represented in New York or Chicago or both, please write to Box B-926, Editor & Publisher.

BOOKS, ETC.

The American Standard Style Book,
1924 Edition. Every Writer, Proof Reader and Printer should have one; 30 years' compilation by Jack C. Rutherford, I. T. U. Register No. 13744. The only standard style book published. Price \$1.00. Arts and Craft Press Service, Kalamazoo, Michigan.

MORNING PAPER IN OAKLAND

Record Published by Building Trades of Alameda County

The *Oakland Daily Record* has been established by the Building Trades of Alameda County as a morning paper, published daily except Sunday.

The Union Labor Publishing Company is listed as publisher, with Stanton W. Lore as editor and general manager. Walter Barusch is managing editor and I. P. McDowell is city editor. The paper is using the services of the United News and the Associated Newspapers, New York.

State Printing Plant Proposed

Colorado will vote this fall on Amendment No. 1 to the state constitution, which proposes to create a state printing plant and employ a state printer, expenses of such a plant to be defrayed by a levy of one mill, which, it is said, would raise \$770,000 capital for the plant. The amendment proposes also that \$350,000, of the taxes raised, be placed in a special fund for the purchase and printing of textbook manuscripts. The amendment is being fought by the school forces of the state, who claim that state-printed textbooks have been proved unsatisfactory, as well as by taxpayers objecting to increased taxation.

"Toast and Tea" Drive Planned

Arrangements have been concluded between the William H. Rankin Company, New York, advertising, which handles the East India Tea Account with the Fleischmann Company, whereby a co-operative national advertising campaign using newspapers will be run, with a view to increasing the consumption of tea in combination with bread and toast.

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 B'LDG., SPRINGFIELD, MASS.

LINEAGE GAINS GENERAL

September was a Good Month for Newspapers Throughout Country

September lineage measured by the New York Evening Post Statistical Bureau in 138 newspapers of 30 leading cities shows that the upward trend indicated by the New York figures is fairly general. Fifty-seven of the newspapers printed more advertising in September, 1924, than in the same month of 1923, which had an additional Sunday. The total lineage for the 30 cities listed was for the month in 1924, 112,841,971 agate lines, a gain of 1,603,528 lines over September, 1923.

In four of the cities where losses in combined lineage are shown, the loss is technical—due to the suspension or consolidation of one or more of the papers printed a year ago—and the lineage of the remaining papers surpassed the former total. Comparative figures for the 30 cities follow:

	1924	1923	Gain
†New York	14,200,418	10,021,602	4,178,816
Chicago	6,879,096	6,751,592	127,503
Philadelphia	6,863,079	6,985,792	122,713*
Detroit	4,905,810	4,818,030	87,780
Cleveland	3,535,425	3,908,175	372,750*
St. Louis	4,098,360	4,003,560	92,800
Boston	5,504,480	5,583,585	79,105*
Baltimore	3,942,987	4,111,979	168,992*
†Los Angeles	6,864,805	7,222,756	857,951*
Buffalo	3,197,555	3,247,556	50,001*
†San Francisco	4,330,114	4,376,895	6,781*
†Milwaukee	2,801,826	2,983,469	181,643*
Washington	4,051,773	4,029,980	21,793
Cincinnati	3,219,300	3,259,800	40,500*
New Orleans	3,044,882	3,102,679	57,797*
Minneapolis	2,669,449	3,041,943	372,494*
Seattle	2,549,428	2,529,380	20,048
Indianapolis	2,613,387	2,858,178	244,791*
Denver	2,071,300	1,994,944	76,356
Providence	2,747,013	2,658,964	88,049
Columbus	3,118,621	3,130,752	12,131*
Louisville	2,669,943	2,683,857	13,914*
St. Paul	2,104,426	2,254,532	150,106*
†Oakland	2,194,080	2,021,782	172,298
Omaha	1,886,542	2,044,049	157,507*
Birmingham	1,940,022	1,992,632	52,010*
Richmond	1,826,412	1,889,687	63,275*
Dayton	2,676,296	2,611,406	64,890
Houston	2,346,932	2,334,578	12,354
Des Moines	1,988,210	2,322,809	334,698*
Totals	112,841,971	111,238,443	1,603,528†

†Note references under individual newspaper lineage of these cities.

*Loss.

†Net gain.

N. Y. HERALD-TRIBUNE SUED Representative La Guardia Demands \$50,000 for Alleged Libel

A \$50,000 suit for alleged libel was started Oct. 11, against the *New York Herald-Tribune* by Representative F. H. La Guardia, candidate for re-election to Congress from New York on the Socialist and Progressive ticket. The suit was based upon a story published in the *Herald-Tribune*, captioned "La Guardia Fees for Eighteen Months Near \$50,000."

The Key to the Publisher's Office

YOU want to locate a good position. You have excellent qualifications. You want to let publishers know of your ability. You want to get your story through the door marked "Private".

A Situations Wanted advertisement will open that door. It is the key to the publisher's office.

DOLLAR PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

BUSINESS TICKLER

TELL every man in the advertising department to read and act on "Dollar Pullers," as they appear from week to week in **EDITOR & PUBLISHER!**



They are golden, for a number of reasons.

First, they represent ideas, and ideas are as much the newspaper's stock in trade, as is sugar the stock in trade of the grocer.

Secondly, they usually represent practical suggestions inasmuch as the stunts have been profitably used by some newspaper somewhere.

Read them with a view to using them in your business!

INSTEAD of destroying our exchanges when we are through reading them we mark outstanding or large advertisements and mail the papers thus marked to local advertisers engaged in a similar business whom we are trying to educate to the use of large and frequent displays. The propaganda is subtle and indirectly suggestive and therefore effective. Advertisers are human and are willing to follow the leader when afraid to take the initiative themselves.—T. Work, *Selma* (Cal.) *Enterprise*.

Just because cool weather is here is no reason for the ice company to close down for the year. People can be educated to buying ice in the winter. Fifty pounds last a long time in cool weather, but it makes certain that the food in the ice-box does not spoil. A little spoiled food costs more than a lot of ice. Take this suggestion to your ice company. Show them that sales in cool weather can be increased by advertising. Then get their advertising.—R. John Gibler, 2100 Pine street, St. Louis, Mo.

Fall weddings rival those of the well-known June bride. Seasonal flowers, plus autumn foliage, oak leaves, etc., make splendid altar or home decorations, and this propitious season is chosen for many marriages. The group of advertisers who take space to reach the June entrant into matrimony should not neglect the equally important, and in many instances, more important October and November bride. Florists, with their bride bouquets, estimates for wedding decorations, etc., and jewelers, with their silver for weddings, are particularly good prospects.—C. M. Littlejohn, Washington, D. C.

The book trade of the entire country is planning to boost children's books during Children's Book Week, November 9 to 15th. Why not get the bookstores to run some special ads during the week, with some attractive follow-ups during the weeks before Christmas? Many of the booksellers are stressing the idea of

EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation. Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 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 Hill, 710 Hearst Bldg., San Francisco, Calif.

books as ideal gifts in their window-displays; the same appeal should be made in the newspaper columns.—M. G., N. Y.

How many motorists in your town know the best places to get their carburetors adjusted, tires vulcanized, motors greased, valves ground, brakes adjusted and relined, bumpers and fenders straightened, and the many other motor ills

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

FIREMEN in many cities are bothered by "sparrow fires." The little English bird has a habit of building its home on bridges and viaducts under which railroad trains pass. Sparks from the locomotives ignite the nests and soon the bridge is afire. In Minneapolis, the fire department is called out on an average of 40 times a year to extinguish blazes started as a result of the persistence of the sparrows. The cost to the department is \$10,000 a year. A local story on this unusual phase of fire menace would be a novelty.—A. C. Regli, Eau Claire, Wis.

A good local feature that can be had with very little trouble is to have the editor of sports interview former football players and other athletes and obtain stories on "The Most Thrilling Play I Ever Saw on the Gridiron." It has proved a good local feature in baseball, golf, tennis and even horse-shoe pitching.—W. C. Stouffer, *Roanoke* (Va.) *World-News*.

Everyone has had a "good" joke pulled at his expense some time or other. Have one of your best reporters prepare a series of daily features on "The best joke I ever had pulled on me." He can interview some of the leading men of the community—and women, too. Run their cuts. The big boys are human like the rest of us and they like little puffs once in a while. Besides being good reading the plan will enrich the morgue quickly. Select those leaders whose cuts you do not have.—G. C. Terry, *Independent & Republican*, Waverly, Iowa.

Many prominent families are divided politically—especially where the wife is

cured? There is usually some person who specializes in one or two of these lines. A motorist's page made up of many small ads telling where these things can be repaired best is a popular advertising idea. You can easily sell a page of space; perhaps two. You can extend this idea to take in other lines as well. Try it!—R. John Gibler, 2100 Pine street, St. Louis, Mo.

The Birmingham *Age-Herald* makes a good thing of its Friday bargain advertisements. Through the efforts of this paper the Friday bargain has become an institution in Birmingham, an institution which has proved to be most profitable to that newspaper. Every Friday morning the *Age-Herald* lists the business houses having special Friday bargains on their front page, together with the number of the page which carries their advertisement.—Helen Bethea, Box 2472, Birmingham Ala.—*Southern News Service*.

largely interested in local affairs. He votes Republican—she votes Democratic. Can you find such a situation in your city? It makes a good story.—P. N. S., New York.

Are you running a weekly advance sports program? They are appreciated by the fans. Sub divide them into "local" and "foreign," as well as by the various branches of sports, and be sure to include the local amateurs.—B. A. T.

"What Books Do the Flappers Read" made a good two-column head feature in

a Des Moines daily. It was in the form of an interview with the local librarian. The "flapper" list of books was the lead for a general story on book demands and reading tastes—always an interesting story.—W. L. B., New York.

What is the worst phase of your profession? Put this question to a doctor, a dentist, a lawyer, a banker, etc. and record their views. You'll find they are all human and love to get a grouch off their chest while perhaps the public won't find the other fellow's job is all gray.—B. A. T.

When the *Cincinnati Enquirer* ran a series of features called "Interesting Law Cases," human interest stories worthy of fiction fame cropped out. Virtually every attorney called upon for his story told one of smashing appeal. They're easy to get.—Frank H. Fraysur, Middletown (C.) *Journal*.

"Hobbies of Illinois Mayors" is the heading of a daily article in a Chicago paper obtained, through representatives over the state. A picture accompanies each article. This can be worked into a good feature by you. If you conduct a state paper use the mayors as subjects. If you operate a smaller paper use merchants, county officers or other groups of men. Lewis Hyman, *Logansport, Ind.*, *Pharos-Tribune*.

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A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
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IN PITTSBURGH
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HELPING Dallas to grow from a small town into a fine city has been The News' great privilege. Helping to build a finer city, of far more splendid ideals and attainments will be The News' supreme destiny.

The Dallas
Morning News
Supreme in Texas

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Briggs
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Memphis, - Tenn.
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Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's

WHY SOME TEXAS
CAMPAIGNS FAIL?

Because

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AND
The **BEAUMONT**
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were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

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Largest
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of Any
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Daily
Newspaper

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Southern Development

MAKING GREAT STRIDES

The wonderful increase in crop production, stock raising, lumber, mining and various industrial activities in the South, has opened a most fertile field for National Advertisers and Manufacturers of practically every class of necessities and luxuries.

To show that the South is making strides in diversifying its manufacturing, some two hundred different industries are represented in 66,500 establishments which have a capitalization of over \$6,883,000,000 and produce over \$9,805,000,000 worth of manufactured products.

In addition to the magnitude and variety of strictly industrial enterprises, there must be taken into consideration the 6965 mine, quarry and oil well enterprises in the South which have an annual production of over \$1,100,000,000.

The Southern lumber cut is about half of the nation's total and possesses

about 25 per cent of all the raw timber in the United States. Lumbering is second only to agriculture in the South, in the number of persons it employs.

Last year, the South was credited with more than 60 per cent of the entire increase in agricultural products, though this section has but about one-third of the nation's population. In studying the extent and variety of some of the principal crops raised in the South, one is forced to realize that this is not a "one crop" section. In fact it produces a greater variety of crops than any other part of the country because of climatic conditions which allow for long growing seasons.

The live stock industry has grown along with the rapid development in agriculture having about one-third of all live stock of the country, forty per cent of the swine and only a somewhat smaller percentage of cattle and sheep.

The wide diversity of products, and the large percentages of the country's supply which come from the South, clearly show the rapid strides that are being made. The South occupies a position at the very center of the nation's industrial and commercial life.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA							
***Birmingham Age-Herald (M)	30,930	.08	.08	**Greensboro Daily News (S)	31,592	.07	.07
***Birmingham Age-Herald (S)	49,177	.10	.10	**Raleigh News and Observer (M)	29,921	.07	.07
**Birmingham News (E)	76,312	.18	.18	**Raleigh News and Observer (S)	33,403	.07	.07
Birmingham News (S)	86,185	.18	.18	*Winston-Salem Sentinel (E)	15,025	.06	.06
**Mobile News-Item (E)	11,722	.05	.05	SOUTH CAROLINA			
Mobile Register (M)	20,824	.07	.07	*Columbia Record (E)	15,695	.06	.06
Mobile Register (S)	33,130	.085	.086	*Columbia Record (S)	15,366	.05	.05
FLORIDA				***Columbia State (M)	22,628	.06	.06
***Daytona Daily News (ES)	3,165	.03	.03	**Columbia State (S)	23,079	.06	.06
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)	**Greenville News (M)	20,190	.065	.06
**Miami Herald (M)	18,300	.06	.06	**Spartanburg Herald (E)	3,940		
**Miami Herald (S)	21,681	.07	.07	**Spartanburg Herald (M)	6,726	.05	.05
**Orlando Sentinel (M&S)	5,965	.035	.035	TENNESSEE			
†St. Petersburg Independent (E)	6,007	.04	.04	**Chattanooga Times (M)	24,189	.08	.08
**Tampa Times (E)	15,176	.05	.05	**Chattanooga Times (S)	24,726	.08	.08
**Tampa Tribune (M&S)	24,783	.07(.06S)	.06(.07S)	†Nashville Banner (E)	54,189	.11	.11
GEORGIA				†Nashville Banner (S)	53,069	.12	.12
**Augusta Herald (E)	15,095	.05	.05	VIRGINIA			
Augusta Herald (S)	15,554	.05	.05	*Danville Register and Bee (M&E)	12,128	.05	.05
**Macon Telegraph (M)	26,822	.07	.07	**Danville Register (Sunday)	7,184	.05	.05
**Macon Telegraph (S)	27,376	.07	.07	**Newport News Times-Herald (E)	7,326		
**Savannah Morning News (M), 21,372 (S)	22,671	.06(.07S)	.06(.07S)	**Newport News Daily Press (S&M)	5,622	.05	.05
KENTUCKY				**Roanoke Times & World-News (M&E)	24,993	.07	.07
**Lexington Leader (E)	19,395	.06	.06	**Roanoke Times (S)	16,894	.06	.06
**Lexington Leader (S)	19,368	.05	.05	**Staunton News-Leader (M), Leader (E)	6,424	.035	.035
Paducah Sun (E)	8,616	.04	.04	* A. B. C. Statement, April 1, 1924.			
NORTH CAROLINA				††† Government Statement, April 1, 1924.			
†Asheville Citizen (M)	14,066	.055	.055	** A. B. C. Statement, Sept. 30, 1924.			
†Asheville Citizen (S)	14,540	.055	.055	† Government Statement, Sept. 30, 1924.			
**Greensboro Daily News (M)	24,423	.07	.06				

THE DOMINANT NEWSPAPER in Fort Worth



PROGRESSIVE methods and a complete newspaper have won for the Fort Worth Star-Telegram high place among the country's successful dailies. Supreme in the local field, it has spread its influence over a wide area of the great Texas field.

In this achievement effective use of Consolidated Press has played a part. James M. North, Jr., editor and vice president of The Star-Telegram, writes:

"We regard the Consolidated Press service as one of the best purchases we ever made. We feel that it gives distinction to any paper using it and at once establishes that paper as the leading financial paper of its section. It gives a standing over competitors that is so marked as to be immediately noticeable. But the financial service, while of course the most important of all, is not the only department of the Consolidated for which we have a high regard. The feature stuff is well written, timely and high class. The political dispatches of David Lawrence, of course, have long been recognized for their merit. Comment on them is unnecessary. The Robert Small stories have always appealed to us. We do not think there is any more interesting or colorful writer now writing for the newspaper. So it is, in a degree, with the entire service.

"We feel that it has been a big factor in maintaining the prestige and position of The Star-Telegram, and certainly it has proven its worth in our rapid circulation growth of recent years."

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