



# EDITOR & PUBLISHER



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No. 2

## Nearly 600 Political Writers To Cover Cleveland G. O. P. Convention

Five Hundred Sixty-eight Press Seats Allotted—Elaborate Radio Connections Will Enable 20,000,000 to "Listen In"—100 Telegraphers to "Send"

**T**WENTY million people in the United States will be able to "listen in" on the National Republican Convention which opens in Cleveland on June 10. That fact alone will mark it as different from any previous convention. No such elaborate plans for broadcasting have ever been attempted as have been worked out by the convention committee on arrangements with Col. Carmi Thompson as chairman and James L. E. Jappe as local convention secretary.

When John T. Adams, retiring national chairman, opens the convention and is followed by Congressman Theodore E. Burton, who will make the keynote speech, they will be heard distinctly by every one of the 13,000 persons gathered in the Public Auditorium and their voices will be perfectly clear to an audience of 100,000 people outside if that many should gather near the building.

A Western Electric loud speaker has been installed at a cost of \$12,000 on the west side of the platform with 12 huge horns arranged in a circle directly over the tongue of the platform where the speakers will stand. Several more horns near the ceiling will carry the words of speakers outside of the building. A microphone near the speaker picks up the voice and changes it into electrical energy which is impressed on the in-put of the amplifier that increases it 600,000 times and sends it back to the horns made up of high powered receivers which re-convert the electrical pulsations into sound.

The radio microphone of the American Telephone and Telegraph Company will also connect with the loud speaker and send the speeches out on special telephone wires to broadcasting stations in New York, Schenectady, St. Louis, Washington, Boston, Kansas City, Minneapolis, Buffalo, Chicago, Cleveland and possibly other cities. James B. Preston of the senate press gallery, Washington, is to be official announcer and give out the names of the speakers and explain any applause.

"Wire pictures" will be sent from Cleveland to New York by the new method recently perfected.

Radio broadcasting is only one means by which the proceedings of the convention will reach the people of the country. Space for 586 press desks has been built on the stage with stairs leading down on either side to the press headquarters in the Exhibit Hall in the basement of the Public Auditorium.

Here the Western Union and Postal Telegraph companies have brought in a large number of cables. The Western Union alone has 200 wires in underground cables laid especially for the convention which will connect directly with its main office in the Rose building. One hundred operators will be in attendance, besides the telegraphers of various newspapers who will have their own special leased wires. One automatic, two channel multiplex cable will connect directly with the Pacific Coast. The telephone system looks like a large local exchange.

### NEW YORK PREPARES FOR DEMOCRATIC MEET

**W**HILE Republicans gather at Cleveland, elaborate preparations are being made for reception of press representatives who will come to New York, June 20, for the Democratic National Convention.

Leading among New York newspaper men active in convention arrangements, is Herbert Bayard Swope, executive editor of the *New York World*. To that newspaper goes credit for bringing the Democrats to New York.

Workmen are reconstructing Madison Square Garden to make space for nearly 1,000 political correspondents.

Downstairs in the Garden basement, the *New York World* and *Baltimore Sun* will jointly operate a restaurant and workrooms for newspaper men.

Charles Hambridge, of the *New York Times*, former president of the New York Newspaper Club, and representative of the press on the New York Democratic Reception Committee, has appointed committees to arrange for entertainment and service for the visiting news men.

Made up largely of veteran political writers, now retired, these committees know how to furnish service of the right kind for convention reporters. Hambridge has informed EDITOR & PUBLISHER that "service" is the keynote of the committee plans.

Entertainment, nevertheless, will not be neglected. Golf privileges for visiting newspaper men have been obtained by Hambridge at many of the metropolitan golf courses. Banquets and sight-seeing tours will be in order.

Facilities for obtaining theater tickets at box office prices will be arranged at the Newspaper Club.

Assignment of press seats for the convention made by the Standing Committee of Correspondents shows that 350 newspapers, press associations and syndicates will be allotted the 568 seats provided. When it is considered that the big press associations have been allotted 13 seats each and some of the larger papers seats in proportion, it is apparent at once that most of the newspapers represented will have only one seat.

The Standing Committee also has made arrangements with the local committees and the Republican national organization to take care of the photographers and the cartoonists by issuing floor badges, which will entitle them to roving commissions to facilitate their work.

About 70 men will represent the 6 leading press associations, all of which have made elaborate preparations to cover the convention. To write the "woman's angle," all but the Associated Press have obtained the services of women reporters.

Frederick Roy Martin, general manager, Jackson S. Elliott, assistant general manager, and Milton Garges, chief of traffic, are the Associated Press executives who will be on hand from the New York headquarters. This year will be the first in which Elliott has not done a part of the news writing since 1896, when he attended his first political convention as a newspaper man.

L. C. Probert, superintendent of the Washington bureau of the Associated Press, will be in charge of the A. P. political staff, which comprises the following writers: J. L. West, E. R. Bartly, P. F. Hauptert, Kirk L. Simpson, S. T. Early, John T. Suter, Byron Price, C. B. Jones, C. S. Brandebury and J. H. Reitingner.

This corps of writers will be assisted

by men from the Central Division of the Associated Press, who will be in charge of E. T. Cutter, Central Division superintendent. They are: R. J. Dustman, of the Columbus bureau; L. J. Sullivan, Chicago bureau, and J. W. McGuire, Cleveland bureau.

Joseph J. Jones, cashier of the Chicago bureau of the Associated Press, will have charge of all business and financial arrangements for the A. P. delegation. This year will be the 20th that he has served in this capacity.

M. Koenigsburg, president of International News Service, and George C. Shor, editor and manager, will attend the convention for I. N. S., which service will be represented by the following special writers:

United States Senator Medill McCormick, Republican, of Illinois, who is a noted writer as well as a prominent figure in American politics; O. O. McIntyre, magazine writer; Helen Rowland, author of the "Sayings of Mrs. Solomon" and "Meditations of a Wife"; Jack Lait, playwright and short story writer; Martin H. Glynn, former Governor of New York, prominent Democrat, and editor and publisher of the *Albany Times-Union*, recently purchased by William Randolph Hearst; and Ray Long, editor of *Cosmopolitan Magazine*.

Regular I. N. S. writers will be under the supervision of E. Barry Farris, associate editor, I. N. S. They are: George R. Holmes, Washington manager and chief Washington correspondent; William K. Hutchinson, Kenneth Clark, A. O. Hayward, George E. Durno, Roland Krebs, Albert Baenziger, David M. Church, Eddie Mahoney, Sherman Duffy, Arthur Struwe, Bill Brons, Connie McElreath and R. Borst.

Fred Ferguson, vice-president in charge

of news of the United Press Associations, will direct the U. P. staff at the convention. Robert J. Bender, political writer, will handle the lead stories and will be assisted by Frazer Edwards, Paul Mallon, Milton MacKaye, Frank Getty, and Dorothy Shumate.

Raymond Clapper will write the lead stories for United News. His assistants will be Ralph Turner and Maxine Davis. Senator Arthur Capper will write special articles on the convention for United News.

William F. Lynch, traffic superintendent of the United Press, will be in charge of the U. P. and U. N. wire services.

Chester Hope, editor of Universal Service, who will be at the convention, has announced the following staff: Arthur Brisbane, Norman Haggood, Edwin J. Clapp, Damon Runyon, Bugs Baer, Kenneth C. Beaton, George W. Hinman, John T. Lambert, James R. Nourse, Early Shaub, Winifred Van Duzer, and Wiley S. Smith.

David Lawrence and Robert T. Small will represent Consolidated News Service.

For the convenience of the motion picture photographers who wish to rush their pictures an aeroplane landing field has been made ready opposite the Auditorium on the lake front.

The presence of more than 400 women delegates and alternates brings a new note into the convention. They will be taken care of by the Woman's Committee of the National Republican Committee with Mrs. Nettie M. Clapp, state representative, as chairman. Five general hostesses for hotels, golf, club, social and motor activities have been appointed with a large number of women serving under them. There will be several hostesses in attendance at each hotel at all times and hundreds of motor cars will be at the disposal of the guests.

Among the entertainments which have been planned are a golf tournament for women, a reception and musicale at the Shaker Heights Golf Club, a tea at the Woman's Club, motor trips about the city and a lake ride on Wednesday afternoon for both men and women, with elaborate fireworks on the lake front in the evening. All newspaper women and wives of correspondents will be given credential cards that they may enjoy all entertainments provided.

At the Women's Republican Club headquarters in the Hollenden Hotel and the Women's Coolidge headquarters at the Cleveland, tea will be served every afternoon, thus lending a social side to the meeting of committees.

The press committee, of which George F. Moran, business manager of the *Cleveland News*, is chairman, has arranged for a men's golf tournament on Friday morning at the Country Club under the auspices of the Washington Press Club, as well as a midnight theatre party Tuesday at the Prospect Theatre.

The civic spirit of the citizens of Cleveland has been aroused and nothing for the

comfort and entertainment of their guests has been neglected. If the business of nominating Calvin Coolidge for President bids fair to be a bit cut and dried, the sideshows will add color and the delegates, visitors and press representatives will find the city in gala dress. Thousands of dollars have been spent within the last few months, planting trees and shrubs, cleaning up waste places and landscaping them, re-sodding the public square. The city dump on the Mall has been reclaimed and made into a parking area for automobiles.

A list of newspapers and associations assigned seats in the telegraphic press section at Cleveland are:

Adams, George Matthew Service.  
 Adrian Telegram.  
 Akron Times.  
 Akron Beacon-Journal.  
 Akron Press.  
 American Telegraph and Telephone Company.  
 Albany Knickerbocker Press.  
 Albany Evening News.  
 Albany Journal.  
 Alliance Review and Leader.  
 American Press Association.  
 Associated Press.  
 Associated Negro Press.  
 Associated Newspapers.  
 Ashabula Star-Beacon.  
 Atlanta Constitution.  
 Atlanta Journal.  
 Atlanta State Press.  
 Atlantic City Union.  
 Austin American.  
 Australian Press Association.

Baltimore Sun.  
 Baltimore Evening Sun.  
 Baltimore American.  
 Baltimore News.  
 Battle Creek Enquirer and News.  
 Bell Syndicate.  
 Beloit (Wis.) Daily News.  
 Billings Gazette.  
 Birmingham Post.  
 Birmingham Age-Herald.  
 Bloomington Pantagraph.  
 Boise (Idaho) Statesman.  
 Booth Newspapers of Michigan.  
 Boston American.  
 Boston Herald.  
 Boston Christian Science Monitor.  
 Boston Globe.  
 Boston Evening Globe.  
 Boston Traveler.  
 Boston Transcript.  
 Boston Post.  
 Brooklyn Citizen.  
 Brooklyn Eagle.  
 Brooklyn Times.  
 Brooklyn Standard Union.  
 Buenos Aires La Nacion.  
 Buffalo Times.  
 Buffalo Evening News.  
 Buffalo Express.  
 Buffalo Commercial.  
 Buffalo Enquirer.  
 Buffalo Courier.  
 Burlington (Ia.) Hawkeye.  
 Butler (Pa.) Eagle.  
 Bucyrus Telegraph Forum.

Camden Courier.  
 Canon Repository.  
 Cedar Rapids Gazette.  
 Central Press Association.  
 Central News of America.  
 Campaign (Ill.) News Gazette.  
 Charleston (W. Va.) Gazette.  
 Chattanooga Times.  
 Cheyenne State Tribune-Leader.  
 Chicago Daily News.  
 Chicago Daily Journal.  
 Chicago Evening Post.  
 Chicago Tribune.  
 Chicago Herald Examiner.  
 Chicago Daily Worker.  
 Chicago Jewish Courier.  
 Christy Walsh Syndicate.  
 Cincinnati Post.  
 Cincinnati Times Star.  
 Cincinnati Commercial Tribune.  
 Cincinnati Enquirer.  
 Clarksburg Telegram.  
 Cleveland Press.  
 Cleveland News.  
 Cleveland Plain Dealer.  
 Cleveland Daily Metal Trade.  
 Cleveland Waechter and Anzeiger.  
 Cleveland Times.  
 Colorado Springs Gazette.  
 Colorado Springs Telegraph.  
 Columbus Dispatch.  
 Columbus Citizen.  
 Columbus Ohio State Journal.  
 Cologne Gazette.  
 Consolidated Press Association.

D. P. Syndicate.  
 Dallas Dispatch.  
 Dallas News.  
 Dallas Journal.  
 Danville Commercial News.  
 Daley, William L.  
 Datenport Democrat.  
 Datenport Daily Times.  
 Dayton Journal.  
 Dayton Herald.  
 Denver Express.  
 Denver Post.  
 Denver Rocky Mt. News.  
 Denver Times.  
 Detroit News.  
 Detroit Free Press.  
 Detroit Times.  
 Detroit Abend Post.  
 Des Moines News.  
 Des Moines Register.  
 Des Moines Tribune.  
 Dubuque Times Journal.  
 Duluth News Tribune.

East Liverpool Review.  
 East Liverpool Tribune.  
 East St. Louis Journal.  
 Everton & Pictorial.  
 Elmira Star Gazette.  
 Elyria Chronicle Telegram.  
 Erie Times.  
 Erie Dispatch Herald.

Fargo Forum.  
 Federated Press.  
 Fort Wayne Journal-Gazette.  
 Fort Worth Star Telegram.  
 Fort Worth Record.  
 Fourth Estate.  
 Fresno Republican.

Galveston News.  
 Grand Rapids Herald.  
 Grand Junction Sentinel.  
 Green Bay Press Gazette.  
 Greensboro Daily News.  
 Guthrie Daily Leader.

Hamilton Daily News.  
 Hammond Times.  
 Hannibal Courier Post.  
 Harrisburg Telegraph.  
 Harrisburg Patriot.  
 Harrisburg News.  
 Hartford Courant.  
 Hartford Times.  
 Havas Agency.  
 Houston Chronicle.  
 Houston Press.  
 Houston Dispatch.  
 Hutchinson News.  
 Huntington Herald Dispatch.

Illinois State Journal, Springfield.  
 Illinois State Register, Springfield.  
 Indianapolis News.  
 Indianapolis Times.  
 Indianapolis Star.  
 International News Service.  
 Ithaca Journal News.

Jackson (Mich.) News.  
 Jamestown (N. Y.) Post.  
 Jamestown (N. Y.) Journal.  
 Janesville Gazette.  
 Joliet Herald News.

Kalamazoo Gazette.  
 Kansas City (Kan.) Kansan.  
 Kansas City (Mo.) Journal.  
 Kansas City (Mo.) Post.  
 Kansas City (Mo.) Times.  
 Kansas City (Mo.) Star.  
 Kenosha News.  
 Knoxville News.  
 Knoxville Sentinel.  
 Knoxville Journal and Tribune.  
 Koppe, S. S., South American newspapers.

LaCrosse Tribune and Leader Press.  
 Lancaster New Era.  
 Lancaster Intelligencer.  
 Lancaster News Journal.  
 Lansing News Bureau of Trenton, N. J.  
 Lansing State Journal.  
 Leavenworth Times.  
 Lexington Journal.  
 Lexington Herald.  
 Lexington Leader.  
 Lima (O.) News.  
 Lincoln (Neb.) State Journal.  
 London Post.  
 London Times.  
 Lovain Times Herald.  
 Los Angeles Times.  
 Los Angeles Illustrated News.  
 Los Angeles Herald.  
 Los Angeles Express.  
 Louisville Post.  
 Louisville Courier Journal.  
 Louisville Times.  
 Louisville Herald.  
 Lowell Courier Citizen.

Madison Capital Times.  
 Marion Star.  
 Manchester Union and Leader.  
 Manchester Mirror.  
 Manchester (England) Guardian.  
 Manistee News Advocate.  
 Mansfield News.  
 Mason City Globe Gazette.  
 Massillon Independent.  
 Medford Mail Tribune.  
 Memphis Press.  
 Memphis Commercial Appeal.  
 Memphis News Scimitar.  
 McNaught Syndicate.  
 Milwaukee Journal.  
 Milwaukee Herald.  
 Milwaukee Sentinel.  
 Milwaukee Wisconsin News.  
 Miami Herald.  
 Minneapolis Journal.  
 Minneapolis Tribune.  
 Missoula Sentinel.  
 Mobile Register.  
 Moline Dispatch.  
 Muncie Star.  
 Muncie Press.  
 Muscatine Journal.  
 Muskogee Times Democrat.

Nashville Banner.  
 Nashville Tennessean.  
 National Catholic Welfare Council.  
 National Republican.  
 New Bedford Standard.  
 New Castle (Pa.) News.  
 New Britain Herald.  
 New London Day.  
 New Orleans Item.  
 New Orleans Times Picayune.  
 News League of Ohio.  
 Newspaper Enterprise Association.  
 Newark Star Eagle.  
 Newark News.  
 New York Jewish Daily Forward.  
 New York Sun.  
 New York Herald-Tribune.  
 New York American.  
 New York Evening World.  
 New York Evening Post.  
 New York Jewish Journal.

New York Times.  
 New York World.  
 New York Daily News.  
 New York Journal of Commerce.  
 New York Telegram and Evening Mail.  
 New York Wall Street Journal.  
 New York Jewish Daily News.  
 New York Telegraph.  
 New York Tribune Syndicate.  
 Newspaperdom.  
 New Haven Union.  
 New Haven Journal-Courier.  
 North Adams Transcript.  
 Norwich Bulletin.

Oakland Tribune.  
 Oklahoma News.  
 Oklahoma Oklahoman.  
 Omaha Daily News.  
 Omaha World Herald.  
 Oshkosh Northwestern.  
 Ottumwa Courier.  
 Owensboro Messenger.

Paterson News.  
 Peoria Journal Transcript.  
 Peoria Star.  
 Petit Parisien.  
 Pittsburgh Chronicle Telegraph.  
 Pittsburgh Gazette Times.  
 Pittsburgh Press.  
 Pittsburgh Sun.  
 Pittsburgh Post.  
 Pittsfield (Mass.) Eagle.  
 Philadelphia Inquirer.  
 Philadelphia Record.  
 Philadelphia Evening Bulletin.  
 Philadelphia Public Ledger.  
 Philadelphia Evening Public Ledger.  
 Philadelphia Jewish World.  
 Philadelphia North American.  
 Portland (Ore.) Journal.  
 Portland Telegram.  
 Portland Oregonian.  
 Portland (Me.) Press Herald.  
 Providence Bulletin.  
 Providence Journal.  
 Providence Tribune.  
 Pueblo Chieftain.

Reading Eagle.  
 Richmond (Va.) News Leader.  
 Richmond (Ind.) Item.  
 Rochester Democrat and Chronicle.  
 Rochester Times Union.  
 Rochester Journal-American.  
 Rockford (Ill.) Register Gazette.  
 Rutland Herald.

St. Albans Messenger.  
 St. Louis Post Dispatch.  
 St. Louis Star.  
 St. Louis Westliche Post.  
 St. Louis Globe Democrat.  
 St. Paul Pioneer Press and Dispatch.  
 Sacramento Star.  
 Sacramento Bee.  
 Salem (Ore.) Capital Journal.  
 Salt Lake Tribune.  
 San Diego Sun.  
 San Diego Tribune.  
 San Bernardino Sun and Telegram.  
 Sandusky Register.  
 San Francisco Daily News.  
 San Francisco Illustrated Herald.  
 San Francisco Chronicle.  
 San Francisco Examiner.  
 San Francisco Journal.  
 Scranton Republican.  
 Scranton Times.  
 Seattle Times.  
 Shreveport Journal.  
 Sioux City Journal.  
 Sioux City Tribune.  
 Sioux Falls (S. D.) Press.  
 South Bend News Times.  
 Spokane Spokesman Review.  
 Springfield (Mass.) Republican.  
 Springfield (Mass.) Union.  
 Springfield (O.) Sun.  
 Superior Telegram.  
 Syracuse Herald.  
 Syracuse Post Standard.  
 Syracuse Journal.  
 Syracuse Telegram American.

Tacoma News Tribune.  
 Terre Haute Post.  
 Terre Haute Star.  
 Toledo Blade.  
 Toledo Times.  
 Toledo News Bee.  
 Toronto Star.  
 Toronto Globe.  
 Topeka Capital.  
 Topeka State Journal.  
 Trenton Evening Times.  
 Troy Times.  
 Troy Record.  
 Tulsa Tribune.

United Press Associations.  
 United News.  
 Universal Service.  
 Utica Press.  
 Utica Observer Dispatch.  
 Washington (D. C.) Post.  
 Washington (D. C.) Star.  
 Washington (D. C.) News.  
 Washington (Pa.) Observer.  
 Washington (Pa.) Reporter.  
 Washington Press Service.  
 Warren Tribune.  
 Waterloo Courier.  
 Waterbury Republican.  
 Waterbury American.  
 Watertown (N. Y.) Times.  
 Western Newspaper Union.  
 Wheeling Telegraph.  
 Wheeling Register.  
 Wheeling Intelligencer.  
 Wichita Beacon.  
 Wile News Service.  
 Wisconsin State Journal, Madison.  
 Women's National News Bureau.  
 Worcester Telegram Gazette.  
 Worcester Evening Post.  
 Yankers Herald.  
 Youngstown Telegram-Indicator.

## CANADIAN PRESS HOLDS ANNUAL MEET

Loss of Government Grant Has Not Affected Service President Smith Reports — \$9,054 Surplus Over Expenditures

VANCOUVER, June 5.—Members of the Canadian Press from all sections of Canada attended the annual meeting of that organization in this city on June 4. Proceedings were more or less of a routine character, as no new business of importance was introduced.

In his presidential address, E. Norman Smith of the Ottawa Journal, reviewed briefly the developments of the year. The organization had passed through the greatest crisis in its history successfully he said, and not only would continue as a national body but was never as strong nationally before as it was today.

Mr. Smith reviewed those happenings at the 1923 session of Parliament, which led to the cancellation of the annual grants of \$50,000 for the leased wires across the 3 sparsely settled gaps in the Dominion and \$8,000 towards the supplementary cable service from Britain.

However, he said, the several divisions had approved of methods recommended by the directors for absorbing the \$58,000 and the leased wires and British cable service would be retained.

"And last, but not least," concluded Mr. Smith, "that great co-operative organization, the Associated Press of the United States, whose methods and ideals we have copied and followed, has defined in a new long-term contract that the basis of the relationship between our two organizations is the national co-operative character of each and made it clear that it will not be a party to anything that detracts from the present continent-wide scope of the Canadian Press."

In the news report of the management, J. F. B. Livesay, general manager, paid a tribute to the loyalty and zeal of the staff.

Reporting on cable service, Mr. Livesay stated that there had been a systematic cutting down of wordage in preparation for the loss of the government grant on April 1. In the meantime last October an agreement had been made with Sir Roderick Jones that the Canadian Press fee to Reuters be increased from £60 a month to £1,000 a year, offset by an increase from \$100 to \$200 a month in the fee Reuters paid the Canadian Press for filing on their behalf service from Vancouver to the Australian Press Association. This arrangement, however, was temporary and would be revised next month in London.

The financial report showed that up to August 31, 1923, operations had resulted in an accumulated surplus of \$8,480.02. For the 7 months ended March 31, 1924, after which the new system of costs became effective, there was a balance of \$574.47, making total surplus of \$9,054.49. All 3 circuit costs showed surpluses and cable service had at March 31 surplus of \$2,199.95.

### Intertype Declares Dividends

At a meeting of the Intertype Board of Directors held May 20, the following dividends were declared: Regular quarterly dividend of \$2.00 per share on First Preferred Stock, payable July 1, 1924, to stockholders of record at close of business June 16, 1924. Regular semi-annual dividend of \$3.00 per share on Second Preferred Stock, payable July 1st, 1924, to stockholders of record at close of business June 16, 1924.



E. NORMAN SMITH



# RADIO FUTURE WITH PRESS, I. C. M. A. HEARS

Weir of Syracuse New President, Hatton of Detroit, Vice-President—Next Meeting at Colorado Springs—Schmid Tells Louisville Convention What Rural Circulation Costs.

By R. R. MAXWELL

(By Telegraph to Editor & Publisher)

LOUISVILLE, Ky., June 5.—Robert Weir, of the *Syracuse (N. Y.) Journal* was unanimously elected president of International Circulation Managers' Association, to succeed M. W. Florer of the *Dallas News*, at the close of the 26th annual convention held at the Brown Hotel here this afternoon. E. R. Hatton, *Detroit Free Press*, was elected first vice-president; Charles Payne, *Indianapolis Star*, was elected second vice-president and Clarence Eyster, *Peoria (Ill.) Star*, was elected secretary by acclamation.



R. S. WEIR

Three directors elected for a term of three years were H. W. Stodghill, *Louisville Courier Journal & Times*; Vattier Snyder, *Baltimore News*, and Wylie Baker, *Knorrville Sentinel*.

After a lively contest in which representatives of more than twelve cities took part, Colorado Springs was chosen as the meeting place for 1925. The convention, which was the largest ever held in the history of the Association, opened Tuesday morning with more than 300 delegates in attendance. President Florer delivered his annual address in which he pointed out the rapid growth of the organization and the things it has accomplished.

"I feel that the past year has been one of the best in our history, based upon the tenets of our Association, that is, mutual enlightenment, reciprocity and co-operation," he said. "I believe that more problems have been solved or are in the process of solution than ever before in our history."

"Publishers seem to understand more and more the great values to them of membership of their circulation managers and look upon attendance at our annual conventions as an investment which pays dividends in increased efficiency and wider knowledge of the circulation management."

Sidney D. Long, *Wichita Eagle*, responded to the address of welcome to the delegates delivered by Mayor Huston

Quin who said that without circulation the newspaper cannot exist, and therefore it is the circulation men who are responsible for the uplifting and educational work of the press. Mr. Long outlined the delightful reception accorded the association meeting held in Louisville 18

years ago and thanked the mayor for his expression of welcome. Minutes of the previous convention were followed by reports of the board of directors, secretary and auditor, and reports of the various committees.

Speakers on the morning's program were Charles O. Reville, *Baltimore Sun*, who talked on "A Rotogravure Supplement—Is it Worth the Production Cost as a Circulation Builder?"; Max Halmbacher, *Oklahoma City Oklahoman Times*, on "The Return Privilege to Railway News Companies—Does it Bring Increased Representation? Is it Abused? Advantages and Disadvantages"; James

L. Farley, *Philadelphia North American*, on "Are Premiums Being Used More Generally?"; and Alonzo L. Parker, *Los Angeles Times*, on "Is the Expense of Creating Home Delivery Among Tourists Justifiable?"

The afternoon session was given over to the following addresses: W. L. Argue, *Toronto Star*, on "Which Is More Important, News or Features; Is the Tendency Drifting Towards One or the Other?"; Stanley Clague, managing director of the Audit Bureau of Circulations, Chicago, and Credo Harris of WHAS radio station, the *Courier Journal*, Louisville.

[Important excerpts from these addresses appear on Pages 6, 7, and 8.]

"I believe that the position of circulation manager is today a position of greater power than it has ever been," said Mr. Clague. "Day by day that power and influence will increase. I hope that the A. B. C. has had some part in this and I hope the further advancement of newspaper owners appreciation of your work, you will allow the A. B. C. to continue to be of service to you."

"The growing power of the circulation manager is, however, carrying with it a growing responsibility not only to his publisher and those associated with him, but to the public and the nation."

"I am not here to decry legitimate promotion enterprises in the publishing business. I do not think, however, that there will be any serious dissension from my viewpoint that schemes and so-called clever ideas that come just within the law which temporarily inflate circulation are a menace rather than a contribution to the building of a newspaper property."

Credo Harris predicted the day will come when light, heat and power will be sent by no other means than radio in his address on "The Future of Radio."

"I doubt if we shall see many wires thirty-five or forty years from now except in smaller towns. Trunk telephone and telegraph systems will probably be radioized and large cities will be using radio for telephone service. Profound scientists are already gazing into the day when a million radio telephones, foolproof and automatic, will be vitalized by a central station and operated without switchboards, without wires without a chance of going wrong."

"Into whose hands, then should this public service of radio casting be entrusted? Of course, the newspapers'. The logical gatherers of news and entertainment should be disseminators, both in print and the spoken word. Just at present this does not seem to be working out, since there are more stations operated by manufacturers, but remember that this is still the period of outside expansion, with the golden harvest of selling every Tom, Dick and Harry the good or bad, or both. When this has settled down, and Tom has grown in radio intelligence with the growth of thoroughly perfected radio apparatus, there will be a decreasing reason for manufacturers, and increasing reason for newspapers, to speak directly into the homes of their respective clients."

The second annual masquerade dance of the association was held Tuesday

night with Jules Brazil of Toronto official fun maker of the convention, as master of ceremonies. A shopping tour through the retail district was arranged for the ladies of the convention Tuesday morning and a bridge and Mah Jongh party was held by them in the afternoon at Fontaine Ferry Park.

Sessions on Wednesday were held on the steamer *America*, on the Ohio river. The delegates arrived at Rose Island at noon where they were the guests of D. G. B. Rose of the Standard Printing Company. They were served with a chicken dinner and remained on the island three hours.

Speakers at the morning session on the trip up the river, were E. C. White, *Houston Chronicle*, on "Should the A. B. C. make deductions on dealer circulation when a newspaper shows a heavy percentage of unpaid accounts? If so, at what figure should the deduction commence?" and J. C. Montgomery, *Detroit News*, on "In radio, does the newspaper which operates a broadcaster have any advantage over a newspaper which does not operate a set, but does carry daily programs or weekly radio section?" Other speakers were J. O. Stuard, *Mobile Register*, on "A practical system of weekly collections from country dealers, who collect monthly from their customers. How to bring it about?"; J. F. Sweeney, *Winnipeg Free Press*, on "A plan that insures 100 per cent collections from carriers"; Royal Weiler, *Allentown Call*, on "Queer circulation stunts I have encountered," and A. G. Lincoln, *St. Louis Post-Dispatch*, on "The value of advertising for circulation by use of billboards and novelties. Can a newspaper remain consistent and do it?"

A. C. Pearson, president of the Economist Group, New York, reviewed the postal situation for the circulation men. He traced the history of second-class postage, telling why the Government took upon itself the task of distributing the mails and why Congress had seen fit to grant special rate privileges to the press.

He then pointed out that muck-raking magazines and newspapers had antagonized Congress, that the One Cent Postage League had fought incessantly the rates accorded newspapers and magazines, and that the increasing volume of advertising had paved the way for propaganda that the second-class rate was a subsidy given to the press, which had departed from its function of education and had become largely a carrier of advertising. This propaganda, aided by the hatred for newspapers of former Postmaster General Burleson and Representative Kitchin, made easy the enactment of the zone law and rate increases of the war and later years.

The one-cent flat rate, Mr. Pearson said, had made possible the best and cheapest newspapers and periodicals in the world and made the United States the leader in the use of advertising. National distribution of publications brought about by the old postal system had reduced sectionalism to a minimum in the United States and removed the bar to national development which has always afflicted other countries of large territory—China and Russia, for instance—which have never been nations because there is no national thought.

(Continued on page 35)



H. W. STODGHILL



WYLIE BAKER

## SONGS OF THE CRAFT

By Henry Edward Warner

(Written for and Copyrighted 1924, by Editor & Publisher)

### WARLEE

(Will the Craft pardon the intrusion of this reference to my summer home on the Severn . . . considering that it includes an invitation to drop in if you are ever near there? H. E. W.)

There is no place beneath the sun  
So restful as the only one  
That soothes my troubled spirits, when  
I leave the haunts of fretful men.  
There is no calm retreat that holds  
Its blues, its crimson and its golds,  
Its hues and fragrances, so rare  
That gods seem brewing nectars there.

It sets within a wooded frame  
Hard by a stream with fish as game  
As ever struck the lure, at play  
On tides of any fishing day.  
And should I weary of the line,  
There is the wood of tree and vine—  
Spring's ray-shot carpet spread for me  
With violet and anemone.

No diva ever sang such notes  
As burst from myriad swelling throats  
Of nature's songsters, fluttering high  
Or crossing an untroubled sky.  
No miser's heap of gold could pay  
For that free concert every day;  
No bribe could buy one homely hue  
That streaks my treasured garden through.

And when my time has come, when Fate  
Calls me to that half-opened Gate—  
When human voices fade, and seem  
To linger only in a dream,  
Let them who watch me raise the shade  
So that, unflinching, unafraid,  
My parting gaze may meet the skies  
That smile on Warlee's paradise.



CLARENCE EYSTER

## Brass Tack Experience Testimony By I. C. M. A. Members at Louisville

### LACK OF HOME DELIVERY IN NEW YORK MAKES A UNIQUE SITUATION

By PAUL O. SERGENT  
Louisville Herald & Post

*The general differences in the organization and operation of a circulation department in a city of one hundred thousand, and one million or over.*

Paul O. Sergent.

DU<sup>E</sup> to the fact that this topic has been worded so as to include any or all cities of 1,000,000 or over, I am taking the liberty of comparing the average city of 100,000 and New York City, for the reason that any comparison which places all of these large cities into one group would be impracticable and misleading. While Chicago, Boston, Philadelphia, Detroit, Cleveland, Baltimore, St. Louis, each have a population of a million or at least close to that figure, each have their own peculiar systems.



PAUL O. SERGENT

For instance, the Philadelphia joint morning delivery system through which all of the morning newspapers make their delivery, dealing with the adult carriers operating in well defined boundaries would be a story in itself, and has no counterpart in New York.

Nor has the afternoon system of substations and newsboy carrier delivery as exists in Philadelphia, Detroit, Baltimore, and other large cities bordering on a million population anything in common with the New York method.

The outstanding difference between the whole circulation structure in New York and the average city of one hundred thousand is the fact that in New York there is no home delivery, or any semblance of it, maintained or fostered by any New York newspaper, morning or evening, while the home delivered carrier circulation usually forms the backbone of the city circulation of the average city of 100,000. The carrier circulation in the smaller cities will oftentimes amount to 80 or 90 per cent of the city circulation.

It is true that a small percentage of New York morning newspapers are delivered to the door of the subscriber, but this figure is inconsequential and such delivery is handled in a roundabout method through a corner newsstand which makes a more or less haphazard delivery through the apartment elevator operator or building superintendent. If the subscriber is lucky he may enjoy a fairly good delivery, but more often than not, he will either receive no paper or the regular paper which he has ordered will be substituted by another. Due to mistakes in handling, the service is so generally unsatisfactory that he ultimately gives it up and reverts to his old habit of buying from one of the newsstands.

Now and then some effort has been made to build up a carrier delivery on the New York morning newspapers but such effort has usually been short-lived or spasmodic. The plan, however, in the opinion of many experienced and able circulation managers has never been carried along for sufficient duration to give it a fair trial. Obviously this opinion refers to the residential sections of New York, where direct contact with the subscriber may be established and does not include Manhattan where 97½ per cent of the population dwell in rented flats and apartments. The 2½ home ownership in Manhattan would not encourage the idea of carrier delivery.

A large part of the newspaper circulation in greater New York is sold from day to day off the newsstands of which there are approximately 7,000. A large number of these newsdealers refuse to make any delivery whatever to subscribers and in fact, I have come in personal contact with a number of such dealers who found in attempting to sell their places of business that a newspaper route in connection with it was looked upon as a liability.

When I say that the chief difference is due to the fact that we have no home delivery in New York, you may not quite sense the full significance of this statement, unless you analyze all of the circulation promotion work, which you are now doing in the smaller cities where you employ a home delivery. I believe you will find that 90 per cent of all your work, on city circulation only, is tied up directly in one way or another with business which is actually delivered to the subscriber through some form of carrier system. It may be a joint morning delivery or an exclusive morning carrier system; it may be afternoon independent carriers or regular carriers or office owned routes, but you will find that the major part of your work along this direction is based on the idea that you may accept the subscription and make delivery.

Run over in your mind the work which you have done in the past year, such as doll, roller skate, bicycle, automobile, puzzle picture and all other sorts of contests, the work of your city solicitors, the work done through your sub-station managers, carrier boys, advertising new features in the columns of your newspaper and all of the promotion work which you have been doing, and I believe you will find that the greater part of your energy and money has been spent to increase that part of your circulation which is in the hands of your carrier system, whatever it may be.

In other words, your work is centered on that type of business which will stay put. In New York 7,000 dealers for the most part handle the Times, Herald Tribune, World, American News, Telegraph, Sun, Telegram, Journal, Evening World and Post, not to mention a large number of financial and foreign language newspapers, which means that it is practically impossible to secure any particular help from the dealers. Their profit is the same on one paper as another and quite naturally they show a spirit of utter indifference towards any one newspaper.

This condition is in some respects an advantage for the smaller newspapers, in that they have practically the same opportunity for display as the larger papers, although, of course, the delivery costs are proportionately greater for the small papers because of their small volume of business which must carry the load on a many edition distribution.

There are comparatively few newsboys in New York selling between corners or roaming about the streets. I mention this to show that there is little effort made by any of the newspapers to secure exclusive street hustlers to push their particular paper. This has, of course, been done in the past but has been largely discontinued in the interest of harmony and to avoid antagonizing the regular news dealer to whom the newspapers must look for their sale 365 days a year.

While each of the New York newspapers has its own particular method of promoting circulation, it seems fair to classify the entire policy by saying that the paper must be sold to the public through general publicity and advertising the strong features of the paper through

newspaper space, newsstands, elevated and subway station placards, display cards, car cards, truck signs, direct by mail and all of that sort of thing.

Because of the fixed limitations before the circulation managers in their work in New York they are forced to pay more attention to other phases of the work than is given in smaller cities. I refer particularly to the efforts made in covering all special events, such as the World Series, the big prize fights and many other events of importance. For instance, when Lieuts. McCready and Kelly were preparing to make their non-stop flight from New York to San Diego and later when Lieutenant Maughan attempted his transcontinental flight, every morning newspaper exerted a great deal of effort to get a copy of their newspaper in the first transcontinental flight, sending their own men to Mitchell Field each morning before daybreak for several weeks before the flight actually took place. Whether or not such effort is worth while from a publicity standpoint is debatable.

With the Democratic National Convention opening in New York within a few days, the New York circulation managers are, undoubtedly, bending every effort to devise ways and means of getting a good break on this unusual event.

Because of the fact that New York city circulation must be built and maintained almost entirely by the selection of and proper promotion of the features in the newspaper itself, the New York publishers pay tremendous prices for exclusive rights to circulation-producing features, or at least features which seem to have such possibilities. The sum paid by one New York newspaper for the exclusive rights on Major Archie Bunts' Roosevelt letters plus the amount spent for one week's newspaper advertising would make rather an attractive budget for promotion work for an entire year on the average newspaper in a city of 100,000. To announce a new Sunday tabloid radio section one newspaper spent nearly \$100,000 in newspaper advertising, receiving a net increase of about 50,000 Sunday circulation.

The general plan and method of handling the country circulation is very much the same as in the small cities, although by virtue of the fact that the New York newspapers and particularly the morning newspapers, cover a much larger territory than the average newspaper in the smaller cities, it is obvious that it requires a considerable larger organization and a great deal more work to handle the outside agents. The competition is extremely acute, not only with New York newspapers, but at the distant points where excellent local newspapers are covering the field. Those who have been engaged in circulation work in New York and other Eastern cities have found that it is difficult to secure the same type of agent in outside territory as may usually be secured in other parts of the country.

Carrying and selling of newspapers seems to be frowned upon by the better class of boys, which quite naturally magnifies the problems of distribution and collection. With the exception of one or two New York newspapers, the mail subscription business is comparatively small. I am told that in times past considerable effort has been exerted in building R. F. D. business with little success, and has, therefore, been largely abandoned. It seems that this class of business can better be handled by the good daily newspapers, which are published in the immediate territory.

While it is the consensus of opinion among all newspapermen that the chief essential for constructive circulation building whether in New York or in Eskota, Tex., is in the paper itself, this is true to a greater degree in New York than any other place in the country due to the fact that the buyer walks up to the newsstand and makes his own selection uninfluenced.

In the smaller cities there are numerous instances where the circulation of newspapers of mediocre character is maintained and even increased by a well managed circulation department. Due to the particular New York conditions such circulation achievement would not be possible. For proof of this statement one must only look at the New York newspaper graveyard of the past two years.

### "HOW ABOUT RADIO BROADCASTING?"

By J. C. MONTGOMERY  
Detroit News

*"In Radio, Does the Newspaper Which Operates a Broadcaster Have Any Advantage Over a Newspaper Which Does Not Operate a Set But Does Carry Daily Programs Or a Weekly Radio Section?"*

A NEWSPAPER operating a broadcasting station has an advantage over a newspaper which does not operate a broadcasting station, although it may publish a radio program.

First, a paper is kept in touch with latest radio developments through its station. This may seem peculiar, but when broadcasting, the paper must have competent radio engineers. These engineers keep the radio editor informed. They can detect hokum in various radio articles put on the market. The radio operator will always find his engineers an asset when putting out a radio section. It happens today that there are few editorial men in the country who can discuss technical radio subjects intelligently and accurately.

A broadcasting station serves as a medium through which the paper is placed at the head of all other papers when any subject pertaining to radio is brought up. The public seems to feel that with its constant attention to broadcasting a natural surety value will be the result in its radio news columns.

In order to discuss the subject thoroughly the good-will angle must not be overlooked, as a broadcasting station is undoubtedly a good-will getter, providing the station furnishes good entertainment.

It constantly brings before all classes of people the name of the paper and an idea of the length to which the paper will go to serve not only its clientele but the general public.

There is such a demand for radio programs in the news columns that no paper can well afford to neglect this feature. Extreme care should be taken to present these programs accurately. Here again the paper operating a broadcasting station has the advantage.

During the past month I have come in contact with two papers in large cities which have added tabloid radio sections, one of which maintains a station while the other does not. It is interesting to note that the paper maintaining a broadcasting station shows an increase in circulation while the circulation of the other paper was not affected by the addition of the section.

Any newspaper planning to add a special radio section should stop to consider that it may prove quite embarrassing to drop it should the results prove unsatisfactory. Under ordinary conditions a feature may be dropped without undue criticism from its readers, while the dropping of a section causes the reader to think he is being cheated out of something to which he is entitled.

#### Harvey as Post Editor

New York Times comments that Col. George Harvey's editorials in *Washington Post* are dressed like those of conservative London papers.



**MUCH TO CONDEMN, NOTHING TO PRAISE  
IN RETURNS FOR R. R. NEWS AGENTS**

By M. W. HALMBACHER  
Oklahoma City Daily Oklahoman

The return privilege to railway news companies. Does it mean increased representation? Is it abused? Advantages and disadvantages.

THE return privilege to most papers is a relic of past wastes. It is not good business to allow the return privilege to railway news companies.

On first thought, it might seem that the return privilege to news companies would have a tendency to increase sales. This, however, would prove to be only a temporary increase in numbers of papers sent to the railway news agent. In many cases he goes through his train and picks up papers already sold, re-folds them and resells them as many as three or four times during the day. At

the end of the day, this same paper might be checked in as unsold.

If the return privilege were allowed, sales would not be as vigorously pushed as on the non-returnable basis. In most cases the policy of the railway news companies is to take care of demands of the traveling public. Create a demand for your paper. It will be hard, then, for the news agent to offer a substitute.

The return privilege not only cuts down circulation but decreases the circulation revenue.

The return privilege has a tendency to promote dishonesty among news agents.

If railway news companies are shown that there is a demand and no papers to supply the demand, in most cases they will co-operate.

**ROTO NO SURROGATE FOR EDITORIAL MERIT,  
BUT HELPS A GOOD PAPER**

By CHARLES O. REVILLE  
Baltimore Sun

A rotogravure supplement. Is it worth the production cost as a circulation builder?

IT has been my experience that the results warrant the cost and I can only illustrate this by telling of our experiences and by quoting circulation figures.



C. O. REVILLE

The Sunday Sun was started during October, 1901, as a straight featureless newspaper. Very few metropolitan features were added until 1910. A comic section was added about 1912. The rotogravure section made its first Baltimore appearance in the Sunday Sun about seven years ago. Until then the Sunday Sun had been selling at 3 cents. We wished to increase the price to 5 cents, which we did just one week after we added the rotogravure section, it obviously being our idea to offset circulation loss by this added feature. We showed a drop of 3,000 the first Sunday after the price increase, but three weeks later, we were only 100 copies behind the last Sunday at the 3-cent price.

In April, 1920, we increased the price out-of-town to 8 cents with about the same result.

The other Baltimore Sunday morning paper did not increase its price until some time after we did but finally went to five cents without the rotogravure. This

was added later, but had no apparent effect on its circulation and was finally dropped. I understand because of its great cost. For January, 1917, our net paid circulation averaged 96,859. For the month of April this year, it averaged 178,585, which was 81,726 copies ahead of the net paid average for January, 1917. We, of course, do not attribute this big increase wholly to rotogravure.

We now publish as many as 16 pages in this section and the revenue from advertising is very good, yet it still costs us money. I understand that there is now only one paper in this country making money on the rotogravure and that it has only been doing so for a short time.

We do not feature our rotogravure by placing it on the outside as some papers do their feature sections, although some out-of-town dealers do place this section on the outside after they receive their supply. The first page of the news section goes outside on all copies of the Sunday Sun just the same as it does on the Morning Sun and the Evening Sun.

We have always followed the plan of selling the Sunpapers as newspapers and not as feature sheets, making them editorially the best we know how, and it is my opinion that if any member of this Association plans to add the rotogravure with the idea that it will offset some editorial weakness, he will be wasting money. On the other hand if he now has a good paper editorially, I believe the addition of the rotogravure will add circulation for him just as it has for us, but his publisher should consider that it must be published at a loss for a good many years and it may never pay its way in advertising revenue.

**CHANGING TO INDEPENDENT CARRIERS**

By W. H. COONRADT  
Decatur (Ill.) Review

IN changing from office-owned to independent carriers it is very important that each carrier as well as all his subscribers thoroughly understand the new arrangement. In our particular case we transferred five routes each week. The carriers in groups of five came to the mail room and were instructed as to the manner in which they were to collect, keep their accounts, receipts and statements shown—in fact each group was given a thorough instruction regarding the new system.

The following Saturday each one of these five boys was accompanied by one of our district managers, who showed

him how to collect, instructed him in keeping accounts and also explained fully to each one of the carrier's subscribers the new method of handling the accounts. Careful attention was given to those subscribers paying six months, quarterly, and ten weeks or at the office, letting them know that they could continue to pay in the same way and the carriers would be given proper credit. In case a subscriber pays in advance to a collector or at the office credit is given the carrier each week the same as if he had collected in that way. Each carrier was started with a "clean slate," that is we collected all balances up to the time each carrier was

transferred to the independent system so subscribers owed just one week. Our quarterly paying list is checked each month with the carrier.

Each carrier must have a substitute who knows his route, also keeps a route-book up to date to be used in emergencies. Carriers put receipts in their collecting books after the first up to date receipt book was given him when transferred, all receipts being printed one year in advance, one to be torn off each week. After careful investigation it was decided that this was more satisfactory than the punched card, mainly because each boy would have a ledger in his collecting book of each subscriber's account. Special envelopes were also furnished each subscriber to tack up near the collecting door to hold each week's small receipt. Carriers must pay their accounts weekly at the office. If the route does not grow under normal conditions, it is cut. Two boys in the same

field will make their territory grow, without additional expense to the company.

To sum up:

Before transferring to the Independent system:—

1. Thoroughly instruct each carrier.
2. Explain new method to each subscriber.
3. Have a school of instruction for all in the department.

After transferring:—

1. Advertise the new method, either in your paper or "booster circulars" to be given out with samples to all non-subscribers on each route.
2. Be prepared to help new carriers or those not making money, show them how to collect and give service.
3. Do not raise or cut a draw unless given a written order by the carrier. This will save any argument when statement is given.

**SHOULD UNPAID DEALER ACCOUNTS BE  
DEDUCTED FROM A. B. C. NET TOTAL**

By E. C. WHITE  
Houston Chronicle

"Should the A. B. C. Make Deductions on Dealer Circulation When a Newspaper Shows a Heavy Percentage of Unpaid Accounts? If So, At What Figure Should the Deduction Commence?"

IF a newspaper shows a large percentage of unpaid dealer accounts, the auditor should determine whether or not the papers have been paid for by the readers; if the dealer was paid and had failed to pay his obligation to the newspaper, then such papers should not be deducted from the paid circulation, for that is paid circulation, as much as any circulation can be paid.



E. C. WHITE

But, if the dealer has failed to pay for the papers because he has not sold them, or because a lot of papers he had no sale for had been forced on him by the newspaper, or if a big percentage of his papers were left unsold day after day, then a deduction should be made in proportion to the percentage of papers unsold.

For the A. B. C. auditor to make such an investigation of a large number of dealers' accounts, especially country dealers, would necessarily be quite expensive and take considerable time, but as the

expense of audits over a certain amount is paid for by the newspaper, it is only fair that such investigation be made before any deductions should be imposed.

Now, it is difficult to set any figure at which investigation of such circulation should be made by the auditor. Unpaid dealers' accounts, or the lack of them, would not always be a safe indication of the condition of the dealer circulation. Books might show dealer accounts paid in full and yet investigation develop the fact that dealers were not selling nearly all the papers furnished them by the publisher. The books might show that a paper's loss on dealer collections was heavy, yet the investigation might show that the papers were paid for by the subscribers and the poor collections due to slackness in the circulation department.

Some newspapers pay dealers a salary or make them an allowance which is supposed to be for some special service, when in reality it is intended to cover the dealer's loss on unsold copies. Some papers pay street boys a salary in addition to giving them a profit on sales. Sometimes, this is to keep representation on a poor corner where the sales are not great enough to hold a boy's interest and sometimes the salary is to make up to the boy for papers he draws and does not sell—so it seems to me that the auditors must keep on the lookout for indications of padding (and that is what it amounts to). I believe it is the custom of the A. B. C. auditors to handle such conditions in this manner.

**INDEPENDENT MEN CARRIERS BEST, SAYS  
SMALL-TOWN CIRCULATOR**

By O. McPEAK  
Monroe (La.) News-Star

In cities of 20,000 or under, should carriers be independent or salaried and which method will return greatest net revenue?

THIS question is one, which circulation men have been debating for years, with the result that the fellow who is using any system successfully sticks to it as long as he gets the proper results. Conditions vary and the circulator must be able to adapt himself to the different conditions as he finds them.

My experience in circulation work has been mainly in the smaller cities and my opinion is that the independent carrier system will get more circulation than the salaried office owned carrier routes. Your salaried carrier as a rule is paid so much a week for delivery in a certain territory. Whether his number of papers increase or decrease he gets the same amount of money. That being the case, he is not going to tear his hair, or do

very much arguing with a patron if he threatens to quit. He will at times go so far as to give bad service to a family who is somewhat off the regular route, necessitating a few extra steps and a little extra time to deliver, hoping that he will thereby get rid of a bad customer.

The salaried boy 10 to 16 years old has no special incentive to build his route. Put this boy on an independent basis and his views are altogether changed. He realizes that prompt and proper delivery service and politeness and courtesy will help him hold the customers he already has. Knowing that each new subscriber he adds means so many cents more each week in his pocket, he watches the new house going up in his territory or the vacant one, and as soon as it is occupied he's there on the job.

Yet he still is a boy despite his enthusiasm. He cannot approach a prospec-

tive customer with the ease or bearing of a man. When complaints are made he can not smooth them over and get the customer satisfied as a man of mature years might do. So instead of the boy why not use a man?

I have used men carriers on independent routes successfully for several years. I divided the city into sections, putting a man in charge of each, making the division so as to give each man from 500 to 700 papers. These papers are sold to him at wholesale. He is placed under contract to make proper delivery, canvass his territory and pay his bill in full each week. In this way the smaller circulation manager who has very little office help, is relieved of much routine work with a small army of boys. As the men do their own canvassing, the

circulation account is relieved of expense of city solicitors.

In one instance, where I took charge of a small city circulation, the paper had been operating on a salaried carrier basis and percentage on collections. At that time it was realizing approximately 6½ cents per subscriber per week above carrier and collection expense, which I raised to 11 cents under the independent man carrier system.

Coming to Monroe this year I changed from salaried to independent carriers. At the same time I raised the rate and also put both mail and city on a strictly paid-in-advance basis. It is working beautifully so far and increasing satisfactorily for the short time it has been in operation.

## BEST FEATURE IS ONE CLOSELY ALLIED WITH THE DAY'S NEWS

By W. L. ARGUE and MAIN JOHNSON

Toronto Star

*"Which is the more important, news or features? Is the tendency drifting towards one or the other?"*

NEWS still remains more important than features, but the tendency is drifting towards the latter. In spite of this tendency, however, and no matter how far it goes, news will always remain more important in a newspaper. Why?



W. L. ARGUE

Because the dividing line between news and features is vague. The more the so-called features encroach on the news, the more it will be seen that they themselves

are essentially news. If they are not actually news, they form its background. Take for example, the North American Newspaper Alliance. When it was formed in 1922, its object was to supply features in a co-operative way just as the Associated Press supplies news. This remains the purpose of the N. A. N. A. but, in practice, many of its articles are used as front page news stories.

When Harold Noice sailed from Nome last year to see what had happened to the Stefansson expedition on Wrangel Island, and when he discovered the tragedy there, the direct news of what had happened was common property to all newspapers.

But the North American Newspaper Alliance supplemented the news with a feature, Noice's own detailed story of what he had found, with extracts from Knight's diary. This was not news in the sense that it chronicled immediately events which had occurred, but it was news in the sense that it was an amplification of a primary news event, giving the details and atmosphere of the tragedy.

The Alliance also had its feature service on the recent adventures of the American airman, Major Martin, in Alaska during his part in the flight around the world.

It had the Sinclair features on the economic conditions of Europe when they were also matters of straight news interest.

All these series have been features rather than news, but they have had a news value. We would say, indeed, that the tendency of features is to ally themselves more and more closely with the news.

Radio would probably be listed among the features, but it is also news. Radio programs and reviews of them are actual spot news; general articles on radio are the background to the news of one of the spectacular developments of contemporary science.

Science, in many of its branches, is one of the most frequent sources of features in the present-day newspaper.

As an example of this, we can again

legitimately refer to Toronto, for it was there that Dr. Banting carried on his experiments which resulted in his discovery of "insulin." That discovery and the definite events arising from it are news, but features giving the details and the history of the age-long fight against diabetes are also a part of the news.

To consider another angle of the subject, there are the features in such papers as the American Weekly, the Sunday magazine section of the Hearst newspapers. These features are, for the most part, intimately related to the news, being in many cases a co-ordination of scattered news stories into one feature article. This is a contrast with another, earlier type of feature which was more like an essay, a feature without any apparent timely reason.

Comics, too, are features, which, although not chronicling the events of any particular day or week do reflect, even in a distorted, grotesque way, certain prevalent tendencies in modern life. Their direct motive may be not anything like as pretentious as this; it may be merely to entertain, which in itself is a worthy ideal. But critics and analysts of civilization, including many of the most "highbrow" variety, see in the comics a picture of present-day life which they say is of value now and will be of value to historians in the future.

Many of the offerings of the various syndicates have their news as well as their feature value, either in the sense that their authors are people prominent at the moment or that the subjects they discuss are timely.

In newspapers which count among their features the work of their editorial promotion departments are those whose promotions form part of the news. They either develop news or create it.

To cite one recent instance from our own paper, the National Baby Week Council of Great Britain, in connection with the British Empire Exhibition being held this summer in London, is finding the "Empire's Bonniest Baby." This search was being made throughout the Empire. It would have had a news value of its own in Ontario, for Ontario children could have competed. This news value, however, was increased immeasurably in Ontario by the co-operation of the *Toronto Star* with the National Baby Week Council. The *Star* has been conducting the competition in Ontario for the Council. Entries in Ontario were sent direct to the paper; a local committee of judges is selecting the best entries and forwarding them to London for the Empire competition.

Instead of scattered individual entries from Ontario, there has been an avalanche. Entries were received by us from over 250 municipalities.

If you ask us, "What is your practical advice in reference to this issue of news versus features," we say: "Join the prevalent tendency towards features, but see that most of your features are so closely allied to the news that it is hard to tell where one ends and the other begins."

## QUEER CIRCULATION STUNTS I HAVE MET—OR HAVE I?

By ROYAL W. WEILER  
President, Allentown (Pa.) Call

WAS I supposed to catalogue queer circulation stunts? Am I to be the judge of what is a queer stunt? I fancy and hope that I was among friends when I started, and I hope to end that way. What may be construed as queer by Cook in Scranton may not so be construed by Fris in El Paso.

Last year, you will recall, McKernan presented 85 best promotion plans by an equal number of circulators. Who would dare and be so bold as to say that no one in our entire membership considered one or more of these plans or stunts queer, yet they were all presented as *best* stunts.

However, if there should be queer stunts employed, I would just like to put in a good word for the old subscriber. Queer stunts, I imagine, are prosecuted to run up quickly and economically, although not necessarily the latter, a list of new subscriptions. You are going to cater to the non-reader and gather or inveigle him in. What about the old subscriber? Why pat the new subscriber on the back and give him a cuckoo of a clock, or an alarm clock whose chief claim to alarm is that it never went at all, while the old subscriber has to go to bed with the chickens and rise with the crow of the neighbor's rooster.

Why give the wife of the new subscriber a new handbag when the old subscriber continues to come in year after year to pay his subscription from an old pig skin leather wallet that opens like an accordion, bound with a long leather strap, and worn to the surface as smooth and slippery as an oil lease.



R. W. WEILER

The old subscriber never asked for or got a rubber apron for his wife and baby nor an accident insurance policy against mule kicks — Why not?—Because with cheering regularity he comes year after year, digs down into his jeans, pulls out a sweaty, neatly folded bill and pays his subscription, and then turns around never to be heard from again until another twelve months.

Who registers the most kicks? It's the finicky for-the-time-being subscriber who may or possibly should have been in jail when the old subscriber was helping us to establish a firm foundation in the years of real struggle—he may have even endorsed our notes when credit was none too good.

Every circulation manager's job is building circulation, and putting on subscriptions is often no real factor in circulation-building.

Queer circulation stunts tend to lower the dignity of the newspaper business, lessen the value of a subscription to the subscriber and depreciate the value of distribution to the advertiser.

Be able to say that your readers are taking your paper because they want it. That sounds better in theory than in practice, I will admit. However, I am firmly convinced that a circulation manager's greatest endeavor should be the production of a good salable newspaper, and no one in the entire organization knows better what is a good salable newspaper than the circulation manager. A live circulation manager must and does know the kind of newspaper the folks in his territory want and like to read. Then he must naturally follow up closely every essential that enters into the maintenance and development of a relationship between reader and office that even the queerest of queer circulation stunts of a competitive paper will not queer nor materially shake.

You'll have plenty of luck if you spend plenty of time looking for it.

## COLLECT WEEKLY FROM COUNTRY AGENTS

By J. O. STUARDI

Mobile Register & News-Item, Birmingham Age-Herald and Montgomery Journal

*"A practical system of weekly collections from country dealers who collect monthly from their customers. How to bring it about."*

IN the true sense, weekly payments cannot be exacted from dealers who collect monthly—unless the dealer collects in advance, and pro-rates it into weekly payments. This would bring about a very unsatisfactory condition, giving the dealer opportunity to confiscate the full collections to his personal use, and leave the circulator high and dry for delivery service. It goes without saying that the dealer is bonded, but unless with a cash deposit, there probably would be much difficulty in regaining the money.

The Country Circulator is kept more closely in touch with his agents, when billing them weekly. The agent has a weekly record of his profits. If the agent is unsatisfactory, not good pay, the circulator quickly finds it out, and knows, even though he holds an iron-clad bond, that the agent will not pay, and the only resource, other than legal, is to secure a good agent. On the other hand, a monthly agent will owe for at least six weeks before you know that he is not going to pay his account, and more than likely has been giving his readers poor service for more than a month before you are aware of it. Another point in favor of weekly billing is in the saving of postage on promotion work—the promotion letter sent with the weekly bill

has more weight than one sent alone, and a promotion note or letter to last every two weeks is a necessity—and has more effect if sent every week.

How to bring it about, of course, is by far the most difficult feature, but it can be done with sufficient effort. Some monthly subscribers must be transferred to a weekly basis. It is preferable to have the district representative, or road man, perform this task. The monthly percentage must be reduced to less than 50 per cent, because no agent will take money out of his pocket to pay his account for the first three weeks without collecting a cent from his subscribers. He may be willing to wait until the end of the month for his profit, and is willing to trust well known people for one month, but there is in every city a transient class, who cannot be trusted for a month, yet are bona-fide readers. There is another class who must be collected from when they have the money.

One advantage that Alabama newspapers have had for several years—the industrial and railroad employees have two pay days a month, generally on the 1st and 15th—makes collection easy.

I believe in billing all agents weekly and using every effort to bring about weekly payments of accounts, giving the circulator the advantage of knowing what the agent is doing, and the company having the money instead of the agent or the subscriber holding it for 30 days.



# FREEDOM COLUMNIST'S GREATEST BOON—F. P. A.

Also His Greatest Peril, Declares New York World's Suave "Conning Tower" Conductor, Who Uses His Liberty to Array Wit and Cynicism Against "Bunk"

By WARREN BASSETT

F. P. A., the wise, witty, and usually cynical conductor of the Conning Tower in the *New York Morning World*, has been called a dangerous influence in American journalism.

He does not deny this accusation. Alexander Woolcott, dramatic critic for the *New York Sun*, father of this idea, declares that years ago newspaper cubs modeled their careers after Richard Harding Davis, star reporter, and dreamed of stupendous news "scoops" which would set the public agog, and even cause the cynical desk men to murmur condescendingly, "Not so bad."

Today, Woolcott asserts, the majority of bright young men who approach city editors for jobs confide that while reporting is all right for a while, what they really want to do is to conduct a column—"The sort of stuff F. P. A. does, you know."

Although not much disturbed over this situation, F. P. A. is a little saddened to think it exists.

"If it is true it is unfortunate," he declares. "Reporters are the foundation of the newspaper—columnists the ornamental facade."

The situation is virtually as Woolcott has pictured it, although others besides F. P. A. are to blame. Heywood Brown of the *World*, for instance, Ted Robinson of the *Cleveland Plain Dealer*; Jay House of the *Philadelphia Public Ledger*; H. I. Phillips of the *New York Sun*; Richard Henry Little of the *Chicago Tribune*; and Don Marquis of the *New York Herald Tribune*.

When the mantle of anonymity fell upon the shoulders of editorial writers, it seems that newspaper readers, seeking other personalities of the press upon whom to fix their affectionate regard, selected columnists.

Columnists today are far more widely known than star reporters. Their names are constantly before the public. In their daily columns they have unlimited opportunity to glorify each phase of their personalities. They can be poet, philosopher, and clown.

F. P. A., of course, did not invent the Cult of the Clever. But he has been a tremendously efficient promotion manager.

At the time of going to press the sprightly conductor of the Conning Tower has achieved an almost fabulous eminence. With a certain group of Manhattan literary sophisticates he is a fad and a fashion. What F. P. A. does and says is always legitimate conversation. They bombard him with contributions. Some hold that to be an accepted contributor to his column effectually wipes out the indignity of a dozen rejection slips from *Vanity Fair*, *Life*, and *Judge*. Discovering F. P. A. is still one of the joyous adventures of the budding literati.

To a larger group F. P. A. is a habit—a habit which shows its strength in the circulation records of the *World*. This group is more modest—it only asks for entertainment—the day's sharpest jest—and seldom seeks the glorification of print.

To a still larger group—his readers in cities where the Conning Tower is syndicated—he brings in personal form the wit and sophistication of New York.

F. P. A.'s eminence as a columnist is not a sudden efflorescence, an elite overnight growth. For the greater part of 21 years he has appeared six times a week in the newspapers as a public entertainer—a "continuous run" to satisfied "houses" which eclipses any record ever set in the theater. Today, at 42, he is still "packing them in."

At last reports, F. P. A.'s office in the *World* building on historic Park Row was not one of the sights pointed out from the "rubberneck busses" of Gotham, although they always pause across the street from the *World* while the linoleum-lunged announcer calls attention to the majestic Woolworth building towering over City Hall Park, and indicates with



F. P. A. at Work in His Tower.

a wave of his hand that Heroic Cream Puff—the Statue of Civic Virtue.

To view New York from the Conning Tower it is necessary to take the elevator to the 12th floor of the *World* building. Through the door ominously labeled "No Admittance," down a long corridor and a narrower one to the right is F. P. A.'s small work room—scarcely the toss of an epigram from the office of Heywood Brown.

The room overlooks City Hall Park. It contains two desks and two chairs. Piles of books tower over a typewriter, threatening an avalanche of literature. A stack of letters from contributors occupies the other desk. Conveniently near—almost too conveniently, many contributors complain—is a capacious wastebasket.

It is 11 a. m. With coat off and shirt sleeves rolled up F. P. A. is preparing another day's entertainment.

"You've picked a hard job," he declared when an interview was prescribed. In a sense, he was right. Getting F. P. A. to talk about himself and his ideas is rather difficult, but ask him to talk about newspaper work and he becomes immediately vocal. Often dubbed a suave cynic by his readers, nothing of this attitude tinges his regard for his profession.

"I feel sorry for people who don't work on newspapers," he said. "I really do. What fun do they get out of life? It must be just like playing poker for no stakes."

The *World's* columnist has little patience with newspaper men who regard their work merely as a stepping stone to another profession.

"Reporters and desk men occasionally confide to me that they are just staying in the game until they can get something better," F. P. A. declared. "As for instance?" I always demand. There is usually no reply.

"Then there are the boys with my interest at heart who take me aside and say in an undertone—'This running a column is all right for a few years, but when are you going to do something important?' It amuses me.

"Anything you do on a newspaper is important. If you can't make it so, you can't make anything important. For that matter any little thing it pleases you to do is important."

Despite all the recent criticism of the press, F. P. A. believes newspapers now are better in every way than those of the past. He believes editorial wages are on the increase, and points out that reporters start at from \$25 to \$40 a week nowadays, while 10 years ago they were starting at \$15. In his 21 years as a newspaper man, he has never been directed to

play up or play down an item, he declares.

Perhaps a part of this optimism is due to the fact that F. P. A. was never a cub. He began as a full-fledged newspaper columnist on the *Chicago Journal* in 1903.

In those days he was Franklin Pierce Adams, a youth fresh from a year at the University of Michigan. Had he stepped into your office it would probably have been to interest you in a large fire insurance policy. He might even have urged you to "sign on the dotted line." In his brief case, however, was something besides a list of prospects—bits of verse, and clever observations ready for mailing to Barrett Eastman, conductor of a column in the *Journal*.

Until this time F. P. A. had been one of the star "contri" of Bert Leston Taylor of the *Chicago Tribune*. When Taylor left the *Tribune* in 1902 to join the staff of *Puck*, young Adams transferred his affections and his contributions to Eastman.

"Came a day" when Eastman was to leave on a 3 weeks' vacation. F. P. A. heard of it and conceived a bold plan. He went to the *Journal* office, saw Will K. McKay, then managing editor, and asked permission to conduct the column during Eastman's absence. He was given the job at \$25 a week. It happened that Eastman had also been holding down the chair of dramatic criticism for the *Journal* in addition to running the column, and so upon his return F. P. A. remained as columnist, while Eastman resumed writing dramatic criticism.

F. P. A. conducted an unsigned column in the *Journal* for a year, then New York called. He came to Manhattan as columnist for the *Mail* in 1904, and wrote his daily stint there for 10 years. In January, 1914, he went to the *Tribune*, remaining 8 years. When war was declared in 1917, he obtained a leave of absence from the *Tribune* and entered the service. He was commissioned a captain in the Military Intelligence Division and saw service in France from February, 1918, until after the Armistice. Part of this time was spent in Paris where he conducted a column, "The Listening Post," in *Star and Stripes*, official newspaper of the A. E. F.

In 1922, F. P. A. joined the staff of the *Morning World*.

After 21 years spent solely in being clever, it would not be surprising if F. P. A. should show signs of slowing down—but he shows none. His column is not a candidate for a new gland.

What is his secret for keeping up the pace?

Well, F. P. A. is pretty good himself

—and he has always had the faculty of picking brilliant contributors. He unearthed Baron Ireland, whose correct name is Nate Salsbury. From the Conning Tower, Ireland graduated to the *Saturday Evening Post*, *Life*, and *Judge*. Newman Levy, who is "Flaccus" in the column, is the author of "Opera Guyed," much of which appeared originally in the Tower. George S. Kaufman, now a playwright, co-author of "Beggars On Horseback," was a contributor to F. P. A. during the latter's stay on the *Mail*. And there are many others whose sparkling contributions to the Tower have won them recognition.

Sophistication might be called the keynote of F. P. A.'s column. Readers who love bits of philosophy and verse which are Oh, so human, are not catered to. The "pipe-and-book" man is undoubtedly disappointed. Satire, rather than humor, predominates. A coldly critical rapier is always being whetted for the latest bombastic outpouring of bunk.

F. P. A. evidently learned early that humanity loves to don asses' ears, and finds innumerable ways of so doing. Joining the Loyal Order of Wombats and carrying a spear in the drill team used to be a favorite method. Donning silk pantaloons and beating a kettle-drum was another. At the present time this passion has reached its fullest flower through the glorification of the bedsheet as an article of ceremonial regalia.

All this, and all the other blunderings of the 110,000,000 are as game preserve pleasant to the conductor of the Conning Tower. A salvo from his typewriter and he has a neat bag of game for his column.

Outside of a contributors' strike, F. P. A. believes freedom is a columnist's greatest peril.

"Freedom is his greatest peril, just as it is his greatest boon," he declared. "Freedom carries with it a great and indispensable privilege, and an even greater responsibility."

Although his column is syndicated he is opposed to column syndication.

"Obviously this makes timely comment impossible," he said. "Also, a column, to my mind, should be largely local; and it ought to be distinctly a part of the newspaper it appears in."

"I do not know whether the Conning Tower builds circulation for the *World* or not. I rather think that if it disappeared tomorrow it wouldn't make a difference of 100 copies. You never know."

However, this comment has more modesty in it than pessimism.

One of the best features of the Conning Tower is the light verse F. P. A. writes. His technique is suave; his ideas merry. His translation of Horace's Odes into the modern vernacular are widely known. He has published several volumes of prose and verse under the following titles: "Tobogganning on Parnassus"; "In Other Words"; "By and Large"; "Weights and Measures"; "Overset." With W. E. Hill, Chicago Tribune cartoonist, he prepared "Among Us Mortals." In 1909 he collaborated with O. Henry on a musical comedy, "Lo."

Another regular Conning Tower feature is "The Diary of Our Own Samuel Pepys." The title is a full description. Writing in the style of the naive old Englishman, F. P. A. fills his column with his own peregrinations and names of local sights.

Without straining for a comparison it might be said that F. P. A. in his Conning Tower is the playboy of Manhattan. Outside of his office in the *World* building the trucks and tumbrels of Commerce pass with clumsy roar. Each morning from the plaza of Brooklyn Bridge into Park Row pours the hurrying phalanx of workers. The skyscrapers of Nassau and Wall streets suck them in. All day they bang at adding

(Continued on page 10)

# NEW PARIS TIMES TO BE AMERICAN DAILY OF INTERNATIONAL APPEAL

To Be Issued Evenings and Sundays—G. Archambault, 19 Years with Bennett Is Editor, Courtland Bishop Publisher—Heinzen Named Ad Manager

By G. LANGEAAN

(Paris Correspondent, EDITOR & PUBLISHER)

**T**WENTY-THREE years' experience of English-language newspaper production in Europe, 19 of which were spent in the service of the late James Gordon Bennett in every executive position on the Paris edition of the *New York Herald*, is what G. Archambault is bringing to the founding of the new evening newspaper in English, the *Paris Times*.



G. ARCHAMBAULT

The new paper will be an American journal with an international appeal. It will appear in the afternoon and will be presented on live, up-to-date American lines.

Courtland F. Bishop, of New York and Lenox, Mass., is backing the new venture, his first in the field of journalism. Mr. Bishop was educated in France and has close ties with this country, where he has had automobile, ballooning and aviation interests, so that although the newspaper industry may be new to him he has a deep knowledge of France, and of the requirements of the American visitor and resident.

M. Archambault has been hampered in the past by having to carry out other people's schemes, but now that he has *carte blanche* to produce a paper for Americans in France in his own manner, he will be able to give of his best in the new undertaking. He knows all the weak points of English-language newspapers on the Continent and has many interesting ideas of his own which he will put into practice.

The *Paris Times* will be an 8-page evening paper and will appear 7 days a week. It will be full sized and will carry many illustrations. The price to the public will be 40 centimes, which is the price of other English-language journals in Paris.

"To inform, to interest, to entertain—that will be the aim of the *Paris Times*," Mr. Archambault told the correspondent of **EDITOR & PUBLISHER**. "Americans in Paris need a good evening paper, and they want the news presented to them in an American way. They want American news and they want the world's news, but they also are interested in what is taking place in the country they are visiting or residing in, and what other Americans are doing in that country."

"Ours will be a newspaper first. But besides the cable news from home, we are going to carry a good New York letter and a good Washington letter, and similar copy from other important centers in the United States. This is needed, for there are so many things taking place in America which do not get to Americans abroad because they are not carried as cable news. To give you an instance. A very popular American song took many months to reach Europe, simply because no one here knew anything of America's latest craze. Yet this was an interesting item and would have been made a point in the news letter from New York—not that France would have felt grateful to me for introducing a day sooner a musical rendering of the difficulties of procuring bananas."

"We are also going to give the visitor a daily column of short extracts from the press of America, England and France. This should be as useful as it will be entertaining. Of course we shall give plenty of colony notes. There is an American colony in Paris of 25,000,

and residents and visitors alike are interested in its doings. Arrivals of Americans, too, are a feature of interest. But we are not going to present these arrivals in a bare list, as they are to be found at present in other English-language papers in Paris. In the case of notable people, we shall add a few biographical notes which will tell the reader more than the mere fact that Mr. So-and-so has arrived.

"Most people come to Paris for relaxation and amusement, and they want some guidance to the attractions of the Gay City. Instead of plain lists of theaters and the plays being presented, we shall add a few lines indicating what the play is about, what sort of performance it is, and whether a visitor not conversant with the French language would be likely to be interested in seeing it. An indication such as this will often make all the difference between an evening pleasantly spent and otherwise. This feature will be on the lines of *Life's* theater guide.

"Then, too, you have a great number of residents engaged in business. We shall be constantly on the watch for items of importance to them, such as new legislation affecting American business in France or new regulations regarding the import and export of merchandise. Our financial service will be complete. We shall appear at an hour when we can give the Wall Street opening prices and the closing prices of the European money markets.

"Naturally we shall look after the ladies. James Gordon Bennett used to say, 'Look after Mrs. Peabody. Interest Mrs. Peabody and you will interest everyone else.' Mrs. Peabody was, of course, a symbol in his mind for the average woman reader. But he was right, and I am going to look after Mrs. Peabody. We are going to give fashion notes every day. I do not believe in the long article now and then, and think a short daily chat on the very latest fashions preferable.

"There will be correspondence from readers. People like to read what others have to say, and while I shall not give too much space to this, I shall print a certain amount of it.

"In the *Paris Times* we shall not neglect that interesting part of the American resident colony which lives in the Latin Quarter of Paris, young men and women from the United States who are here studying art and music. Their doings and their work make interesting reading for the visitor as well as the resident.

"News, of course, will come first, but I mean to make a paper which shall not be an echo of a paper published in America. It will be an American newspaper published in Paris, and while carrying the big American news it will be a paper for the people here on the spot, the visitor and the resident, and will tell them those things about themselves which interest most. We shall have no politics, although we shall give all the political news, but with a view to stating the facts, not influencing the reader.

"To get the paper to the public we shall rely on the services of the French publishing house of Hachette & Cie., who have a monopoly of the railway newsstands and of most of the kiosks along the Boulevards. But we shall also use American news-boys to sell the paper to the crowds of Americans one sees at the cafés. During the Olympic Games, these boys will meet the fans as they come back from the Colombes Stadium and sell them papers with all the results.

"I am very pleased with my staff, composed almost entirely of Americans. I believe in the American reporter, even

## ALL IN THE DAY'S WORK

Drawn for **EDITOR & PUBLISHER**

By P. L. CROSBY

He's "Skippy Himself" Now and Then



"WELL, well, if it isn't Skippy himself," remarked Charles Dana Gibson as he opened the door of the art department, his attention having been attracted by the kaleidoscopic impression of P. L. Crosby, through the Florentine glass.



P. L. CROSBY

entitled "Skippy describes his encounter with Butch O'Leary."

Such finesse of shadow boxing can better be realized when you happen to know that Crosby was a close student of the game and also acted as jiu-jitsu instructor to our soldiers during the war.

Rather than make sketches of his ideas he prefers to enact them, so that you have a sort of Jekyll-Hyde transformation before your eyes as Crosby the artist turns into Skippy the most popular boy performer in the comedy of *Life's* pages. What joy he must have living over those golden days. Few artists can put so much action on paper with so few strokes of the pen. All of Crosby's drawings depict the life of the average American youngster without resorting to slapstick humor.

James K. McGuinness in the *New York Sun* wrote: "It is well to note now that Percy Crosby's Skippy series is the funniest in the country."

This man understands kids.

## FREEDOM IS COLUMNISTS BOON, SAYS F. P. A.

(Continued from page 9)

machines file peppy sales letters in metal cabinets, and write laboriously in ledgers. At night their straggling ranks return. But all this is only a dingy scroll to F. P. A. upon which to embroider a fanciful pattern of wit, cynicism, and poetry.

In 200 years, perhaps, some inquisitive robot with large spectacles will discover in the dusty files of the *New York Morning World* a strange column quite out of keeping with that lost but glorious "Age of Babbitts." Perhaps it will be on the next page to a serious discussion of God and the 12 hour day by a leading industrialist; an interview on "selling" religion by an advertising man; or a ponderous plan to promote perpetual peace by the adoption of an international code of ethics.

The inquisitive robot with the large spectacles will be puzzled and surprised. A really strange discovery.

A case of "incurable intelligence!"

## Journal Plans No Morning Paper

Reports from Milwaukee that the Journal planned publication of a morning paper about Aug. 1, upon completion of its new building, were unqualifiedly denied by H. J. Grant, general manager.

Men's shirts were never so gaudy. The motive is believed to be revenge on woman's silk handkerchiefs. — *Detroit News*.

for a French or English story. The *Paris Times* is to be an American newspaper, and the stories are to be gotten and presented in the best American manner, and for that you want American reporters. My city editor is American, and my European editor is American.

"It is the same for the advertising side of the business. This is in charge of Ralph E. Heinzen, who has had considerable experience in newspaper advertising in Ohio. We are inaugurating a special service in connection with our advertising. If our paper is to appeal to Americans, so are our advertisements, and with this end in view we are going to re-write our French advertisers' copy and even supply designs so that their advertisements will make the right appeal."

The first number of the *Paris Times* was scheduled to appear Monday, June 2.

## Alaska's Newspapers Tabulated

There are 25 newspapers in Alaska—three monthlies, eight dailies, and 14 weeklies, one of which is published in Seattle, according to the directory of Alaska newspapers published in the May issue of the *Washington Newspaper*, monthly publication issued by the University of Washington School of Journalism. The directory, the first published since 1921, contains the name of the paper, frequency of publication, time of publication, time advertising forms close, editor, owner, and staff members. Teller, Alaska, boasts the farthest north paper, *Pioneer Scout*, a weekly, although the *Fairbanks Daily News-Miner* is almost as close to the Arctic Circle.





# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued next week)

## CHAPTER TEN

### Mr. Bennett Visits His Mother in Scotland and Appoints European Correspondents

THE year 1838 began very auspiciously for Mr. Bennett. He was, as he said in a rather boastful editorial, "firmly entrenched in the journalistic field." His intense desire was to cover all the news and to beat his less-enterprising contemporaries daily, if possible, on important local stories. He hired two young reporters to scour the city for news, giving the articles sensational headlines. Meanwhile his own satirical pen was not less busy.

In all this time his health had been good, his natural spirits buoyant under every scandal, trial and perplexity. His habits were most methodical; he rose early and retired about 10 p. m. He was frugal in personal expenditures; a hearty eater of plain food, and bathed daily.

The year's principal event was the opening of regular steam navigation across the Atlantic ocean. Rival companies in England each rushed ships to completion and the first two arrived in New York on the same day April 23. Thousands of citizens rushed to the waterfront to gaze at the vessels and the newspapers devoted columns to the story.

Mr. Bennett in a brilliant editorial welcomed them to America and dwelt upon the surpassing importance of their arrival. The names of the steamers were *Sirius* and *Great Western*.

So impressed was Mr. Bennett that he decided to go to Europe on one of them, though at considerable sacrifice. He was also impelled to visit his old and widowed mother. But for having such a talented and responsible editor as Atree to take charge of the Herald in his absence, he would not have dared to leave his interests in other hands at such a critical time and for so long a period. He sold at auction many of his books, some furniture and other effects, and with a replenished purse, he sailed from New York May 1, on the *Sirius*.

Arriving at Falmouth, England, May 19, he called on leading newspaper editors and publishers of London. They had all heard of the Scotsman who had gone to America and was revolutionizing the press of New York and he received a hearty welcome. After arranging for London correspondence for the Herald, Mr. Bennett took a steamer for Edinburgh.

His meeting with his mother is best told in his own words:

"Bless me, mother," said he, "how old you look! How old you look! How is your health? Sit down! Sit down How old you do look!"

"Twenty-three years," said she, "since I saw you—in that time your father and brother Cosmo have died—is enough to make me look old."

He spoke affectionately of his brother—whom he had hoped to train in journalism, so as to give him the management of the Herald in his own absence, but "death has frustrated my plans."

"Mother, I pay £16 a year for rent of a pew in St. Peter's Church."

"You do," replied his mother, "and I suppose you would place me in the head of it, if I were there."

"You should have the whole of it, mother, for I have never been there yet to take possession."

At the end of the second day he had to "tear himself away" from his loved ones. He was completing an account of his life's history when suddenly, glancing at his watch, he exclaimed:

"There! It is 10 o'clock. I must go now."

Then the tears began to flow. Bennett, almost overcome by his own feelings, endeavored to cheer up his sisters, aunt, and mother, saying:

"I'll come and see you again next summer, and I'll stay a week with you then."

Accompanied by two uncles and a cousin, who walked to Keith with him, where he took the coach, leaving behind him the scenes of his happy childhood. He returned to the United States on another new steamship, the *Royal William*, arriving in New York on Oct. 10, and received a hearty welcome from his friends. Everything at the Herald office he found in satisfactory condition. Atree had achieved quite a reputation as a brilliant and forcible writer and had also followed in his employer's traces as a witty punster, one of his skits being as follows:

"A Mr. McCadden wants us to puff his ready-made coffins, omitting, however, the usual compliment of sending us a specimen of his workmanship. He may be a very clever fellow in his way, but as for his wooden surtouts (box coats) we hope he may never have a customer for one as long as he lives. Put that in your pipe and smoke it, Mr. McCadden. We have spoken in praise of many articles of merchandise in our day and generation, but it does go a little against our grain to recommend any man's coffin to any human being."

### GIANTS IN THOSE DAYS?

**B**ENNETT the Elder knew not the Income Tax Collector. Existence of such an officer in 1839 would probably have kept the New York Herald's 40 percent profit a secret between Bennett and his bookkeeper.

He had yet to show himself and his followers how to spend a newspaper's earnings in the race for foreign and domestic news.

He could buy the best editorial brains for \$20 a week, a sum which he vaunts as some six-figure journalistic incomes of today are blazoned.

He did not seek advertising—that sought him. He thought a \$50,000 income notable, and its prospects coterminous with the city's growth.

Could he have visioned a city of 6,000,000 people, a newspaper earning \$15,000,000 a year, from which it might take conservatively a \$3,000,000 profit?

Could he have foreseen a staff of 2,000 people, whose aggregate paycheek each week would have devoured his income for a year?

But, what will Bennett in the Celestial Press Club, and the EDITOR AND PUBLISHER of 2009 A.D. have to say of 1924's giant? Will we be any greater in our generation than Bennett was in his?

On July 1, Mr. Bennett had to issue a double sheet to give the public an accumulation of matter—news and miscellany, drawing attention to the big paper by asking "Can it be equalled by any or all of the Wall Street papers?"

Again on July 6, he wrote:

"A SIGN: One dollar was offered on Wednesday for a single copy of the Herald, and none to be had. If we could have printed 50,000 copies of the two previous days they would have been sold."

On July 17, 1839, he gave the public the first information as to the size of his staff and cost of publication:

"I employ 4 editors and reporters, to two of whom I gave \$20 a week each. In my printing office I have 10 regular compositors, besides several extra hands. In the publication office, 2 clerks and 2 boys. In the pressroom, one engineer, one salesman, 2 pressman and 4 boys. I have 23 carriers and agents, and 200 newsboys on the streets. My expenses are nearly \$30,000 per annum, and my receipts nearly \$50,000, with a prospect only to be limited by the growth and prosperity of New York."

The arrival (in October, 1839) of the steamship "British Queen," the largest, fastest and most luxuriously furnished vessel afloat at that time, gave rise to a disagreeable incident. Its owners had invited the most prominent citizens of New York and the members of the press to a great dinner to be given on board. Mr. Bennett decided to go, but a friend informed him that Daniels, the editor of the *Courier and Enquirer*, would not attend if he did. This roused Mr. Bennett to pen the following bitter paragraph:

"A person by the name of Daniels, who publishes an obscure, dying, sneaking paper somewhere about town, without circulation or influence, asked: 'Is the creature Bennett to be there?' 'Yes.' 'Then I sha'n't go,' said this exquisite ass."

With redoubled energy and marvelous activity, Mr. Bennett proceeded to build up influential connections for his paper in every direction. He had appointed trained correspondents in Paris and the other capitals of Europe, whose timely and interesting letters arrived by foreign mail.

In the fall of 1839, he made his famous Southern tour, as a Charleston paper said, "the first New York editor to come down South to study conditions and acquaint himself with the views of our public men." Putting Atree in charge again, he went to Washington and attended a session of Congress, sending 56 long and brilliant letters to the Herald that enhanced its reputation and increased its circulation wonderfully.

Though he was a relentless antagonist when attacking an adversary in his editorial columns, yet Mr. Bennett was most humane and kind hearted in his treatment of those in distress, his generosity toward even an avowed foe, being evidenced in the following incident. A Mr. Price, who in the New Era had most maliciously slandered Mr. Bennett, suddenly found himself in great financial distress. No friend would aid him, and finally, reluctantly, he appealed to Mr. Bennett for assistance. His tears of gratitude flowed, as the editor promptly handed him the required sum of money to meet his necessities, without ever referring to Price's vindictive attacks, and the impoverished journalist became Bennett's friend and champion thereafter.

(Continued next week)

## CREATING USERS FOR NEW PRODUCTS WITH SAMPLES AND NEWSPAPER COPY

Two Methods Can Be Synchronized Franklin Shows by Survey of Successful "Tie-Up" Campaigns—\$15,000,000 Invested Yearly in Samples

By HAMMOND EDWARD FRANKLIN

HOW to create new users for a product is a problem which is equally important for the small concern just starting as for the \$10,000,000 corporation.

"If we could put a sample of our chocolate in the hands of every person in the United States, we would lay the foundation for a tremendous market," the manager of a chocolate concern remarked the other day. Sampling the product to consumers has been and continues to be an important aid in building up demand.

Just where should newspaper advertising fit in the sampling plan? How may newspaper advertising be tied up to best advantage with sampling?

Many a man ate his first dish of Post Toasties as the result of a sample left at his home. Today Post Toasties advertising is featuring up the corn flake

dealers may buy up a large number of newspapers to redeem the coupons. Sometimes manufacturers limit the redemption of coupons to a few selected dealers. Almost always the consumer is required to write her name and address, and it is specifically stated that only one coupon may be used by a family.

On May 16, the Mt. Zircon Water Company, Rumford, (Me.), which sells Mt. Zircon Ginger Champagne, a summer beverage, ran a "Try it" day. Large newspaper copy featured the product and told the reader to "clip the coupon and get your free drink now."

The Palmolive Company has been a large sampler through newspaper advertising. "10 shaves free" and a can of Palmolive after shaving talc on request to prove statements made in the company's advertising have proved convincing to many a man. Even though he does not send for a sample, there is something worth while implied in the willingness of the advertiser to supply them.

The dentrifices have been persistent samplers both through newspaper advertising, door-to-door and store distribution of samples as well as detail work to the dental trade. The enormous sale of Kotex must be credited in some degree to their "confidential coupon" offer, addressed to Ellen J. Buckland, G. N., care of the Cellucotton Laboratories.

A sales manager of a product selling through grocers has found that he gets more coupons redeemed when they are left from house to house by his crew than when he publishes a coupon in the local newspaper, but the former is so expensive that in many cities the latter is more economical in getting his distribution. He has found the fact the coupon is to appear in the paper is a help in approaching the trade.

"Buy two products for the price of one" is an appeal which many concerns have used in house-to-house sampling and which some now are employing in newspaper space. A company which makes a marshmallow cream and also a marshmallow candy recently offered a 25 cent container of each, total value, 50 cent, for a quarter to those who redeemed the coupon during the week of May 19. In one city, the offer proved especially popular and was continued for an additional week. The list of local dealers was printed in the copy. A recipe book, "How to make deserts delicious," was included.

When Colgate introduced Fab, the company not only used large newspaper advertising, but also put full size samples in the hands of women. The Colgate Company also has been a constant user of women crews, coupons left house-to-house and premiums.

While some leading soap concerns have found sending demonstrators from home to home to take orders to be filled through the local grocer their most effective (although costly) method of extending demand, nevertheless some of the most successful in the business are large users of the newspaper.

Last fall B. T. Babbitt bought full pages to feature Babbitt's Cleanser offer, 2 for the price of one, in huge hand-lettering. Two full cans were shown, there was brief copy, and a coupon, good for one full can free of charge if the reader bought another can at the regular price. The company paid the dealer for the free can at full retail price. It is customary for the manufacturers to send representatives through to redeem coupons on the spot in cash and, incidentally, book extra orders where possible, or to mail a check when the dealer sends them his coupons. The forthcoming newspaper-sampling is merchandised thoroughly by the salesmen to the trade in advance and sometimes a special deal is offered.

The Manhattan Soap Company, Chicago, has used full pages with coupons which entitle the person who clips them to get one cake of Sweetheart Toilet Soap free if presented to the dealer within ten days.

A toilet goods concern has had good success in sending samples of expensive face powder direct-by-mail to a list of 50 or 100 customers furnished by a druggist. Much direct-mail work of this kind is being carried on.

L. Sonneborn Sons, Inc., New York, in

The Russia Cement Company, Gloucester, Mass., manufacturer of Signet Ink and Le Page's Glue, have a side product, Signet Hand Soap. They have suggested to various stores that these order ten cases each and have a special sale in which two cans instead of one will be offered for 15 cents retail. The manufacturer furnishes coupons which may be distributed door to door, or counters or with the store outgoing mail. A sheet of suggested advertisements to be used by the dealer in his own space in the local newspaper also is supplied and the company offers to mail free an electro of the can.

This is in effect simply a slightly different form of sampling, which is being used for various products to an increasing extent.

Sampling has proved its value. It is here to stay. But in planning ways and means to sample, the manufacturer will find it worth while, whenever he can, to give newspaper advertising a substantial place in the plan.

### New Orleans States to Move

Preparations are under way for removal this month of the *New Orleans States* to its new \$500,000 plant. Temporarily the States will print a portion of its edition at the old plant and a portion at the new plant. A new octuple press has been ordered, and one of the present sextuple presses will be provided with an additional deck. The machinery will be moved gradually, in order that there will be no interruption in the output of the daily and Sunday newspaper.

### Blethen Now Brigadier General

Announcement has been made by Brig. Gen. Maurice Thompson, adjutant general of the Washington national guard of the War Department, extending Federal recognition to C. B. Blethen, publisher of the *Seattle (Wash.) Times*, as a brigadier general of the line. General Blethen will command the Eighty-first Infantry Brigade of the Forty-first Division.

**MOUNT ZIRCON**  
**Ginger Champagne**  
-- today is "Try-it day"

Specimen of clever newspaper display which ties up with sampling through "trial coupon."

Specimen of clever newspaper display which ties up with sampling through "trial coupon."

that stays crisp in milk or cream and the makers are offering to send a liberal test sample direct through the mail to all who inquire.

It is estimated that \$15,000,000 a year is invested in sampling in its various forms. In some of the larger cities, house-to-house distributing organizations have grown up. The distribution of samples has proven an excellent lever in working on the jobbing and retail trades and in influencing consumers, but it need not work necessarily at cross purposes to newspaper advertising. In fact, it can be an ally in making newsprint space the more productive.

The makers of White King Granular Soap in perfecting distribution around Portland, Ore., distributed a full size package to each home. At the same time, newspaper copy apprized the housewives of the distribution and advised them to be on the watch for their own free package to give it a tryout.

The advertising also featured the uses of the product and the unique trade-mark, which is a King such as appears on playing cards. The copy also stated that all dealers would soon be ready to supply orders.

On a new product the Quaker Oats Company uses specialty salesmen, and local advertising, carrying a coupon redeemable at the dealers' stores for full retail value.

The offer of an assortment at a special price through newspaper advertising has been productive for some companies. Proctor & Gamble offered a group of 6 soap products in this way. At Kansas City alone, 54,000 coupons were redeemed by dealers. Of course, there is a danger

**WHITE KING**  
GRANULAR SOAP

To Prove Its Worth  
We Will Distribute a **FREE**  
Full Size Package to Every Home

These FREE packages are being distributed now. You may already have yours -- USE IT. Try it first on the dishes—a spoonful in the dish-pot. Use it on your dainty silk things—a spoonful in the bathroom bowl. Then for the laundry—a cupful to the average family wash.

For Every Household Purpose  
WHITE KING is a new and remarkable soap—unlike any other soap in its class. It is a granular soap and the small soap particles penetrate the finest fabrics and things of delicate texture. It does not burn anything, water will not stain.

Try Your Free Package  
When you have used it you will want more and your dealer will be ready to supply you. Write for WHITE KING and a full size package free. It's a good try-out.

SPENCER & FENTON, Distributors  
125 North King  
Portland, Ore.

A small piece of copy intended to make the public anticipate and value a free sample.

response to newspaper advertising send free a specimen board so the prospect can see how their Stormtight looks when applied to tin or composition roofing. The prospect is asked to mention the kind of roof. A request like this enables the manufacturer to mail a list of his local dealers and to refer the inquiry to them to close. Dealers appreciate being sent live inquiries from their town, particularly if the possible sale is for \$10 or more.

The advertising department of a company which sells through drug and department stores wrote as follows to dealers who had stocked an initial order of a new member of its family of products: "There has been sent to you today, all charges prepaid, a package containing the samples of ——— promised you by our salesman.

"As soon as you receive these samples, will you be so good as to telephone the advertising manager of the ——— that you have the samples and ask him to notify you a day or two in advance of the date when the first advertisement appears, so that you will have a chance to put in a display, and thus capitalize on the advertising to the fullest extent?"

"If you need display material, write us at once, so that it may be sent in plenty of time to reach you in advance of the campaign."

## 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

## Ahead on its Merits

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

The Mt. Vernon, N. Y. Daily Argus AND The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field. WESTCHESTER NEWSPAPERS, Inc. T. Harold Forbes New Rochelle

## In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

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

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beckwith West Branham





## Of Interest to Furniture and Household Article Advertisers!

*Of 56 Advertisers Using Any Detroit Paper 46 Show Decided  
Preference for the Detroit News and 28 Use  
The News Exclusively!*

**F**URNITURE, household articles, washing machines, electrical appliances can be sold only to home makers. Transient or rooming house inhabitants are not interested in articles of this sort. To reach the homes, therefore, merchants of Detroit have always strived, and through actual experience they have learned that there is no factor so great in bringing people to their stores as the home read newspaper—The News.

Particularly is this true because The News' circulation is concentrated in the local trading area where access to advertised articles is easy.

Knowing this, Detroit furniture and household article merchants have not only used the bulk of their appropriations in The News but have also

used more advertising measured in terms of space in The News.

Of 56 advertisers in this particular classification, 46 showed preference for The News, and 28 of these used no other paper but The News.

This is significant. It indicates not only which paper gets merchants the greatest returns, but it also proves conclusively the value of home delivered and home read circulation.

The most economical advertising in Detroit is News advertising. The leading Department Stores, Women's Wear Merchants, Grocers, Boot and Shoe advertisers confirm this fact in their preference for The News.

*In Every Selling Classification of Advertising  
The Detroit News Shows Decided Leadership*

# The Detroit News

News Square

*Greatest Circulation Daily and Sunday in Michigan*

Detroit, Michigan

## SPENCER, OF SEATTLE, NEW PRESIDENT OF PACIFIC COAST AD CLUBS

**Insurgent Drive for Dana Nipped at Closing Fresno Sessions—  
Sectional Chiefs Named—Trophies Awarded—  
Seattle Chosen for 1925**

FRESNO, Cal., May 29.—Lloyd Spencer, past president of the Seattle, (Wash.) Advertising Club, was elected president of the Pacific Coast Advertising Clubs' Association at the closing session of the 4-day convention held in this city, commencing May 25.

Spencer, selected by the nominating committee as the sole choice for president, nearly lost the honor through the maneuvering of an insurgent group that had chosen Marshall Dana, associate editor of the *Portland (Ore.) Journal* as candidate.

Southern California joined with Oregon clubs in placing Dana's name before the convention, but these two groups withdrew their candidate's name after several delegations had served notice on the floor of the convention that they would back up the regular nominee.

With the presidential contest thus settled and convention elected by acclamation the remainder of the ticket and ratified the committee's action in choosing Seattle for the 1925 convention.

Other officers included: Raymond P. Kelly, Spokane, re-elected president for Eastern Washington; Guy Llewelyn, Tacoma, director of the Tacoma Advertising Club, vice-president in Western Washington; Marshall Dana, Portland Club, vice-president in Oregon; W. C. Beaumont, president of the Fresno club, vice-president for Northern California and Hawaii; A. Cardman Smith, president of the Los Angeles club, vice-president of Southern California; Florence Gardner, secretary of the San Francisco club, vice-president of woman's participation.

Recommendation that the Honolulu club be admitted to membership in the Association at a flat rate of dues of \$200 a year was adopted.

Resolutions adopted follow:

Endorsing the work of the universities and other educational institutions in teaching advertising, commending the Portland club for establishing a scholarship in advertising and urging similar action by other clubs.

Favoring the granting of charters to junior clubs in advertising formed in educational institutions.

Endorsing the 3-minute speaking contests and recommending that every district and international convention hold such contests, one to be on The Value of An Advertising Club to Its Community.

Resolutions of thanks to the individuals, organizations and Fresno city, who were responsible for the success of the convention.

Don Francisco of Los Angeles, the retiring president, was presented with a silver tea set by the association.

The trophy and medal winners are as follows:

Portland Advertising Club, perpetual trophy donated by Tacoma club to the best exhibit of constructive Better Business Bureau work; second prize, Oakland Advertising Club, Los Angeles club, perpetual trophy originally donated by that club for the best record of accomplishments during the year; H. A. Nater, Los Angeles, for the best 3-minute talk Monday; A. O. Loomis, Portland, for the best 3-minute talk Tuesday; Thomas Shore, San Diego, for the best 3-minute talk Wednesday.

Miss Alice Finch, Stockton, for the best talk before the financial department; Paul S. Armstrong, Los Angeles, for the most constructive address before the general sessions; W. A. Harman, San Diego, for the most eloquent address before the general sessions.

Ralph P. Merritt, Fresno, for the most instructive address before the general sessions; San Francisco club, for the best stunt; Elliot Epstein, San Francisco, for the most informative address before the Better Business Bureau departmental;

San Francisco club, for the most constructive display of commercial art; Myers Company, Los Angeles, for the best direct-by-mail advertising exhibit; Bank of Italy, for the best display advertisement published by a banking publication; Bullocks, Los Angeles, for the finest exhibit of printed specimens; San Francisco Advertising Club, best display advertisements in which pictures were used.

Alice Irwin, Los Angeles, best address by a woman; Maurice Logan, San Francisco, best graphic arts exhibit.

The trophy for the club covering the most mileage in sending delegates to the convention went to San Francisco, 15,130 miles. The trophy for the club whose women delegates covered the greatest mileage also went to San Francisco, with 4,994 miles.

The best advertising agency exhibit prize went to the H. K. McCann Company of San Francisco.

A trophy donated by Peter Rasmussen, Fresno, for the best plan for community advertising went to the Seattle club.

W. P. Rogers of San Francisco won the award for the best exhibit of advertising by an individual.

Thomas Shore of the San Diego club won the final 3-minute speech contest with a perfect score of 10 points on the subject: "Should an Advertising Club Devote Most of Its Time to Advertising and Thereby Cater to Men and Women in Advertising?"

The cup was awarded by the Spokane club. Honorable mention were given by the judges, Judge C. E. Beaumont, F. A. Homan and G. E. Wentzel, to Miss Anna M. Brueggerhoff of Seattle and Raymond P. Kelly of Spokane.

### AD COUNCIL NAMES CHAIRMAN

#### Chicago Body Picks 14 Department Chiefs for One Year Terms

Advertising Council of the Chicago Association of Commerce has announced the following department chairmen for the year just beginning:

Advertising agencies, Henry D. Sulzer, Vanderhoof & Co.; advertising specialties, Mrs. Bernice Blackwood, Advertising Specialty Association; business press, G. D. Crain, Jr., Crain Publishing Company; car and outdoor advertising, George Enos Throop, George Enos Troop, Inc.; community advertising, J. B. Whidden, Central Manufacturing District.

Direct mail, Max A. Borns, Universal Portland Cement Company; farm paper advertising, B. B. Ayers, American Steel & Wire Company; financial advertising, Paul L. Hardesty, Union Trust Company; foreign language newspapers, John R. Palendech, John R. Palendech Advertising Agency; industrial firms, D. D. Rothacker, Rothacker Film Company.

National Advertisers, R. N. Fellows, Addressograph Company; newspaper advertising, W. E. Donahue, *Chicago Tribune*; salesmanship, V. Frank Banta, V. Frank Banta, Inc.; sales and advertising counselors, Frank B. White, Agricultural Advertisers' Service.

### EVENING HERALD

Los Angeles, Calif.

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

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.  
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

A get-together meeting of the Council was held at noon Thursday, June 5, in honor of W. Frank McClure, who is retiring after 5 years' service as chairman of the Council. William Faversham, now playing in Chicago, was a guest at the meeting. Homer J. Buckley succeeds Mr. McClure as chairman and the vice-chairmen are John H. Logeman and G. R. Schaeffer.

### Alabama Press Meets June 13

Plans for the meeting of the Alabama Press Association in Florence, Ala., June 13 are being formulated by M. B. Darnell representing Florence newspaper men and H. J. Willingham chairman of the Chamber of Commerce committee. Business sessions will be held at the Elks' Club and on Friday afternoon there will be a barbecue on the campus of the Florence Normal School. On Saturday evening there will be a banquet in Alumnae Hall. The entertainment program will include a trip around the Muscle Shoals district. W. H. Mitchell will make the annual address at the meeting.

### Hutchins Estate Suit Settled

After a 12-year battle in the courts, Mrs. Raymond A. Penn, a Boston society woman, has won a quarter share of the \$4,000,000 estate left by her father, Stilson Hutchins, Washington newspaper man, and at one time owner of the *Manchester (N. H.) Union*.

Better perpetual winter than perpetual thaw.—*New York Herald Tribune*.

### LIGHT REORGANIZED

#### Directors Elected for San Antonio Daily Following Sale to Hearst

SAN ANTONIO, Tex., June 3.—Reorganization of the Light Publishing Company has been announced following the recent purchase of the San Antonio *Light* by William Randolph Hearst. At a meeting held a few days ago Col. Charles S. Diehl, H. L. Beach and C. H. Rembold resigned as directors and officers. Col. Diehl and Mr. Beach had been actively in charge of the *Light*.

New directors then were elected as follows: William Randolph Hearst and J. A. Moore of New York; D. D. Moore of Fort Worth, and John V. Brogan and Walter P. Napier, San Antonio. The directors elected as officers: Mr. Hearst, president; D. D. Moore, vice-president; Mr. Napier, secretary, and Mr. Brogan, treasurer.

D. D. Moore, publisher of the *Fort Worth Record*, first Texas paper to be acquired by Mr. Hearst, represents the latter in the purchase of the *Light*, of which he became the acting director under the Hearst regime. Brogan has been managing editor of the *Light* for a number of years. Napier has been counsel for the company.

Brogan also was elected to represent the *Light's* membership in the Associated Press.

#### Realtors Fete Newspaper Men

San Francisco Real Estate Board held "Newspaper Day" recently and had as their guests at a dinner and entertainment executives of local newspapers.

MORNING PAPERS  
THE

GET ACTION  
SAME DAY

Exploiting  
the Sale  
of Your Goods  
after they reach the  
Market-place is the  
Most Important Thing

IN the Cincinnati market every form of distributor is present, every business can make a connection; but to get your message to this big market is the problem.

—The Cincinnati Enquirer is the leading morning paper and takes precedence over both afternoon papers in those commodities that are purchased by people of the income-paying class. It has complete coverage in Cincinnati with the people who earn over 82% of the Total Income.

It has prestige—influence—dominance—with merchants and the buying public. It offers to every advertiser a huge audience that CAN and WILL buy.

The Merchandising Dept. has available data, surveys, route lists, etc., which will be forwarded upon application.

L. A. KLEIN  
Chicago  
New York

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

The  
CINCINNATI  
ENQUIRER  
One of the World's Greatest Newspapers



# A Power Magazine Lift

In building a Linograph, both the operator and the owner receive first consideration. Among the many practical and profitable features of the New *All Purpose* Linograph is the Power Magazine Lift.

The Power Magazine Lift is simple, positive and efficient. Pulling the lever as shown in the illustration operates an expansion clutch. This engages the intermediate drive shaft with the simple elevating mechanism and your magazines are raised.

The Power Magazine Lift conserves the energy of the operator. It enables him to work with the same zest and speed at the end of the day as in the beginning, insuring a considerable increase in your production—and your profits.

This is just one of the new *All Purpose* Model 12 Linograph's practical and profitable features.

*Further Information on Request*



## THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

NEW YORK OFFICE:  
Park Row Building, New York City

## CUB REPORTERS WIN GLORY BY UNEARTHING CLUES WHICH SOLVED THE FRANKS MURDER



Illinois bought a Midnight Breakfast for the reporters covering the Franks murder, who, as they gathered in State's Attorney Crowe's office, faced the camera thus: Left to right, front row—Lawrence Cuneo, secretary to Mr. Crowe; Albert Lingle, Tribune; Alvin D. Goldstein, Daily News; next two unidentified; Samuel Ettelson, attorney and friend of the Franks family; Ty Krum, Tribune (with cup raised); Jake Smith, City News Bureau; James Mulroy, Daily News (holding cigar); George Flory, American; Hilding Johnson, Herald & Examiner (wearing cap); Austin O'Malley, Herald & Examiner; Fred Pasley, Herald & Examiner (at extreme right). Above, third from left, George Lacey, Tribune.

THE movies have been vindicated, the practical scoffers routed. Cub reporters came into the estate deeded to them by the fictioners when two of them turned up the key clues that led to confessions by the murderers of Robert Franks in Chicago.

James Mulroy and Alvin D. Goldstein are the names by which the *Chicago Daily News* paymaster knows them, but they are now known to Newspaper Row, and probably will remain as "O'Connor and Goldberg" to the end of their newspaper days.

Cubs they were and cub jobs were given them when the Franks murder trail was still cold. Two weeks ago "O'Connor and Goldberg" were chasing pictures, getting press bureau handouts, running down minor details that were too trivial for real reporters. Then, on the morning of May 21, Mulroy was holding down a dark corner of the Daily News local room when the city desk got a tip to "see Sam Ettelson about a kidnapping." The city editor looked around and his eye met Mulroy's. "Go see Ettelson," was the order.

Ettelson, former State's Attorney of Illinois, now corporation counsel and a friend of the Franks family, didn't like to tell about the kidnapping of the 14-year-old son of his friend, Jacob Franks, but Mulroy wheedled the details out of him. He didn't print the story, for fear that publication might imperil the life of the kidnapped boy. He got his pal Goldstein and the hunt started.

Goldstein hustled out to Hegewisch, where the body of an unidentified boy had been found nude under a railroad culvert. Mulroy went to the Franks house and Goldstein telephoned a description of the body to him there. Apparently it was a cold scent. Eyeglasses had been found near the body in Chicago's fringes and the Franks boy had never worn glasses. Franks, Sr., wouldn't listen to the theory that the body might be that of his son, but at length Goldstein and Mulroy prevailed upon the boy's uncle to look at the body.

By that time, Ettelson had told his

Hundreds stand in line in Philadelphia to buy the Sunday Transcript. This is not true as to any other publication on earth. Seventy-five years without soliciting an advertisement.

story to other newspaper men and another reporter joined the Daily News men and the uncle on the ride to the morgue. Nevertheless, "O'Connor and Goldberg" beat the city by an edition on the identification story.

That brought the "big league" reporters out but Mulroy and Goldstein couldn't be chased. They are said to have eaten and slept in relays, one of them staying on the job all the time. They canvassed all of East 63d street until they found the drug store which was to have been the kidnapers' rendezvous with the boy's father. Also, in the course of their travels they ran into young Loeb, and Goldstein heard from him a chance statement that

"If I was going to kill any kid, I'd pick just such a fresh little — as that Franks kid."

And then, while veteran reporters and detectives were looking for fresh leads, Goldstein and Mulroy went to the University of Chicago campus and dug out samples of typewriting done by Leopold months ago. These were taken to a typewriter expert who, after a minute examination, declared the ransom letter had been typed on the same machine and by the same hands as these class room notes.

After turning over this find to the city editor and the police, the two cubs went back to the University and located 4 students who testified that Leopold had

owned a portable machine. Confronted with this unexpected evidence and other testimony, the defiance of Leopold and Loeb cracked. Their confessions followed soon after.

## FRANKS MURDER SHOCKS PUBLIC

### Newspaper Sales Skyrocket in Chicago When Youths Confess

CHICAGO, June 5.—What veteran newspapermen consider the biggest crime story of the generation, the Franks kidnapping and murder and its subsequent weird solution, brought with it possibly the greatest over-night circulation increase in newspaper history of America.

Not even during the early days of the war did circulation figures of Chicago newspapers skyrocket as they did when the two millionaire boys, Nathan Leopold and Richard Loeb, confessed to the slaying of their 14-year-old neighbor.

The confessions occurred at about 7 a. m. and came like the bursting of a bomb-shell to Chicagoans who had been but mildly interested in the retention of these two boys by the police. The *Tribune* and the *Herald and Examiner* had extras on the streets within a few minutes.

The *Evening American* reported that its circulation for that day exceeded by approximately 90,000 its normal Saturday total. The *Journal* declared that it sold nearly 100,000 extra copies. The *Post's* circulation on the day of the confessions was announced as approximately 18,000 more than normal.

The *Tribune*, the *Daily News* and the *Herald and Examiner* did not make estimates, but declared that they had enormous increases.

Interest in the Gibbons-Carpentier fight of that day dwindled.

# To increase the advertising value of your newspaper

THE clean, bright looking newspaper compels attention. Its display lines stand out with marked individuality, reflecting the character of both the management and the advertiser, and increasing reader interest.

Your paper can have this individuality. You can have new type in abundance without any expensive storage system in your plant. How? By installing the Ludlow System for advertising and display composition. This system will give you new type in slugs from 6 to 60 point, doing away completely with worn, battered, or broken letters.

You can brighten up your pages with beautiful full-flowing, close-fitting Ludlow italics that will not break under pressure. Your compositors can make their own type lines as they need them in any quantity desired. This insures an abundance of new, clear-cut type for all occasions, thereby forming one of the chief factors for increasing the advertising value of your newspaper.



**Ludlow Typograph Company**  
2032 Clybourn Avenue  
Chicago

SAN FRANCISCO:  
Hearst Bldg.

NEW YORK:  
606 World Bldg.

### BEST BOOKS

#### THE BEST NEWS STORIES of 1923

*The newspaper annual of America*

Edited by JOSEPH ANTHONY, author of "The Gang," etc., includes the description of the "Eclipse of the Sun," for which Magner White received the thousand-dollar Pulitzer award, as well as the "Martin Tabert Case," which series merited the Pulitzer Gold Medal. Other honorable-mention chapters are: "The Fake Doctor Expose," "Mrs. Belmont on Marriage," "Magnus Johnson Comes Home."

Already in 2nd Printing  
NET \$2.50, postage 10c.

SMALL, MAYNARD AND COMPANY, BOSTON

LUDLOW QUALITY COMPOSITION





# The return of George Harvey

George Harvey—journalist, editor and diplomat, who just completed his service as American Ambassador to Great Britain—assumed editorial direction of *The Washington Post* on June 1.

The return of Colonel Harvey to public life in America is not only a triumph of newspaper enterprise—but an event of outstanding political importance.

Colonel Harvey needs no introduction to newspaper readers. For more than a quarter century, his fearless expression of views on matters of great public interest, from the platform and through *Harvey's Weekly* and the *North American Review*, made him one of the conspicuous figures in the life of the nation.

"Maker of Presidents" is what contemporary historians call him. His political sagacity and foresight contributed largely to the nomination and election of Presidents Cleveland, Wilson and Harding.

What Colonel Harvey will say during the conventions and in the coming Presidential campaign has already aroused speculation. Editorials in *The Washington Post* from Colonel Harvey's pen will command immediate and nation-wide attention.

What Colonel Harvey will say about the relations of America and Europe is being eagerly awaited by statesmen here and abroad.

Freed from three years of diplomatic restraint, Colonel Harvey's comments in the "*Post*" on world problems will be of extraordinary interest and international importance.

Colonel Harvey will write exclusively for *The Washington Post*.

# The Washington Post

EDWARD MCLEAN, EDITOR-PUBLISHER

## NEW YORK BULLETIN MAY PUBLISH SUNDAY EVENING EDITION

**Flaherty, General Manager Enwright's New Daily, Announces Staff Appointments, Mechanical, Publishing and Distribution Plans—To Appear Shortly After June 16**

NEW YORK may have a new Sunday afternoon newspaper as well as a new evening daily, according to Frank B. Flaherty, general manager for Frederick W. Enwright, Boston and Lynn, Mass., publisher, who is promoting the *New York Evening Bulletin*.



F. W. ENWRIGHT

The new newspaper will be sold for two cents, Mr. Flaherty informed **EDITOR & PUBLISHER**. Flaherty started the Sunday *New York Evening Telegram*, when he was general manager of that newspaper under James Gordon Bennett.

"It proved very successful," he said, "and I think a Sunday *New York Bulletin*, would be favorably received and meet with equal success. While Mr. Enwright is opposed at present, I believe I can convince him."

With June 16, as the date set for first appearance of the *Bulletin*, possibility of some delay loomed this week when workmen encountered rock while digging pits for the presses in the building at 350 to 356 West Thirty-first street.

Full details regarding staff appointments, publishing and distributing plans were announced by Flaherty this week.

"We are making every effort to be on the street June 16," Flaherty declared, but admitted possibility of delay due to the rock formation uncovered.

Two pits are being dug for the present, although 4 presses will eventually be installed, Flaherty said. Two presses have arrived at the plant ready for installation as soon as the pits are completed. They are 24-page Duplex machines. Complete stereotype equipment has been ordered together with a battery of 21 of the latest Mergenthaler linotypes.

**EDITOR & PUBLISHER** found Flaherty on the ground floor of the *Bulletin* building. He was enthusiastic over the future of Enwright's *New York* enterprise.

"I was making money in real estate," he said, "and was drafted by Enwright for this general manager's position much against my will. However, I feel there is need for a real Democratic newspaper in New York."

"My belief has been confirmed by the letters we have been receiving since we announced our plans. Nearly 700 letters have reached us from prominent New York State Democrats backing our venture."

Flaherty showed a letter received from Gov. Alfred E. Smith declaring it was typical. The Governor requested that his subscription be entered and stated he was "pleased to learn that New York is to have a new evening newspaper devoted to the principles of the Democratic party." The general manager was asked if Tammany Hall or the Democratic party was backing the newspaper financially.

### There is no unemployment in PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of \$20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

**EVENING TIMES  
MORNING SUN  
SUNDAY SUN-TIMES**

They cover South Central Ohio like the dew.

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

"You can say," he said, "that Mr. Flaherty emphatically denied there is any political money behind the *Bulletin*. It comes entirely from Mr. Enwright and his friends."

Flaherty went on to explain how Enwright began in a small way in Lynn, prospered, and successfully forced his way into the Boston field, declaring his success has inspired the confidence of many rich men, who are willing to assist him in entering New York.

"We consider we are very fortunate in having this location near the Pennsylvania station," Flaherty continued. "It is a coincidence that just prior to James Gordon Bennett's death, I went with him over this vicinity and picked a site for the *New York Herald* on this same street."

"We have taken a 12 year lease on this building, and have a renewal clause entitling us to 10 more, if we wish it."

The *Bulletin* will use the basement, ground floor, and fifth floor of the building. Application has been made for space on the second floor. All floors measure 80 x 100 feet.

The press room will be located in the basement. The rear of the first floor, which extends out beyond the second, is well lighted by glass sky-lights, and will be used as a composing room and stereotype room. A partition will separate it from the editorial rooms, while the business department will be nearest the street. The entire fifth floor will be used by the advertising department.

Distribution of the new newspaper is being arranged for by William Guilfoyle, for many years with the old *New York Globe*, and recently with the *New York Evening Post*. He is providing means for an automobile delivery, Flaherty said.

Staff appointments were also announced by Flaherty.

John B. Gallagher, former advertising agent, will be advertising director. J. B. Sawyer, at one time with the *New York Herald* will be advertising manager of the *Bulletin*. John R. Hays, for 7 years with the *New York Times* and 15 years with the *New York Herald*, has been appointed mechanical superintendent.

As announced last week by **EDITOR & PUBLISHER**, Snowden H. Summers, will be editor of the *Bulletin*. He will have an editorial staff of 26 men. Alex Sullivan, for 12 years on the staff of the *New York Evening World*, will be sporting editor; John R. Gren, automobile editor; Edward Cole, turf writer; and George Boothby, political writer.

Flaherty declared the *Bulletin* will take the service of the United Press Associations, and the Standard News. An application has been made for membership in the City News Association, he said. Charles C. Crosby, manager of the

## DETROIT TIMES

Over 200,000

DAILY

Over 250,000

SUNDAY

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

Harlem office of the *New York Telegram-Mail*, *New York Herald-Tribune* and *New York Sun*, resigned June 4 to become classified manager of the *Bulletin*.

### PROTEST U. S. OPTICAL ADS

#### Canadian Optometrists Claim Mail Order Goods Cheap and Defective

Protests have been lodged with the publishers located in the maritime provinces of Canada against acceptance of advertising from United States optical supply firms. The protests have been made by the maritime optometrical organization. The body of optometrists and opticians contends that all of the advertisements inserted by the United States optical supply houses are misleading. It is claimed that the glasses prescribed, are ruinous to the eyes, and are of cheap, ordinary glass.

Some of the publishers have notified the optometrical organization that the advertising would be pending an investigation as to the merits or demerits of the advertisers. Others have taken no action as yet. A few have withdrawn the advertising without an investigation. It is stated that the advertising was particularly effective in the newspapers with much rural circulation. Representatives of the U. S. optical supply concerns contend that the move of the optometrists was caused not by interest in the welfare of the readers of the newspapers but because of the heavy inroads on their business caused by the advertising.

### Lyons Proposes \$1 Pulp Tax

Predicting the policy would be followed by the Ontario government, James Lyons, Provincial Minister of Lands and Forests, advocated an export tax of \$1 a cord on all pulpwood shipped to the United States in a statement issued in Port William, Ont., May 30. Lyons declared the tax would be increased to a point where it would conserve all Canadian pulpwood for Dominion mills.

### A.B.C. MEETS IN TORONTO

#### Board of Directors Pays Visit to Canadian City

A meeting of the board of directors of the Audit Bureau of Circulations was held in Toronto on May 29, followed by a dinner, attended by some 150 members and friends of the organization. At the dinner, which was held at the King Edward Hotel, William Findlay, of the McKim Advertising Agency, acted as toastmaster and among the speakers were Colonel J. B. Maclean, president of the Maclean Publishing Company, Toronto; O. C. Harn, president of the Bureau; John Sifton, Winnipeg Free Press; Walter Strong, *Chicago Daily News*; F. I. Kerr, *Hamilton Spectator* and J. M. Gibbon, director of publicity of the Canadian Pacific Railway.

The addresses generally emphasized the influence of the A. B. C. in reducing advertising and circulation to a scientific basis. Directors of publications and advertising managers alike spoke of their satisfaction in the work accomplished.

The visitors from the United States present included O. C. Harn, executive of the National Lead Company; W. M. Laughlin of Armour & Co.; W. A. Strong, *Chicago Daily News*; E. R. Shaw, Power Plant Engineering, Chicago; Mason Britton, McGraw-Hill Company, New York; Marco Morrow, Capper Publications; F. W. Stone, *American Review of Reviews*; F. R. Davis, General Electric Company; D. P. Plumb, *Troy Record*; W. W. Wheeler, Pompeian Manufacturing Company, C.; W. F. Hoffman, manager of the New Stanley Clague, managing director A. B. York office, and E. W. Chandler, chief auditor.

### \$50,000 Libel Suit Dropped

The \$50,000 libel suit filed against the *Seattle (Wash.) Star* by John W. Pace, former warden, Washington State Penitentiary at Walla Walla, and his wife, has been dismissed and settled.

## DRY MATS OF QUALITY

### SUPERIOR SERVICE

WRITE NOW FOR FREE SAMPLES

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

[ For Duplex Tubular  
Casting Boxes ]

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

[ For All Other  
Standard Types ]

## The FLEXIDEAL CO., Inc.

Sole U. S. and Canadian Distributors

13 William Street

New York





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

## A PROFITABLE INVESTMENT

We consider it an unsound transaction to permit a customer to overequip his office or to buy a Linotype until his business justifies it. We do not therefore encourage the purchase of any Linotype unless, in our judgment, it will prove a profitable investment to the man who buys it.



### MERGENTHALER LINOTYPE COMPANY

*Brooklyn, New York*

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*

WHAT'S T

WITHOUT ANA

WOOD NEWSPAPER MAIN

501 Fifth AvenNew



# THE USE ?

## NAUTOPLATE

MAINERY CORPORATION

Avenue New York City

# EDITORIAL

## SELLING YOUR MARKET

A NEWSPAPER sells to an advertiser something more than circulation coverage, reader confidence, excellence of printing and all other elements which are integral parts of the newspaper itself. A newspaper sells to an advertiser a market for his merchandise.

This is trite and elemental, but needs constant reiteration.

To sell your local market to an advertiser you must know it, not in theory, not according to foolish pride, not by dabbling hearsay, but know it in the terms of scientific and modern commercial investigation, as a banker investigates a subject before investing capital or as a thorough-going merchant lays out the ground for his expensive trading venture.

So-called newspaper "merchandising departments" are increasing in number throughout the country. They are poorly named. They are not merchandising departments but market information bureaus, unless they are actually placing merchandise, and EDITOR & PUBLISHER, for many reasons, is by no means convinced that the latter is the legitimate function of any newspaper.

But information service is the legitimate function of every newspaper, both in its columns for the reading public and through its advertising departments for its advertising clients. There are common-sense limitations, too obvious to merit discussion. But there is no limit to the principle that this day and age call for service to the man who spends money with you and rightfully expects full value.

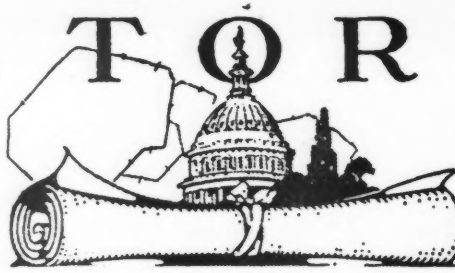
As you are selling more than circulation, in our opinion, you should be prepared to deal with your customer in the terms of information pertinent to his object in buying your space. From every point of view, particularly selfish interest, you want him to succeed in his venture made through the medium of your newspaper. If there are in his scheme, through ignorance of the subject, illogical phases, if he seeks to sell fence rails to city folks, snow shoes in the orange belt or carry coals to Newcastle, your function is to warn him off. By the same token, real information of a local market means magic manifold of opportunities for new trade through advertising channels.

What do you actually know of the struggle that is going on around you in commerce? Just to mention one feature, what do you know of the bitter life and death struggle of the corner grocer against the chain store and its more scientific methods, which seem wholly out of the reach of the old-fashioned tradesman? It is one of the tragedies of modern life. A few men are resourceful and progressive enough to find methods by which to defeat the invasion of chain stores, with lower prices due to mass buying and skillful management, but many perish. This problem is local to many cities and embraces so many elements of the remorseless warfare in modern business that a study of it by any advertising man will open to him whole new vistas of thought and action.

It isn't much of a trick, not very expensive nor laborious, to set up in the average office comprehensive and accurate lists of trading accounts—lists of the various retailers and wholesalers, lists of branded goods, specialty salesmen of various kinds and the statistics of the city. More work and time are required for true analysis of the merchandise trends of a city, such as the leading sellers in various districts, but even that would be possible within a short time to the average ingenious newspaper man assigned to it. One of the benefits from such an enterprise will be a fresh understanding, even a new thrill of enthusiasm, among the men who undertake such work. They will know from first hand contact what advertising really means in your town. The big benefit, of course, is that when the advertiser comes along you will speak to him in a language he understands.

EDITOR & PUBLISHER is constantly called upon by the advertising agencies for information regarding local markets and it is amazing how intense this drive is becoming. They want to know—tell 'em!

*The "bobbed-haired bandit's" hair was not bobbed. Retrieve, if you can, that little error cast upon the consciousness of the reading public and reiterated millions of times.*



## PROVERBS

### CHAPTER XX. 5

Counsel in the heart of man is like deep water; but a man of understanding will draw it out.

## TESTING HIS WINGS

THE city editor of a newspaper in the South asks EDITOR & PUBLISHER for advice. He recites his manifold duties, long hours and responsibilities, gives his wage as \$42.50 per week, and sees nothing ahead except the managing editor's desk, and the managing editor is in the prime of life. He wants a comparable job in a larger city, where he can advance. Shall he make the leap?

Certainly! But not in the dark. Have a landing in view before both feet leave terra firma. No man worthy of the name stays put in a blind alley and our friend writes like a young gentleman destined to go somewhere in particular, except that there is a note of discontent as to the volume of responsibility he is carrying. Every earnest man in newspaper work accepts all his back can bear and it's wonderful how much punishment the old spine will take, and beg for more, when rewards justify the struggle. Our young friend is receiving the average wage—in fact, there are many able men ready to take the job when he relinquishes it.

*Happiness, even if shallow, is worth promoting, and there is no pleasanter tonic for the average mind than style in clothes. Therefore the "dress-up" campaign has merit, aside from the commercial motive, typical of the age in which we live.*

## HINDSIGHT

THE "criminal physiognomy" of the Chicago boy slayers is now described by cut-line writers. As good a man as Lindsay Dennison, of the *New York Evening World*, in interviewing young Leopold in his cell noticed "his wolfish smile." He also observed the "angel face" of young Loeb. What nonsense! From the pictures we have seen, the important angle is that these normal appearing boys, typical of any campus, were capable of the atrocity they confessed. Either one of these young Jews would formerly have been received by the average man with no thought of criminality.

June 7, 1924

Volume 57, No. 2

### EDITOR & PUBLISHER

Published Weekly by  
THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor  
Arthur T. Robb, Jr., Managing Editor  
Associate Editors, Warren L. Bassett, Philip N. Schuyler

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

Washington: Sam Bell, 26 Jackson Place.  
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.  
Chicago: L. B. Gilmore, 30 North Dearborn Street.  
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.  
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).  
Tokyo: John R. Morris, Japan Advertiser.  
Toronto: W. A. Craich, 60 Lympstone Avenue, Lawrence Park.  
10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

## CIRCULATORS

THE week's meeting of the circulators at Louisville, under the auspices of the I. C. M. A., serves again to remind all interested in journalism of the power of the man behind the gun—the man who makes effective the service of the legion of contributors to daily journalism.

There was a day in the newspaper business when the circulation department was a minor consideration. Today the truly scientific editor sits with the circulation manager at his right elbow, and regards him in the same sense as the pitcher on the diamond regards the catcher. And, indeed, as the catcher is the pivot of the game of ball, so is the circulator in this day the pivot of the daily newspaper.

There are more tricks of the circulators' trade than in any other department of the newspaper. They are the stock-in-trade of the men who practice them. Hence, we do not often hear the whole story told, a pardonable fault, but if the average circulator is not particularly articulate on specific subjects in his work, he knows how to speak up in meeting in general review of his function, and the brass tack talk at Louisville is commended for careful perusal by all those who are seeking newspaper success.

We learn, among many things of value, that the trend of newspaper making is toward features, but the latter are developing a constantly increased news angle. The feature that punches is based upon current news, again emphasizing the point that the time element in feature work is of as great importance as in straight news.

The circulators are thinking along straight lines when they fight such evils as the return privilege to such outlets as the railroad news companies, long merciless dictators. It is sound theory that the winning method is to create a demand for your paper and the news companies will come to you on your terms.

Newspapers operating radio broadcasting stations are said to make the most effective use of radio sections, and as this seems equally true on the advertising side, the local broadcasting outfit appears to have greater use than a mere prestige builder.

Premiums, the circulators again remind us, when given to new subscribers, work an injustice to old subscribers and are therefore a baneful influence.

Such are the vital subjects in the minds of the circulation men of the country.

Sit close to your circulation manager, Mr. Editor and Mr. Publisher. Value him. Understand his difficult problem. Do not override him or permit other more bizarre departments to crowd him into the sideline. Probably no one on your paper has such intimate knowledge of your audience, its likes and dislikes. Few men of your city have a keener understanding of the commerce of the people, or wider acquaintance or more true friends, than your good circulation manager. We do not know a highly successful newspaper man in America who is not from the circulation department or in spirit with it.

*An advertising salesman says: "My prospect says things about the paper which are not true and if I start to correct him he thinks me an argumentative bore. What shall I do?" There are effective ways of saying things without arguing them and there are ways of reaching unreasonable men, but one either knows how or he doesn't. No one can tell him.*

## BLIND ADVERTISING

WE are surprised to notice on page one of the *Columbus (O.) Evening Dispatch*, for May 12, a two-column news spread given to Hayward Thompson, ex-marine, who is going over the country exhibiting a "blindfold auto ride," as a means of press agenting an automobile sport model, a near-beer, and such local hotels and retail merchandise establishments as he may succeed in roping. The good *Dispatch* permitted this press agent to play his game through to the limit of a reader's endurance, mentioning all of the advertised wares in the news space and even going into their merits. Thompson puts on a theatrical and mystifying drive through city streets through some hokum, but his advertising scheme is about as raw as they come.



**PERSONAL**

**GARDNER COWLES**, publisher of the *Des Moines (Ia.) Register and Tribune*, with Mrs. Cowles, has returned to Des Moines following a trip around the world. They sailed from New York, Jan. 30.

**C. B. Blethen**, publisher of the *Seattle (Wash.) Times*, Mrs. Blethen, and Miss Marjorie Colmary, supervisor, Times information bureau, have returned to Seattle from an extended trip to eastern and southern states.

**V. Everit Macy**, owner of the *Yonkers (N. Y.) Statesman*, has resigned as Commissioner of Welfare of Westchester County. He had been in office 11 years.

**W. P. Ratliffe**, editor of the *Tulare (Cal.) Register*, has been appointed secretary of the California Industrial Accident Commission by Governor Richardson.

**Morton M. Milford**, president and editor of the *Fort Myers (Fla.) Press*, has been appointed editor of the *Miami (Fla.) News-Metropolis*, a newspaper owned by former Gov. James M. Cox, of Ohio.

**Hon. Walter C. Nichol**, lieutenant-governor of British Columbia and former owner of the *Vancouver Province*, has returned home after spending 5 months abroad.

**Thomas McDougal**, British advertising agent, and Mrs. McDougal, returned to London following a short visit to this country on the S. S. Franconia, May 31.

**M. Fukuizawa**, one of the directors of the *Tokyo Jiji Shimpo*, has arrived in New York to study business conditions in the United States.

**John C. Shaffer**, publisher, *Chicago Evening Post*, recently was elected a director of the Southern Society of Chicago.

**Robert Livingston**, who established his fame on the old *New York Herald*, now public relations and advertising manager of the Consolidated Gas Company, on Friday addressed the advertising staff of the *New York Times*, at the invitation of B. T. Butterworth, advertising manager, comparing modern with old methods.

**IN THE EDITORIAL ROOMS**

**W. D. CHANDLER**, until recently news editor, *Seattle (Wash.) Post-Intelligencer*, has been appointed managing secretary, Washington Automotive Trade Association, and editor, *Pacific Northwest Motorist*.

**Charles H. Hyde**, an employe of the *Salt Lake City Deseret News* for nearly 50 years, has been called by the Mormon or Latter-day Saints Church to head their Australian Mission. Mr. Hyde, accompanied by his wife, left June 6.

**Owen S. Cowling**, former rewrite man on the *Philadelphia Public Ledger*, passed through Huron, S. D., last week on his walking trip from Philadelphia to Spokane, Wash. He has completed 1,550 miles of his 3,000 mile hike.

**Glenn Daft**, for the last two years city editor of the *LaSalle (Ill.) Post*, has resigned to take charge of the publication of the Hagenjos string of publications with headquarters in Galesburg, Ill.

**Victor M. Friar** has rejoined the financial department of the *Worcester (Mass.) Telegram-Gazette*.

**Harry Kelly**, former editor of the *Braddock (Pa.) News-Herald*, has been appointed to the automotive division of the Bureau of Commerce, Washington, D. C.

**V. V. Hostetter** of the *New York World* copy desk has returned from a vacation in Pennsylvania.

**Gordon Shand** is now head of the copy desk on the *New York News*.

**Charles Williams**, formerly with Philadelphia newspapers, has joined the copy desk of the *New York World*.

**Malcolm Ronald** has resigned as day police reporter for the *Sioux City (Ia.)*

*Tribune* and will attend summer school at the University of Iowa, at Iowa City. Joe Kershner is now city hall reporter for the *Bellingham (Wash.) Herald*.

**Grayce Druitt Latus**, travel editor of the *Pittsburgh Post*, has returned from a two months' stay at Miami, Fla.

**Richard Kingsley**, night police reporter for the *Sioux City (Ia.) Tribune*, has resigned and after attending the national conventions expects to make a tour of Europe.

**A. K. Richter**, staff photographer of the *Sioux City (Ia.) Journal*, accompanied by his wife, will leave this week for San Francisco, where they will sail June 18 for the South Sea Isles.

**N. R. Cooper**, associate editor, *Automobile Topics*, has been made general manager of the Hellman Motor Corporation, Chevrolet dealer, with headquarters in Long Island City, N. Y. He was formerly a newspaper man in California.

**James Murdoch**, photographer of the *Milwaukee Wisconsin News* has resigned to head the J. B. Murdoch Commercial Photography Company. He is succeeded by Harold Stanfield. E. Richardson has been added to the News photography staff.

**Clifford Funkhouser**, formerly of the state desk of the *Milwaukee Wisconsin News* has launched a weekly paper at at Waukesha. He is succeeded on the News by H. M. Israel.

**Robert Cayard**, Chicago newspaperman, has joined the copy desk of the *Milwaukee Wisconsin News*.

**Manning Vaughan**, for 18 years sporting editor of the *Milwaukee Sentinel*, has joined the staff of the *Milwaukee Journal*. He is succeeded on the Sentinel by Chet Koepfel, former assistant sport editor.

**Harry (Pat.) Croy** and **E. V. Kaltenborn**, will represent the *Milwaukee Wisconsin News* at the Republican and Democratic national conventions.

**Dick Williams**, re-write man for the *Milwaukee Wisconsin News*, has gone to Kansas City.

**Ray Wiker**, re-write man for the *Milwaukee Wisconsin News* has been appointed secretary of the Chamber of Commerce at Delevan, Wis.

**IN THE BUSINESS OFFICE**

**J. W. MAGERS** has joined the *St. Paul Dispatch and Pioneer-Press*, as controller of the Dispatch Printing Company.

**Louis P. Cashman**, business manager of the *Vicksburg (Miss.) Evening Post*, has been unanimously elected president of the Vicksburg Rotary Club.

**Harold F. Smith**, a member of the advertising department of *Toxan Topics* for 12 years, has joined the advertising staff of *Mid-Week Pictorial*, published by the *New York Times*.

**Paul Sergent**, formerly circulation manager of the *Grand Rapids Press* and for a time with the *New York Herald*, has joined the *Louisville Herald and Post* as circulation manager.

**HOLDING NEW POSTS**

**GERARD GAFFNEY** from advertising department of the *Boston (Mass.) Herald*, to American Chemical Company of New York.

**Earl W. Murphy**, from reporter, *Portland Oregon Journal* to editor, *Marshfield (Ore.) Southwestern Oregon News*.

**Gerald Forbes** from reporter, *San Antonio Evening News* to editor, *Mercedes (Tex.) News Item*, succeeding Frank Moore.

**Al Reed**, from feature writer, *Spokane Chronicle*, to staff, *San Francisco Daily Herald*.

**Alfred Harvey**, from assistant managing editor, *Milwaukee Sentinel*, to *Milwaukee Journal* staff.

**James J. Delaney** from sports writer, *Milwaukee Wisconsin News* to staff, *Philadelphia Public Ledger*. He is succeeded by Art Wiesner. Jim Powers has been added to the News sport staff.

**FOLKS WORTH KNOWING**

**V. Y. DALLMAN** who was elected by a plurality of 2,000 votes as a delegate to the Democratic national convention in New York from the Capitol City district of Illinois, was born and reared in Springfield where he has been in the newspaper game for more than a quarter of a century with the *Illinois State Register*, rising from carrier boy to managing editor and political and editorial writer.



V. Y. DALLMAN

After being graduated from the Springfield High School in 1893, young Dallman accepted a reportorial position with the *State Register*, resigning in 1898 to go South as a volunteer with the First Illinois cavalry regiment during the Spanish-American war. After the war he was re-employed by the *State Register*, filling various desk positions. He was promoted to managing editor several years ago. He is entrusted with the editorial responsibility by the veteran editor-in-chief of the paper, Hon. H. W. Clendenin.

For a number of years he has done much political writing.

In 1909 Mr. Dallman was named member of the Springfield Board of Election commissioners, re-appointed in 1912 and resigned in 1914 to accept appointment by President Woodrow Wilson to the office of United States marshal.

Mr. Dallman has been an active member of the City Planning and Zoning Commission for several years.

**Harry Cohen**, from *Dayton (O.) News*, to copy desk, *Milwaukee Sentinel*.

**Elliott Hayes** from reporter *Milwaukee Sentinel* to court house reporter, *Milwaukee Wisconsin News*.

**E. H. Barbeau**, from state editor, *Milwaukee Evening Sentinel*, to staff, *Milwaukee Journal*. Ed Hart, of the city desk is now state editor.

**Fred C. Sheasby**, from political writer, *Milwaukee Sentinel* to staff, *Milwaukee Journal*.

**Roy L. Foley** from feature writer, *Milwaukee Sunday Telegram* and the *Milwaukee Sentinel*, to re-write staff, *Wisconsin News*.

**PRESS ASSOCIATION NOTES**

**J. W. WILLIAMS** will be in charge of the Washington office of the Associated Press during the absence of L. C. Probert, superintendent, who will be in charge of the A. P. political writers at the National Republican Convention, Cleveland.

**David M. Church**, London correspondent of the International News Service, who returned to this country Monday, spent this week visiting his wife's family in Philadelphia. He will join the I. N. S. staff at the National Republican Convention, Cleveland, next week. During Church's absence from London, David Huston is in charge of the bureau.

**Floyd E. Williamson**, night city editor of the Associated Press New York bureau, will be transferred to the Pittsburgh, Pa., bureau, effective June 15, to replace Tom Morris, who died recently.

**Smith F. Reavis**, of the Associated Press New York office, has been transferred to the London bureau.

**Victor F. Eubank**, cable editor of the Associated Press San Francisco bureau, is now in the foreign department of the New York office.

**E. Barry Ferris**, associate editor of the International News Service, spent his vacation during the past 3 weeks visiting at St. Joseph, Mo., and attending the Shriners' convention in Kansas City.

**M. E. Coleman** of the Chicago bureau, **R. J. Dustman** and **H. H. Daugherty** of the Columbus, O., bureau comprised the Associated Press news staff at the Prohibition Party convention at Columbus, O., this week.

**Jewish Telegraphic Agency** has opened a branch office in Chicago, at 1224 South Albany avenue. B. Smollar is manager.

**Newell G. Welty**, formerly city editor of the *Bartlesville (Okla.) Examiner*, is doing extra work in the Denver office of the Associated Press.

**David M. Auch**, second Ohio state editor for the A. P., has resigned to enter the insurance business.

**E. A. Dye**, former make-up editor of the *Great Falls (Mont.) Tribune*, has joined the Denver staff of the Associated Press.

**MARRIED**

**HOWARD WILSON KENDALL**, formerly State House correspondent of the *Springfield (Mass.) Union*, and later with the State House News Bureau, to Mrs. Mary Elizabeth Drake of New York.

**William O. Wiseman**, radio and church editor of the *Omaha (Neb.) News*, to Miss Lucille Donnell of Omaha at Glenwood, Ia.

The Pittsburgh Post has signed a contract for the Haskin service for one year. . . .

## IN THE AGENCY FIELD

**S**OUTHWESTERN Advertising Company of Dallas, Tex., has promoted Howard McGhee to production manager and H. D. Phillips to space buyer. Both men have been with the Southwestern for several years.

C. J. Baker, for the past 5 years a member of the copy staff of Erwin, Wasey & Company, Chicago, has joined the C. C. Wingham Agency of Detroit.

Lessing Advertising Company of Des Moines, Ia., has moved into its new quarters on the 9th floor of the S & L building. P. B. Lessing is president of the agency and R. J. Flynn secretary-treasurer. It is the oldest advertising agency in Des Moines, having been organized in 1905.

Gordon E. Hunter, for many years western representative of J. J. Gibbons Limited, advertising agents, Toronto, with headquarters in Winnipeg, has been made a director and western vice-president of the company.

John I. Adams, Chicago district representative of *Collier's*, has joined MacManus, Incorporated, Detroit, advertising counsel.

Claude Du Teil, for many years in the advertising business in Wichita, Kan., has organized Du Teil & Co., to handle advertising planning, publicity and printing.

Frank F. Pohlman has been transferred from the Los Angeles, Cal., office of the L. S. Gillham Advertising Company to the Salt Lake City office, where he will be manager of the production department.

## WITH THE ADVERTISERS

**DOUGLAS ANDREWS**, assistant sales manager, Wills Sainte Claire Company, has been made sales director of the Westcott Motor Car Company.

## SPECIAL EDITIONS

**NEW BRIGHTON (Pa.) Beaver Valley News**, 84-page 50th anniversary edition, May 22.

**Toronto Financial Post**, an 80-page National Mining Number, May 23.

**Big Spring (Tex.) Herald**, a 40-page Booster edition.

**Baton Rouge (La.) News**, a 56-page Inaugural edition, May 18.

**Minneapolis (Minn.) Journal**, a Travel and Resort number, Sunday, June 1.

## NEW PLANTS AND EQUIPMENT

**MILFORD (Mass.) News** is now housed in its new building.

**Quincy (Mass.) Patriot-Ledger** has installed a new press, together with complete stereotyping equipment. The press was built especially for the Patriot-Ledger by the Duplex Printing Press Company, of Battle Creek, Mich., required two freight cars for its shipment, and weighed more than 80,000 pounds.

**Selma (Ala.) Times-Journal** recently installed a 24-page Scott rotary press and complete stereotyping equipment.

## ON THE MECHANICAL SIDE

**SAN FRANCISCO** Typographical Union No. 21, voted in favor of the Progressive tickets, local and national, at its election May 28. The vote for the principal local officers was: President, Don K. Stauffer, incumbent; first vice-president, J. Fauntleroy; second vice-president, C. K. Couse. The vote for the national officers was as follows:

## TRENTON NEW JERSEY

A prosperous city of diversified industries served by one paper.

## TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg.  
New York

Lytton Bldg.  
Chicago

## ASSOCIATION CHIEFS

**FRIEND W. RICHARDSON**, Governor of California, was last week elected president of the California Press Association for the 22d time.



F. W. RICHARDSON

For these 22 years Gov. Richardson has been more than merely an official head of the California press; he has been the working force in the organization, the mind behind the activities, the moving power. His first newspaper connection was with the *San Bernardino*

(Cal.) *Daily Times-Index*, to which job he went from the clerkship of the county court. In 2 years he was owner of the *Times-Index*. In 1901, he purchased the *Berkley Daily Gazette*.

In 1911, Richardson was appointed state printer by Gov. Hiram Johnson. He put this office on an efficiency basis and made a big reduction in the cost of printing school books and in the state's general work.

Receiving the nomination an endorsement of 3 leading parties, he ran for the office of state treasurer in 1914 and was elected. He was re-elected in 1918 by a large plurality.

Richardson's campaign for governor was conducted entirely by a newspaper men's campaign committee, under the lieutenantcy of George D. Squire, attorney for the California Press Association, and was remarkable for the unanimity with which publishers of dailies and weeklies all over the state gave their support and their advertising and news columns to the cause.

President, Charles P. Howard; first vice-president, George F. Beach; second vice-president, William R. Trotter; secretary-treasurer, William A. Aldrich.

L. A. Schneider, formerly foreman of the composing room of the *Buffalo (N. Y.) News* is now foreman of the composing room of the *Syracuse (N. Y.) Herald*, succeeding James A. Scanlon, resigned.

J. L. Gilbert, linotype operator, *San Antonio Express*, has been elected president of San Antonio Typographical Union No. 172.

Harvey C. Morse, of the mechanical department of the *Marlboro (Mass.) Daily Enterprise*, has been elected president of the Marlboro-Hudson Typographical Union, succeeding C. E. Crocker.

Spokane Falls Typographical Union No. 193 has elected Eldon Bradley president, succeeding Harry Armitage; Otto A. Dirkes, secretary for his sixth consecutive term; Joe Stroud and Carl Grothe, vice-presidents.

## ASSOCIATIONS AND CLUBS

**A**MERICAN Association of Advertising Agencies has changed the dates for its annual convention to be held this year in Chicago from Oct. 7 and 8, to Oct. 16 and 17, in order to meet jointly with the Audit Bureau of Circulations. James O'Shaughnessy, executive secretary, states that indications point to the largest attendance at this convention in the history of the association.

**Portland (Ore.) Advertising Club** for the first time in its history has elected its entire executive personnel. Officers are: President, Paul T. Shaw; first vice-president, William J. Piepenbrink; second vice-president, Thomas R. King; secretary-treasurer, A. L. Steele; directors, Roy O. Burnett, Ward Coble, George Grayson, John H. Hartog, E. B. Hyatt, William P. Merry and Charles Wegman.

**Cleveland Financial Advertisers' Association** at the annual meeting, May 27, elected the following officers: President, I. I. Sperling, of the Cleveland Trust Company; vice-president, R. L. Groves, of the Society for Savings; secretary, Virgil D. Allen Jr., of the Central National Bank Savings and Trust Company; treasurer, Harry E. Martin, of the Guardian Savings and Trust Company.

**Women's Press Club of Pittsburgh**, has elected the following officers: President, Miss Elizabeth B. Hobe; first vice-president, Mrs. John A. Shoemaker; second vice-president, Miss Ruby Eisenman; recording secretary, Mrs. Mabel G. Steele; corresponding secretary, Miss Madelon Wildberg; treasurer, Miss Mary L. Hay.

**Spokane Ad Club** has elected John L. Mathieson, Maud A. Lee and Ralph E. Perry, vice-presidents, and E. R. Anderson, Arthur W. Burch, Claude Randall and Thomas A. E. Lally members of the executive board. The president will be elected by the executive board.

**Sioux Falls (S. D.) Ad-Sell Club** has selected H. A. Bereman, editor of the *Farmer and Breeder*, to represent the club at the A. A. C. W. London convention, July 13 to 18. He will also go to Europe as a member of the American Agricultural Editors' Association.

**Joliet (Ill.) Advertising Club** recently elected Charles J. Scheetz president, succeeding E. T. Brewster. Raymond W. Schultz was elected vice-president; William C. Telfer, secretary, and Frank J. Carnaghi, treasurer.

**Albany (N. Y.) Advertising Club** elected Fred Seiderman president at the annual meeting and dinner Monday, June 2. Other officers elected were: vice-president, A. H. McAllister; treasurer, Chester C. Kent; secretary, Robert F. T. Wilke.

**Lincoln, (Neb.) Advertising Club** has elected Donald G. Bell, president; Miss Mette Hansen, vice-president; Charles Q. DeFrance, secretary and treasurer, and Robert J. Dole, Miss Ruth Cockle and Fred Archibald, directors.

**Louisville Advertising Club** has elected the following officers: G. M. Lewis, president; A. E. McElfresh, first vice-president; Frank Buerck, second vice-president; Byron W. Orr, secretary; W. A. Harris, treasurer; F. F. Gilmore, Jr., and C. N. Mullican, directors.

**Fort Dodge (Ia.) Ad Club** recently elected S. A. Wolcott president; Eugene Harrington, vice-president, and Carl Anderson, secretary-treasurer.

**Wichita (Kan.) Advertising Club** has elected Dale A. Resing, of the Wichita Publishing Company, president, succeeding W. F. Cochran. L. B. Smith was elected vice-president and Frank Galle, secretary.

**Women's Advertising Club of Detroit** elected Marion A. Adamson president at the recent annual meeting. Other officers are: Louise B. Walker, vice-president; Marie H. Ryan, secretary; Elizabeth Einfeldt, treasurer. Kathryn G. Cornell was chosen to represent the club at the A. A. C. W. convention in London next July.

**Pittsburgh Advertising Club** has elected the following officers: President, Louis J. Heckler; vice-president, Charles Carmody; secretary, J. A. Cullison; treasurer, Julius Schmidt.

**Advertising Club of Baltimore**, meeting May 28, elected the following officers to take office as of July 1: P. Ross Bundick, president; Jerome P. Fleischman, vice-president; Norman M. Parrott, secretary-treasurer, and C. R. Watten-scheidt, counsel.

**Champaign (Ill.) Ad Club** recently elected Allison Brown president, Milton Dryfus vice-president, and Hal Cope secretary-treasurer.

**Advertising Club of Indianapolis** recently elected Blaine McGrath president; Jess Hanft, vice-president; O. T. Roberts, treasurer, and Briant Sando, Scott Legge, Bert O'Leary and Frank Flanner, directors.

**Arkansas Press Association** will hold its 52nd annual convention in Fayetteville, June 19, 20, 21. A program of speeches covering advertising, circulation and news problems has been arranged. Frank E. Robins of Conway, Ark., is president.

**Johnstown Flood Correspondents' Association** at its 35th annual reunion in Pittsburgh, May 31, elected the following officers: President, A. J. Logan; vice-president, E. M. Marcy; secretary, Fred J. Heinz.

**Newspaper Club of New York** has adopted a ruling permitting ladies to dine at the club restaurant.

**Pittsburgh Press Club** is presenting a revival of the musical comedy "One Little Maid," on June 5, 6 and 7.

**Texas State Press Association** will hold its annual convention at Amarillo, Tex., June 18, 19 and 20.

**Washington State Press Association** will hold its annual summer meeting in Spokane, Aug. 22 and 23.

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

## Daily Features

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

## Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY All about the clothes worn by Filmland's beautiful women when "off location." Irresistibly feminine and timely. Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

## Fiction

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

## Religious Features

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

## Weekly Features

PRE-EMINENT ARTICLES A lustrous name—an arresting idea every week. A commanding feature. Metropolitan Newsp. S'vice, 150 Nassau St., N.Y.

## Weekly Pages

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

## Women's Stories

NOW READY "Marriage Scales" A New Serial by Mildred Harbour Metropolitan Newsp. S'vice, 150 Nassau St., N.Y.

## The Washington Herald

Largest Sunday Circulation Any Washington Paper

## The Washington Herald

morning and

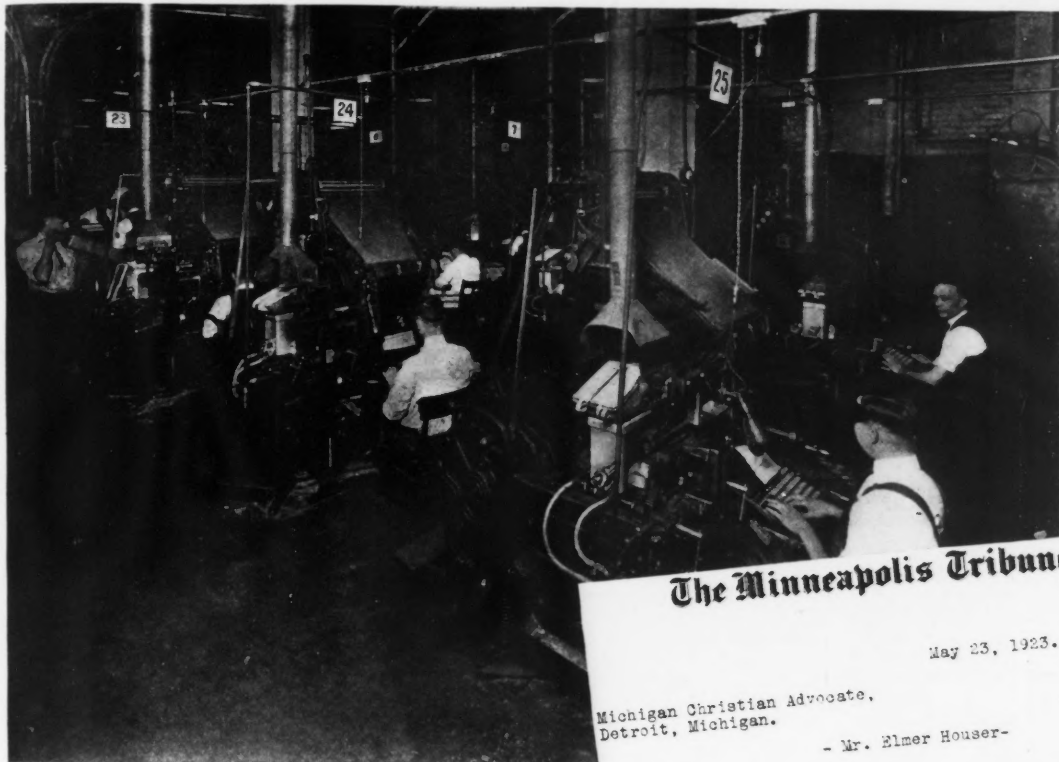
## The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne  
Publisher and Gen. Mgr.





The  
MonoMelt  
Single Melting  
System Is  
Installed in Print-  
ing and Newspaper  
Plants all over the  
country.

Hundreds of  
enthusiastic users!

**The Minneapolis Tribune**

May 23, 1923.

Michigan Christian Advocate,  
Detroit, Michigan.

- Mr. Elmer Houser-

Gentlemen:-

Replying to your inquiry regarding the Monomelt Slug Feeder, we are glad to tell you of our experience with it. When the Monomelt idea was first presented to us the plan of feeding slugs to our Linotypes through the Monomelt did not seem practical to us but we were reluctantly persuaded to give it a trial.

We are putting it mildly when we say that we are more than pleased with our 25 Monomelts and we would not think of going back to the old method. We now consider the pigging of metal for linotypes an economic crime.

We have had, for several years, an exceptionally careful man in charge of our metal furnace. We tried in every way to keep our metal in good condition and we thought it was in fine shape when we installed the Monomelts but to our surprise the Monomelt system has improved the condition of our metal wonderfully.

Before installing Monomelts we received frequent complaints from the managing editor regarding sunken letters and also high lines caused by jammed slugs. We cannot recall a single complaint of that nature since installing the Monomelts.

When we first installed our Monomelts many of our operators and machinists were very skeptical but so far as we know, every man in the plant is boosting them now. Our records show that our operators have increased their production considerably and we have never before seen such perfect slugs as we are now getting. We consider the manufacturers' claims for the Monomelts to be very modest.

Yours very truly,

THE MINNEAPOLIS TRIBUNE

By *W.B.H. We*  
Supt. Composing Room

WBH:WE

The Verdict of a Metropolitan Daily Which Melts About Sixteen Tons of Metal Weekly.

The Minneapolis Tribune has reduced eleven operations to two by using the Monomelt "System" on their 25 linotypes.

## Don't "Pig" Metal It's An Economic Crime!

THE remelting furnace is an unnecessary cancer eating into your profits. It produces nothing profitable, it depreciates your type metal, it sometimes ruins metal, it takes a lot of gas, it takes a lot of labor, it is a nuisance. Eliminate it.

### Don't Melt Your Metal Twice to Use It Once!

# MONOMELT

SLUG FEEDER

The MonoMelt Single Melting System takes the floor sweepings and the dirty slugs direct from your forms, melts them and cleans them clean, and every time a slug is cast automatically feeds an equal amount of premelted metal into the Linopot. Hundreds of users are enthusiastic about its savings—no more burned metal, no expensive remelting and pigging, no metal lost in skimming, no labor and trouble with the old remelt furnace! The Minneapolis Tribune is one of many newspaper and printing plants who heartily echo the statement that "no typesetting machine can operate at full efficiency until it is equipped with MonoMelt," and every user says the MonoMelt is the perfect metal feeder, producing solid slugs with sharp, clean face. Ask us for the evidence.

Every MonoMelt Single Melting System is sold on a definite Money Back Guarantee, printed in the order blank.

Write for our trial introductory order.

**Printers' Manufacturing Co.**  
Palace Building Minneapolis, Minn.

**The Michigan Christian Advocate Took The Tribune's Advice**  
MICHIGAN CHRISTIAN ADVOCATE

Printers' Manufacturing Company, Detroit, Mich.  
Minneapolis, Minn.

Gentlemen:

We are enclosing our check for balance due you on the MonoMelts which we purchased from you.

We are greatly pleased with them. They are working very satisfactorily. The saving of gas in obviating the necessity of operating the melting pot and the absence of the intolerable heat in our cramped working room are greatly appreciated.

We wish to thank you for your courtesy in all your dealings with us.

Sincerely yours,  
THE MICHIGAN CHRISTIAN ADVOCATE  
Elmer Houser,  
Business Manager.

Nothing but real satisfaction could produce letters like these! We have many others just as enthusiastic—every MonoMelt user is a booster! The MonoMelt Single Melting System has worked wonders in these plants—it can do the same in yours!

**Col. Irby, Veteran Newspaper Man**

Col. John S. Irby, 57, who died in San Francisco, June 4, was a veteran newspaper man, prominent in Democratic politics. He began newspaper work on the *Richmond (Va.) Times* in 1889 and soon became managing editor. Ten years later, he left Richmond to become a reporter on the *Denver (Col.) Evening Times* later the *Evening Post*. In 1903 he became proprietor of the *Cripple Creek (Col.) Times*, giving up ownership to enter politics.

**Founder of South Bend Tribune Dies**

Elmer Crockett, 80, founder and publisher of the *South Bend (Ind.) Tribune*, died June 3. He had been identified with the *Tribune* for 53 years.

**Obituary**

**JOHN E. ROBINSON**, 70, one of the oldest members of the *New York Times* staff, died May 28, in Brooklyn. He had been connected with New York journalism over a period of more than half a century. When he was 17, he joined the staff of the *New York Herald*, was advanced to cable editor, and later was associated with the *Brooklyn Eagle*, and the *New York World*. For a time he went into the banking business. He went to the *Times* 30 years ago, specializing in book and art sales and educational news.

**WILLIAM HENRY CARGILL SOUTHAM**, only son of W. M. Southam, managing director of the *Ottawa Citizen*, and himself a member of the *Citizen* staff, died on May 28 as the result of injuries received in a motor accident near Toronto.

**CARL BOWEN JOHNSON**, 64, editor of the *Franklin (Mass.) Sentinel* for 28 years, died at his home recently. Before buying the *Sentinel* he was connected with the *New York Independent*, of which his cousin, Henry C. Bowen, was managing editor.

**GEORGE E. HOLT**, 72, for 46 years an employe of the *Boston (Mass.) Globe* and for 20 years, until his retirement 5 years ago, superintendent of the press room, died at West Medford, Mass., May 29.

**ROBERT C. LEES**, 52, for the past 7 years Associated Press operator at the *Oil City (Pa.) Derrick* office, died at his home in Utica, Venango county, Pa., June 2.

**GEORGE LEVY KIBBEE**, for 40 years connected with the staff of the *Manchester (N. H.) Union and Leader*, died May 29.

**CARL F. GOODFELLOW**, 35, pressman, *Spokane Spokesman-Review*, died May 16, as result of an automobile accident.

**JOHN CLARK**, 40 years publisher of the *Bedford (Ia.) Times-Republican*, died suddenly at his home May 25.

**COURTLAND D. BALL**, former publisher, *South Tacoma (Wash.) Press*, died in Yakima, Wash., April 28.

**CHARLES R. KURTZ**, 60, formerly editor and publisher of the *Bellefonte (Pa.) Centre Democrat*, died in Philadelphia, May 28.

**MRS. BRUCE McDONALD** (Jerrine Ramage), former member of the editorial staff, *Spokane (Wash.) Spokesman-Review*, died May 4, in Spokane, following an illness which attacked her immediately after her return from a 4-month trip to Egypt and Europe.

**CHARLES GADMER**, 14, son of A. F. Gadmer, city editor of the *Jackson (Miss.) Clarion-Ledger*, was drowned in Pearl River, May 27.

**JAMES IRVING BRANDS**, 26, telegraph editor of the *Paterson (N. J.) Press Guardian and Sunday Chronicle*, died at his home, June 1. He had been with the *Press Guardian* since 1918.

**AARON B. LEVY**, 69, who a few years ago retired after more than 30 years as sporting editor of the *Syracuse Herald*, died June 3. He was recognized as a leading authority on baseball and light harness racing in Central New York State.

**NELSON KINGSLAND**, 54, newspaper man of Oakland, Cal., died May 30. He was a veteran of two wars, and a classmate of President Coolidge. His body was sent to Chicago for burial.

**STONE, LAWSON, OCHS NOW DOCTORS OF LAW**

Among a group of 8 prominent Americans who were awarded honorary degrees by Columbia University this week at its 170th Commencement were 3 representatives of journalism—Melville E. Stone, counsellor of the Associated Press, Victor Lawson, publisher of the *Chicago Daily News*, and Adolph S. Ochs, publisher of the *New York Times*.

Those who received the degrees are front row, left to right: Robert Bridges, British poet and essayist, Doctor of Letters; Booth Tarkington, novelist, Doctor of Letters; Andrew W. Mellon, Secretary of the United States Treasury, Doctor of Laws; Adolph S. Ochs, Doctor of Laws; (Back Row) James T. Adams, historian, Doctor of Letters; Reverend Frederick Herbert Sill, headmaster of Kent School, Doctor of Letters; Melville E. Stone, Doctor of Laws; and Victor F. Lawson, Doctor of Laws.

**WEEK'S PRESS FLASHES**

**IT** is very likely, if Patrick Henry should raise the same fuss now, he'd be led out quietly and shot as a dangerous radical.—*Columbia (S. C.) Record*.

Messrs. Burns and Daugherty should be able to get a lot of satisfaction out of the fact that the new bank messenger who had vanished with \$45,000 in bonds looks like Leon Trotzky and comes from Moscow, Pa.—*New York World*.

This is the time of the year the college seniors worry over how much money bricklayers are making.—*Harrisburg Patriot*.

The old-fashioned wife who used to wait up until friend husband came in pickled, now waits up to keep him from going out soused.—*Columbia (S. C.) Record*.

"Madison Square Garden Will Rival a Desert," headlines the Sun to its dry-convention story. Bidding is quiet but active for the oasis privilege.—*F. P. A. in The Coming Tower, New York World*.

A small town is a place where you can take a correct census of the population at any fire.—*Columbia (S. C.) Record*.

Europe could simplify its debt problems by relying less on its arms and more on its hands.—*Washington Post*.

Insanity is cause for divorce—it is also the cause for some marriages.—*New Orleans Times-Picayune*.

Today we judge a man's character by observing whether or not he has enough authority to keep his wife from bobbing her hair.—*James J. Montague in New York Herald Tribune*.

The origin of the peanut is said to be a mystery, but peanut politics is believed to have begun with the first politician.—*Detroit News*.

Stepping on the gas may produce results quite as disastrous as any that ever came of stepping on the brass rail of

former times, and produce them more quickly.—*Albany Journal*.

Old-fashioned courting couples pulled the shades down; moderns put the curtains up.—*Birmingham News*.

**Reid Awarded M.A. Degree**

John A. "Jack" Reid, veteran sporting editor of the *Springfield (O.) Daily News* was the recipient of a master of arts degree bestowed upon him June 5 by Wittenberg College, Springfield. In presenting the degree, Rev. Dr. Rees E. Tulloss, president of the college; paid high tribute to Reid's interest in clean sports, terming him the dean of Ohio sports' writers. Reid has been sporting editor of the *Springfield News* for 20 years.

**New Super-Art Feature in Pen and Ink****"VIGNETTES OF LIFE"**

By Frank Godwin

In Full Page or Tabloid Page Mats

Caricature

Human Interest

Timely Appeal

For Terms and Samples Wire

**LEDGER SYNDICATE**

INDEPENDENCE SQUARE

PHILADELPHIA



### MINNESOTA DAILY STAR SOLD FOR \$150,000

**Group Headed by Thompson, Van Lear and Bratter Takes Control, Ending Receivership—To Continue Progressive Policy**

MINNEAPOLIS, Minn., June 2.—Sale of the *Minnesota Daily Star* and termination of the receivership of the Northwest Publishing Company, former publishers, was approved by Judge H. D. Dickinson in Hennepin county district court, Mounday, June 2.

The Minneapolis Daily Star Company, a new Delaware corporation organized by John Thompson, business manager of the old company; Thomas Van Lear, former president of the Northwest Publishing Company, H. D. Bratter, and other associates, took over the plant, building and good will of the Star.

Under the terms of the sale, the new company agrees to assume all mortgages and other secured obligations of the old company, to pay \$35,000 in cash, \$15,000 in September, and \$100,000 in monthly payments, beginning in April, 1925.

The Star Company Thursday filed a certificate copy of articles of incorporation as entered in Delaware in the office the Secretary of State of Minnesota. The capital stock of the new company is given as \$500,000 of which \$100,000 is represented in Minnesota. Subscribers to the capital stock are T. L. Croteau, M. A. Bruce, A. M. Hooven, all of Wilmington, Del. H. D. Bratter of Minneapolis is named as secretary in the articles.

Acceptance of the bid was recommended by George B. Leonard, attorney for Albert Dollenmayer, receiver of the old company. The bid was the result of negotiations covering a period of several weeks, Dollenmayer said, and aimed to cover the full appraised value of the company's building, plant and good will.

"The new company has framed its bid on that basis," George B. Leonard, at-

torney for the receiver stated to the court, recommending its acceptance, and, "of course, the new company is entitled to the good will of the reading and advertising public."

Leonard announced that the "policy of the Star will be continued along the same progressive lines it has followed from the beginning."

Judge Dickinson paid a high compliment to the receiver and his attorney for their untiring efforts in bringing about the successful result of the re-organization.

W. C. Robertson, managing editor of the old paper, has been named editor of the paper; Mel Turnbull, formerly news editor becomes managing editor; and M. W. Halloran comes from the copy desk of the *Minneapolis Tribune* to be city editor.

The S. C. Beckwith Company, New York, will continue to represent the Star.

### RETRACT VANDERBILT CHARGE

**Los Angeles Dailies Correct Stories of Court Suit**

Retractions demanded by Cornelius Vanderbilt, Jr., editor and publisher of the *Los Angeles Illustrated Daily News*, and the *San Francisco Illustrated Daily Herald*, of statements published concerning Vanderbilt Newspapers, Inc., were printed May 30 by the *Los Angeles Times*, the *Los Angeles Express* and the *Los Angeles Record*.

The stories objected to by Vanderbilt concerned a suit brought against Vanderbilt Newspapers, Inc., by two stockholders who claimed they had been misled into buying shares. Their complaint charged that William H. Vanderbilt named as a large stockholder in the Vanderbilt enterprise, was not now living. On information that the man named was a cousin of Cornelius Vanderbilt, Jr., residing in Boston, the correction was made by the newspapers originally carrying the story.

### A. M., WORK; P. M., PLAY, S.N.P.A. PROGRAM

**Publishers Will Celebrate July 4 Amid Familiar Asheville Scenes—New By-Laws Will Be Scanned**

Arrangements are being made for the Southern Newspaper Publishers' Association annual meeting at Grove Park Inn, Asheville, N. C., July 3, 4 and 5 provide that all business sessions will be held in the forenoon, leaving the afternoons for entertainment and recreation. Sessions will begin at 9:30 a.m. and continue until 1:30 p.m.

The opening session will be given over to the annual reports of the officers, and committee chairman, followed by a general discussion of the reports, and other matters.

Friday being Independence Day two addresses on pertinent subjects will be delivered by leading speakers. Following these, association activities will be discussed. The nominating committee will also make its report at this session.

Saturday will continue the program. All phases of the newspaper profession will be discussed including the editorial, the business office, mechanical, and labor situation.

The association was recently incorporated and new by-laws will be presented for approval of the membership.

President Arthur G. Newmyer will preside over all sessions.

A golf tournament has been arranged as part of the entertainment program, with a number of trophies for men and women players.

A special invitation has been extended by W. L. Alexander, owner of the Mayview Hotel, Blowing Rock, N. C., to leave Asheville Saturday afternoon following the convention and spend Sunday in Blowing Rock inspecting this new hotel.

An entertainment program for each

evening is being arranged by F. L. Seely, proprietor of the Grove Park Inn.

The past year has been very active, stated Secretary Johnson recently. Among some of the important accomplishments Mr. Johnson mentioned the success the association had in bringing about a readjustment of freight rates on news print south bound. He also referred to the reduction obtained in rates on iron and paper cores north bound. The eradication of freight rates, he said, had received close attention of the association throughout the year.

### MORGAN BUYS GAZETTE

**Changes It to Herald and Will Conduct It With Hutchinson News**

(By Telegraph to Editor & Publisher)

HUTCHINSON, Kan., June 3.—The News Company, publisher of the *Daily News*, has purchased the *Gazette*, its morning contemporary, and has changed the name to the *Hutchinson Herald*. The papers will be conducted as complete individual units under the management of W. Y. Morgan, for many years publisher of the News. Fred Henney, managing editor of the News will be managing editor of both papers.

The *Gazette* stated that the sale had been made because of inability to make revenue equal expenses. The News announcement was that by the economies possible in its new building and plant, it would be able to print two good newspapers "where before there had been only one good and one trying to be good."

Both papers are members of the Associated Press. The *Gazette* was established 22 years ago. The News recently celebrated its golden jubilee.

### Culver City (Cal.) Call Sold

The *Culver City (Cal.) Call* has been purchased by Chris Lykke, Harry Lykke, and O. H. Buckley, who will act as editor, business manager, and advertising manager, respectively.

## OFFICE MEMORANDUM

MR. Publisher of a Newspaper under 7,000 circulation

MR. Basil L. Smith OF Philadelphia CALLED

**HE LEFT WORD** That his organization is ready to release a brand-new classified advertising feature service, known as "First Features," to your newspaper at a brand-new price. This service unit, consisting of three illustrated publicity features and three organization features for promoting classified volume, will come to you at a price of a few dollars a week. This is your opportunity to develop your classified columns through up-to-the-minute publicity and methods of business-building. Write today for the First Features Catalogue and the price quotation for your newspaper. (Give circulation.)

CLASSIFIED FEATURES

**THE BASIL L. SMITH SYSTEM, INC.**  
INTERNATIONAL CLASSIFIED ADVERTISING COUNSELLORS  
OTIS BUILDING PHILADELPHIA

## NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



HUGH O'DONNELL—Makes His Talents Work.

**B**USINESS men are frequently mere nose-to-the-grindstone fellows who have no thoughts of interest outside of their immediate work. But Hugh A. O'Donnell, assistant business manager of the *New York Times*, belies the usual. His mind has been polished brilliant by varied experiences. He has not reached his present position, as so many so-called successful persons do, by following that terrible rule of "keeping everlastingly at it." He has enjoyed life by living it—not by working at it.

He can discuss news authoritatively, as well as advertising; personalities, as well as circulation figures; drama, art, or literature as convincingly as labor problems.

Assistant business manager, as a title, means that O'Donnell has supervision, in an advisory capacity, over labor, circulation, and advertising matters for the *Times*, but one is certain that this triangle of business interest has not become in the least a question of stilted routine for him.

"There is no typical day for me," he will tell you. "Any department of a newspaper is fascinating, most alluring. Yesterday is ancient history. Today hasn't happened. You are constantly dealing with the ever present. The affairs of the business department are just as new daily and just as enthralling as the affairs of a news department. With advertisers, one is dealing with the survival of the fittest, the successes of the community."

And, knowing O'Donnell, when one hears him make a statement like this, one is confident there is no need for a

### First four months of 1924

Carried more Men's Wear advertising than the *World*, *Sun* and *Telegram-Mail* combined.

**NEW YORK EVENING JOURNAL**

Woodward hero to come along and "de-bunk" it.

O'Donnell doesn't talk much about himself, which is quite peculiar, since he was once an actor. But he does like to talk about the *Times*, and the personalities who have made that newspaper so successful.

Adolph Ochs, publisher of the *Times*, he will describe to you as a "genius."

"He ran away from all established methods in the conduct of the *Times*. He did just one thing: he sold the news and news only, while the old method was to sell sensations, features, and interesting reading, whether it was true or not. Mr. Ochs is essentially practical. He has carved his way in life, starting at the very bottom, and he has carved his life in lasting stone."

O'Donnell also pays tribute to Louis Wiley, the *Times* business manager.

"In all my newspaper career, I have never known a newspaper manager with as much business ability from an executive as well as detail standpoint as Louis Wiley," he declares.

This interviewer, however, wanted O'Donnell's opinions on newspaper making, not newspaper makers. Knowing him to be a man with editorial as well as business experience, an attempt was

made to start an argument by mentioning Irvin Cobb's recent opinion that the *Times* failed in being a great newspaper, in that it lacked a sense of humor. O'Donnell was quick to reply.

"The psychology of a morning newspaper is absolutely opposed to humor," he said. "When a man gets out of bed and picks up his paper, he wants to get right at the facts of life, not its jokes. Cartoons and features are all very well in the evening, when the reader is seeking relaxation after a busy day."

Discussion of news lead to the subject of the greatest news story of this generation from a newspaper man's angle. O'Donnell, who is a newspaper man to his finger tips, dispensed with the war, the oil investigations, and the Franks murder, now in the press.

"The Harry K. Thaw case was the greatest news story from the angle of newspaper men that this generation has seen," he declared. "It had all the elements that go to make a good news story—aristocracy, wealth, youth, beauty, tragedy, insanity, sex, fear, mystery, marriage, and prolongation. The only other story I think could beat it would be the kidnapping of the Prince of Wales."

"The Thaw case, with its many ramifications, has permeated a generation, and has run in the newspapers like a serial novel."

Just here the interview was interrupted, and the writer had opportunity to watch the *Times* censorship of advertising in operation. O'Donnell is chairman of the advertising censorship board. All new advertising must be approved by 5 *Times* executives, coming to O'Donnell, last before it is run. The 4 executives besides O'Donnell are Arnold Sanchez, office manager, F. W. Harold, J. M. Kirchner, and B. T. Butterworth, advertising manager.

A clerk brought in some copy advertising a rubber reducing girdle. O'Donnell gave his approval to it under the signatures of the others.

After college days, spent at Notre Dame University, O'Donnell first became manager of a club at Appleton, Wis. This position he left for a stage career.—"My post-graduate course in education," he calls it.

As juvenile and in supporting roles he played with Fanny Davenport in the Sardou plays, "La Tosca," "Fedora," "Cleopatra," and "Gismonda." He also supported Blanch Walsh and Melbourne McDowell in "The Royal Box."

Then he entered newspaper work, first as special writer, then successively Sunday editor, promotion manager, and dramatic critic, of the *Minneapolis Tribune*. After this experience up-stairs, he went downstairs, becoming circulation manager of the *St. Paul Pioneer-Press*. Leaving this position, he became manager of the *Randall Printing Company*, in St. Paul. Shortly afterwards he went to Chicago to accept the position of State street advertising manager of the *Chicago Record-Herald*. From this he be-

came advertising manager of the *Minneapolis Journal*, and then business manager of the *Philadelphia Press*.

The thrill of O'Donnell's first contact with the footlights lingered, and for a while he gave up newspaper work to give lectures, which became known as "O'Donnell's." For 3 years he gave his travel lectures in American theaters. His itinerary carried him all over South America, Africa, and Europe, particularly the Mediterranean countries.

When the World War started, he quit traveling, and went to New Orleans, where he became publisher and editor of the *New Orleans American*. When that newspaper went out of business, he came to the *Times*.

"On the *New Orleans American*, I was too much editor," is how O'Donnell describes this experience. "Half the town wanted to elect me mayor, and the other half wanted to kill me. The latter nearly succeeded."

As a matter of fact, an outstanding accomplishment in O'Donnell's varied career, was his battle against the political machine in New Orleans, through his newspaper, the *American*. Single handed he fought the municipal administration which had been in power 16 years. His persecution by the politicians won for him the backing of the Citizens' League and the churches. After a sensational libel battle which was carried to the Supreme Court of Louisiana, he was vindicated and made a hero by his acquittal.

"There isn't any talent one may have, nor any experience, which one cannot find of value in the newspaper business," O'Donnell said in the course of a conversation I once had with him.

The quotation is a good ending for this article.

### German Editor Visits U. S.

Dr. Walter Schneider, editor-in-chief of the *Badische Press* of Karlsruhe, who is in the United States studying conditions, was a visitor in Washington this week where he attended several of the press conferences.



94,150

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

### Advertising Leadership

For the first five months of 1924 the *Dispatch* exceeded the other Columbus Newspapers combined by 1,501,361 lines.

**DISPATCH . . . . . 9,042,563 lines**  
**SECOND PAPER 4,406,353 lines**  
**THIRD PAPER . . . 3,134,849 lines**

432 exclusive national advertisers in 1923

321 exclusive local display advertisers in 1923

**MAKE CENTRAL OHIO YOUR TEST MARKET**

**The Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY

### FIRST IN PUBLIC SERVICE

**The World.**

The *World* and the *Evening World* have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

**The World**  
Pulitzer Building, New York  
Mallers Building, Chicago

**The Evening World**  
Ford Building, Detroit

## If You Are a SALESMAN

—Read This—

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

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

These are not soft jobs. They require real salesmen who are willing to work like blazes. Rapid advancement to field managers based entirely on results. Advertising and specialty men are best fitted for these positions, selling one of the most popular and safest securities known.

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

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

# In Motor Vehicle Registration Licenses and Revenues New York Leads the Nation

New York State has more than doubled her automobile ownership in the last five years.

This means that there are 1,204,213 motor cars registered in New York State, ranking the state first in the Union. Of these, 962,681 are private passenger cars and 203,846 motor trucks.

The total gross receipts received by the State Motor Department during the past year was in excess of \$19,000,000. This amount is over ten per cent of that collected in the entire country. In this department New York State leads all states.

The total increase numerically in motor cars during the past year was 201,920 or 20 per cent.

New York people do not spend all their money for automobile fees or for new cars. With over ten per cent of the population of the country, the people of this state have 25 per cent of the individual deposits in its banks.

These New York people have money for other things. It is the wealthiest community in the world.

The quick way, the easy way and profitable one to sell merchandise of all kinds in New York is to advertise it in the daily newspapers attached below.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News .....(E)	18,746	.08	.03	***Mount Vernon Daily Argus .....(E)	9,490	.05	.05
***Albany Knickerbocker Press .....(M)	30,537	.10	.10	†††Newburgh Daily News .....(E)	11,564	.05	.05
***Albany Knickerbocker Press .....(S)	52,354	.13	.13	New Rochelle Standard-Star .....(E)	7,000	.04	.04
†††Auburn Citizen .....(E)	6,429	.04	.035	†††The Sun, New York .....(E)	260,028	.60	.64
***Batavia Daily News .....(E)	8,728	.04	.04	†††New York Times .....(M)	845,149	.70	.686
***Brooklyn Daily Eagle .....(E)	66,079	.22	.22	†††New York Times .....(S)	576,321	.85	.833
***Brooklyn Daily Eagle .....(S)	76,284	.22	.22	**New York Tribune .....(M)	132,777	.40	.38
***Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18	**New York Tribune .....(S)	135,846	.40	.38
***Buffalo Courier .....(S)	118,603	.25	.22	†††New York World .....(M)	360,908	.595	.58
***Buffalo Evening News .....(E)	123,852	.25	.25	†††New York World .....(S)	575,672	.895	.88
***Buffalo Evening Times .....(E)	94,043	.18	.18	†††New York Evening World .....(E)	271,114	.595	.58
***Buffalo Sunday Times .....(S)	98,818	.18	.18	†††Niagara Falls Gazette .....(E)	17,582	.055	.056
†††Corning Evening Leader .....(E)	8,307	.04	.04	***Port Chester Item .....(E)	4,426	.03	.03
***Elmira Star-Gazette Advertiser .....(E&M)	32,915	.11	.11	***Poughkeepsie Star and Enterprise.....(E)	12,098	.05	.05
***Geneva Daily Times .....(E)	5,537	.04	.04	***Rochester Times-Union .....(E)	66,574	.20	.18
***Glens Falls Post-Star .....(M)	9,065	.035	.035	†††Syracuse Journal .....(E)	42,103	.14	.14
***Gloversville Leader Republican.....(E)	8,777	.035	.035	***Troy Record .....(M&E)	23,568	.05	.05
***Gloversville Morning Herald .....(M)	5,927	.03	.03				
***Ithaca Journal-News .....(E)	7,908	.04	.04				
***Jamestown Morning Post .....(M)	10,515	.04	.035				
***Middletown Times-Press .....(E)	6,434	.03	.03				

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

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

††† Government Statement, April 1, 1924.



**WHAT'S WHAT IN THE FEATURE FIELD**

**RUBY M. AYRES** is writing her 5th consecutive serial for the McClure Newspaper Syndicate.



RUBY M. AYRES

is called "The Marriage Handicap." Release date has been set for June 30.

Miss Ayres' name is really Mrs. Reginald Pocock. She is a born story-teller, and began writing fairy tales as a child. When she was very young, the *London Daily Chronicle* and the *London Daily Mirror*

began publishing her work. Since then she has appeared in practically every English newspaper and magazine. In this country her popularity is steadily increasing. Forty newspapers ran one of her recent serials.

"The Littlest Lover," "The Scar," "The Romance of a Rogue," "The Man Without a Heart," "Second-best," "Ribbons and Laces," and "Paul in Possession" are some of her late successes.

R. M. (Bob) Brinkerhoff, cartoonist for the New York World Syndicate, creator of "Little Mary Mix-up," has taken his comic character on a 4 months' trip abroad, sailing from New York, June 3 on the S. S. Republic.

Walt Munson, cartoonist, is drawing a daily two-column comic under the caption "Time to Crab" for the Des Moines Register and Tribune Newspaper Syndicate.

Phyllis Duganne's short story, "Or Leave 'Em Alone" will be released to newspapers June 22, by the Chicago Tribune Newspapers Syndicate, Chicago.

Clinton T. Bramard, president of the McClure Newspaper Syndicate, has gone to his camp in Maine for a vacation.

What the women of movieland are wearing when they are on or off location is the theme of a new feature called "Hollywood Fashions" being released by the Tom Beck Features, Los Angeles.

Stephen Leacock is writing a weekly humorous article for the Metropolitan Newspaper Service, New York.

George W. Wightman, president of the United States Lawn Tennis Association, has addressed an open letter to the various clubs in the country concerning his interpretation of the player-writer rule, over which so much controversy has arisen, largely because it involves William T. Tilden, 2nd, national champion, who writes for the Ledger Syndicate, Philadelphia. In it, he insists the player-writer is paid for his fame, declaring the distinction makes professionals of stars who write on sport.

George McManus, cartoonist for the King Features Syndicate, New York, creator of "Bringing Up Father," was the guest of the *Lancaster (Pa.) News-Journal*, May 28. He was introduced to

the Lancaster school children and members of the Lions' Club.

Bob Satterfield, cartoonist for the Publishers' Autocaster Service, New York, will cover the political conventions for his syndicate, drawing cartoons of political leaders from the convention floor.

Alexander Johnson, for 12 years editor of *Motor*, and for 22 years a writer on motor subjects, has contracted with the Christy Walsh Syndicate, New York, to furnish a 600-word article each week, discussing new improvements and practical subjects interesting to automobile owners. The service also includes a Question Box.

Dr. Frank J. Monaghan, Commissioner of Health for New York City, is now writing a series of articles under the caption "Health Habits" for the Christy Walsh Syndicate, New York.

Don Herold, regular contributor to *Life*, has contracted to write a weekly humorous feature for the McNaught Syndicate, Inc., New York. He will illustrate it himself. Release date has not yet been set, but it is expected it will be the last of this month.

H. C. Witwer has written a series of 11 short stories called "The Rubyat of a College Man," the first of which will be released June 15, by the King Features Syndicate, New York. They will run Sundays.

Mrs. Helen Searl has joined the traveling staff of the Metropolitan Newspaper Service, New York.

"Christine of the Hungry Heart" by Kathleen Norris will be released as a serial early in July by the McClure Newspaper Syndicate, New York.

Glenwood Mahar, of the McClure Newspaper Syndicate Sales force who has been out on a two months' trip through the middle west contracted pneumonia and is now in the Mount Carmel Hospital, Columbus, O., where he is reported recovering.

William Jennings Bryan will cover both political conventions for the McNaught Syndicate, Inc., New York. Others who will cover for the same syndicate are Samuel G. Blythe, Rube Goldberg, and Will Rogers.

Charles V. McAdam, vice-president of the McNaught Syndicate, and Ray McCarthy, golf writer, engaged in a four-some recently with Gene Sarazen and Johnny Farrell at the Quaker Ridge Country Club.

**To Suspend Grand Junction News**

The *Grand Junction (Col.) Sentinel* has purchased the *Grand Junction News*, according to advices reaching the Associated Press headquarters, New York.

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

this week. Publication of the News will be suspended June 7, and the Sentinel will thereafter issue a Sunday morning edition. Walter Walker is editor and general manager of the Sentinel, which is a Democratic evening newspaper. The News was a Republican morning newspaper, published by the Grand Valley Printing Company, with C. E. Adams as editor and general manager.

**SEIBOLD JOINS N. Y. POST**



Louis Seibold, veteran reporter, recently writing for the *New York Sun* has joined the staff of the *New York Evening Post*, and will represent that newspaper at both political conventions. He was a member of the *New York Herald* staff prior to its sale to the *Tribune*.

**Greatest Advertising Gain**

The Sun, New York, gained 1,221,482 agate lines—4,000 columns—of advertising in the first four months of 1924 over the corresponding months last year—the greatest newspaper advertising gain in America. The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The  Sun  
 New York  
 Circulation more than 250,000

**Specials Name Convention Speakers**

Speakers for the press representatives' departmental program at the International Convention of the A. A. C. W., Wembley, July 13-18, were announced this week by Dan Carroll, special representative, and program chairman. They are: William F. Rogers, chairman of the bureau of advertising of the American Newspaper Publishers' Association and advertising manager of the *Boston Transcript* on "Outlining our Plan of Work"; F. St. John Richards, New York, eastern representative of the *St. Louis Globe-Democrat*, on "Selling Newspaper Advertising Space"; Gilbert T. Hodges, New York, advertising manager of the *Munsey Magazine*, on "Sell in Magazine Advertising Space"; and James O'Shaughnessy, executive secretary of the A. A. A., on "Magazine Advertising in the United States."

**Reuters Reporter Exiled from China**

Arrested on charges of spreading false reports of Dr. Sun Yat-Sen's death, Him Wong, correspondent for Reuters Limited at Canton, China, has been ordered deported for 10 years. Him is a graduate of the Missouri University School of Journalism, Columbia, Mo. Authorities declare the accused reporter communicated the news to the enemy press.

**The Desert News**  
 SALT LAKE CITY, UTAH  
 Our merchandising and research department is at the service of all national advertisers or agencies at all times.  
 Foreign Representatives  
**CONE, HUNTON & WOODMAN**  
 New York Chicago Detroit  
 Kansas City St. Louis Atlanta  
 Pacific Coast Representatives  
**CONGER & JOHNSTON**  
 Los Angeles San Francisco

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

**T**HERE ARE TRICKS in all trades, and there are innumerable tricks in the making of advertising contracts.

A thorough knowledge of the intricacies of contract making has proved a big financial advantage to the newspapers represented by **BENJAMIN & KENTNOR CO.**

Protecting the newspaper's interests is one of the fundamentals of good service as visualized by this organization. Such service comes after long years of experience, and in no other way.

**BENJAMIN & KENTNOR CO.**  
 Advertising Representatives of Newspapers  
 2 W. 45th St. 900 Mallers Bldg.  
 New York Chicago  
 401 Van Nuy Bldg.  
 Los Angeles

**MOST NEWS**

The largest morning daily circulation in Pittsburgh

**The Pittsburgh Post**  
 MORNING AND SUNDAY

Daily Circulation....118,000  
 Sunday Circulation...175,000

Member A. B. C.

**Peoria**  
 The  
**Try-Out City**  
 THE PEORIA  
**JOURNAL**  
**Transcript**  
 Puts Tryouts Over!  
**CHAS. H. EDDY CO.**  
 New York - Chicago - Boston

# Southern Publishers

located in twenty-six of the leading cities of the South with thirty-four of the leading daily newspapers, join in a co-operative effort to induce advertisers and manufacturers to take advantage of the unusual market conditions prevailing throughout Dixie.

The people are long on money and short on merchandise. They need goods of all kinds, and plenty of them.

Business throughout Dixie is as business never was before. It is booming bigger, stronger and more insistent than ever.

These Southern people need machinery. They need household conveniences. They need new and better merchandise of all kinds. They need tractors and all kinds of farming machinery. They need more automobiles.

Notwithstanding the increase in population, the people need labor-saving devices of all kinds not so much to save labor as to increase output.

Business of every kind is more than good. Agriculture which is the big thing in this great out-of-doors has been speeded up and diversified agriculture is increasing.

These newspapers realizing the expansion of this market invite you to come South with your goods.

The market is here, the money is here. With these daily newspapers you will find a welcome, eager buyers and everything that goes to make business a pleasure.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
<b>ALABAMA</b>							
***Birmingham Age-Herald (M)	30,930	.08	.06	***Greensboro Daily News (S)	29,807	.07	.07
***Birmingham Age-Herald (S)	49,177	.10	.10	***Raleigh News and Observer (M)	27,984	.06	.06
***Birmingham News (E)	75,304	.18	.18	***Raleigh News and Observer (S)	32,372	.06	.06
***Birmingham News (S)	83,228	.18	.18	***Winston-Salem Sentinel (E)	14,218	.06	.06
***Mobile News-Item (E)	11,217	.05	.05	<b>SOUTH CAROLINA</b>			
***Mobile Register (M)	20,227	.07	.07	***Columbia State (M)	22,628	.06	.06
***Mobile Register (S)	31,962	.085	.085	***Columbia State (S)	23,079	.06	.06
***Montgomery Journal (E)	18,054	.06	.06	Greenwood Index Journal (E&S)	4,367	.025	.025
<b>FLORIDA</b>				***Spartanburg Journal (E)	3,799	.04	.04
***Florida Times-Union, Jacksonville (M&S)	89,226	.09(.10S)	.09(.10S)	***Spartanburg Herald (M) 6,014 (S)	8,023	.04	.04
***Pensacola News (E)	5,372	.08	.03	<b>TENNESSEE</b>			
†††St. Petersburg Independent (E)	7,286	.03	.03	***Chattanooga Times (M)	24,122	.06	.03
***Tampa Times (E)	14,770	.05	.05	***Chattanooga Times (S)	24,355	.06	.06
***Tampa Tribune (M&S)	25,651	.07(.08S)	.06(.07S)	†††Nashville Banner (E)	53,892	.10	.10
<b>GEORGIA</b>				†††Nashville Banner (S)	56,989	.11	.11
***Augusta Herald (E)	16,024	.05	.05	<b>VIRGINIA</b>			
***Augusta Herald (S)	16,562	.05	.05	*Alexandria Gazette	3,900	.025	.025
***Macon Telegraph (M)	28,878	.07	.07	***Danville Register and Bee (M&E)	12,225	.05	.05
***Macon Telegraph (S)	25,135	.07	.07	***Danville Register (Sunday)	7,890	.05	.05
***Savannah Morning News (M) 19,392 (S)	21,860	.06(.07S)	.06(.07S)	***Newport News Times-Herald (E)	7,660	.05	.05
<b>KENTUCKY</b>				***Newport News Daily Press (S&M)	5,725	.07	.06
***Lexington Leader (E)	18,432	.05	.05	***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Lexington Leader (S)	18,538	.05	.05	***Roanoke Times (S)	17,596	.07	.06
***Paducah Sun (E)	8,759	.04	.04	***Staunton News-Leader (M), Leader (E)	6,586	.035	.035
<b>NORTH CAROLINA</b>				* A. B. C. Statement, April 1, 1923. ** A. B. C. Statement, Sept. 30, 1923. †† Government, Sept. 30, 1923. *** A. B. C. Statement, April 1, 1924. ††† Government Statement, April 1, 1924.			
††Asheville Times (E)	8,969	.04	.04				
***Asheville Citizen (M)	11,760	.055	.055				
***Asheville Citizen (S)	12,421	.055	.055				
***Greensboro Daily News (M)	22,424	.07	.06				





Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By **HERBERT C. RIDOUT**

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

**British Registrations Commencing:**—Intimations as to Registration are being circulated to all concerned, and the methods will be pretty much those followed at American Conventions, adapted and modified where necessary to suit British conditions. Mrs. Bowman, the A. A. C. W. officer in charge of Registration arrangements is expected to arrive in London on July 3, to take charge of the registration details.

**Bush House Registration Headquarters:**—One point on which British methods of registration will differ from those on your side is that here registration tickets will be sold to British Delegations in advance. This is regarded as a means of specially meeting conditions here, where there are many thousands of advertising men all over the country not actually attached to any Club who will wish to have facilities for attending the Convention. The fact that they don't belong to a club may be explained by the fact that there is probably no club in their district. The Registration Headquarters in London will be at Bush House, Kingsway, the fine piece of architecture that stands with one frontage on the Strand and the other facing down the length of the broad thoroughfare of Kingsway. It is perhaps the finest position in London.

**American Delegates Sticking Together:**—The arrangements are rapidly taking shape for the allocation of American delegates in bunches to the various London hotels during Convention week. The contingents are being held together according to towns of origin. The New York contingent will divide between 3 fine hotels, the Belgravia (near Victoria Station), and the Metropole, and Victoria (both in Northumberland Avenue, running parallel with the Strand). The Chicagoans will be accommodated at the Grosvenor (near Victoria Station) and the Hyde Park Hotel (about half-mile distant). The Bostonians will divide between the Grand (at Charing Cross) and the Piccadilly (on Piccadilly). Houston will occupy the Imperial Hotel, on Southampton Row, a hundred yards or so from Sentinel House, London Convention headquarters; Los Angeles will be at the Midland Grand, close by the St. Pancras terminal. The members of the American Advertising Agents Association and officials will be situated at the Hotel Cecil, centrally placed in the Strand, and the Pittsburgh contingent at the Hotel Russell, on Southampton Row, a few yards from the Imperial Hotel.

**Opera Gala Night for Delegates:**—Horace Imber tells me of an opera

The  
**Pittsburgh Press**

A Scripps-Howard Newspaper  
Daily and Sunday

**Has the Largest**

**CIRCULATION  
IN PITTSBURGH  
MEMBER A. B. C.**

Foreign Advertising Representatives  
**ALLIED NEWSPAPERS, INC.**  
New York Office—52 Vanderbilt Ave.  
Chicago Office—5 North Wabash Ave.  
San Francisco—Cleveland—Cincinnati

gala night he is arranging for overseas delegates, on behalf of the proprietor of the London Daily Chronicle. At present it is sufficiently advanced to indicate that it is something entirely different from any other entertainment being provided here, but there will be one pleasant surprise which I must hold for a day or two until the complete details are settled.

**Liaison Officers for Delegates:**—The desire of our folk here that every delegate shall feel at home and among friends has found expression in a call for liaison officers to act between the various contingents and sections and their British equivalents. This is perhaps even more important in the case of Continental delegates speaking little English, but the response shows the keenness to make our U. S. visitors feel comfortable.

**C. Harold Vernon Gives Radio Talk:**—At the invitation of the British Broadcasting Company, C. Harold Vernon, on May 21, told the story of the Wembley Convention on the radio. Announcing that the Prince of Wales as patron had consented to open the first session, Mr. Vernon said that our great Advertising Convention would fail if it did not increase the business of this country and make the problem of unemployment less acute. The radio talk was used as a means of getting at those who might, even now, be unaware of the magnitude of the Convention, and I understand it was entirely successful.

**A. N. A. A. and I. S. B. A.**—By a special Resolution of the Central Executive of the Incorporated Society of British Advertisers, all advertisers eligible for ordinary membership under their rules, visiting this country for the Convention, will on application be enrolled as honorary members of the Society during their stay in Great Britain. They will be entitled to make full use of the services of the organization (for which members pay \$100 a year) and to attend all meetings held between July and August of this year, including the Joint Departmental Meetings of the Association of National Advertisers of America and the Incorporated Society of British Advertisers at Wembley. They will also be the guests of the I. S. B. A. at the Banquet of the World's Advertisers at the Connaught Rooms on July 15.

**When you come  
to London—**

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

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

**JOHN BULL**

For Advertising Rates and Particulars write:

**PHILIP EMANUEL,**  
Advertisement Manager  
**ODHAMS PRESS, LTD.**  
57-59, Long Acre, London, W.C.2. Eng.

**Dutch Advertising Agents Come In:**—I understand that the Vereeniging van Erkende Advertentie Bureau in Nederland, the Dutch Association of Advertising Agents, has requested Mr. Fernand A. Marteau to secure their affiliation to the A. A. C. W. This is the 3rd Dutch and 9th Continental Organization which has joined District No. 14. I am told that two other Dutch Clubs, as well as one Swedish organization, are at present examining the advisability of becoming members.

**Advertising Women Establish Contact:**—To provide the personal contact with the business women coming from America and other overseas countries for the Advertising Convention, a Correspondence Bureau has been opened, so that the business women of Great Britain may at once get in touch by letter with one or more of the visiting women delegates. Miss McCandlish Smith, of the Publicity Club of London is in charge of the arrangements.

**A.A.A.A. Sending 30 to London**

About 30 members of the American Association of Advertising Agencies will attend the international A. A. C. W. convention at Wembley Park, London, July 13-18, James O'Shaughnessy, executive secretary reported this week. Included in the delegation will be: Stanley Resor, J. Walter Thompson Company, New York; C. D. Newell, Newell-Emmett Company, Inc., New York; Henry B. Humphrey, H. B. Humphrey Company, Boston; Harry Dwight Smith, Fuller & Smith, Cleveland; H. H. Charles, Charles Advertising Service, New York; A. E. Greenleaf, Greenleaf Company, Boston; St. Elmo Massengale, Massengale Advertising Agency, Atlanta, Ga.; Milton Towne, Joseph Richards Company, Inc., New York; H. T. Ewald, Campbell-Ewald Company, New York; M. P. Gould, M. P. Gould Company, New York; William H. Rankin, William H. Rankin Company, New York.

**The Greatest  
Force in  
British  
Advertising  
is**

**The Times**

**London, England**

**first!**

—in daily circulation

—in lineage

—in reader interest

—in proved results

**The Indianapolis  
NEWS**

**Urges \$100,000 Ad Fund**

The raising of a fund of \$100,000 for co-operative publicity for Maine would increase the revenue of the state 100 per cent, it was declared by Hiram Ridger, president of the Maine State Publicity Bureau, at the bureau's annual outing and dinner May 30 at Rangeley, Me. Already, the bureau's newspaper advertising has accomplished a great deal, he said, even though on a limited appropriation. If the financial and moral support of every person in Maine who benefits by summer travel could be obtained, he predicted, Maine would rival California.

**N. Y. News Claims 800,000 Circulation**

In an editorial printed in the issue of May 26, the *New York Daily News*, illustrated tabloid, claimed that its average daily circulation for the past week was more than 800,000. The newspaper will celebrate its 5th anniversary, June 26, 1924.

THE  
**Daily Mail**

with its  
**WORLD'S RECORD  
NET DAILY SALE**

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

**DAILY MAIL**  
NEW YORK OFFICES  
280 Broadway  
Telephone: Worth 7270

**LINKS WITH BRITAIN**

**JORDANS  
William Penn**

Interesting associations with the great William Penn, the founder of Pennsylvania, are to be found at Jordans, an old Quaker meeting house, now a farmhouse, in a quiet country lane about two miles from Chalfont St. Giles in Buckinghamshire. Adjoining the old house is the little Quaker graveyard in which Penn lies buried with his two wives. The journey is made to Gerrards Cross Station where automobiles convey tourists to Penn's old meeting house and grave, to the house where the poet Milton completed "Paradise Lost," and to Stoke Poges where the poet Gray lies buried in his beautiful churchyard where he wrote his famous "Elegy in a Country Churchyard." A delightful excursion through charming country.

London & North Eastern  
Railway from Marylebone  
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



### THREE UNIONS STRIKE ON SEATTLE "P.-I."

**Publishers' Refusal to Let Typographical Union Dictate New Contract Calls Out Also Mailers and Stereotypers**

(By Telegraph to Editor & Publisher)

SEATTLE, Wash., May 31.—In an effort to enforce what the *Seattle Post-Intelligencer* management considers "unjustifiable working conditions and an unreasonable high rate of wages," members of the typographical, mailers, and stereotypers unions employed on that paper struck yesterday. The action was taken in the face of the publisher's offer to submit all issues to arbitration. Non-union crews are now working. Objections to the typographical union's proposals were cited by the *Post-Intelligencer* executives as follows:

They completely excluded participation by the ownership in the conduct of the composing room.

They provided impossible working conditions.

They perpetuated the reproduction law in composing rooms.

They obligated the acceptance of a book of rules passed by the local typographical union laying down working conditions.

They provided that the contract would be void if the *Post-Intelligencer* was unable to reach an agreement with any other of its mechanical departments.

They prohibited the transfer of men from one part of the composing room to another, except under work-creating limitations.

They made discharge of an employe practically impossible.

They excluded any conditions providing arbitration on any question under any circumstances.

The union contract has been signed by another Seattle office and the union based on this its insistence that the *Post-Intelligencer* accept its terms.

Under the former contract, which expired Dec. 31, 1923, the typographical scale was \$48 day and \$51 night for a 42-hour week. The scale proposed by the union for the *Post-Intelligencer*, a morning paper, called for \$51 minimum and \$58.50 maximum, the bulk of the men to receive the latter wage.

The *Post-Intelligencer* indicated that it would agree to higher wages than the old contract provided and to continuance of the old 42-hour week.

A non-union crew was immediately put to work and the newspaper has not missed an issue. It reports little loss in circulation and no loss in advertising.

Although not specifically stated in the above dispatch, the Seattle situation apparently involves the first joint action by the mailers' union with the typographical union to enforce demands by the latter, under the law providing for such action passed at the last convention of the International Typographical Union. The stereotypers' contract expired at the same time as did that of the typographical union and provided a wage scale of \$48 day and \$51 night for a 44-hour week. The mailers' scale, which expired October 1, 1923, gave foreman \$48 day or night, and journeymen \$39, day or night, with a 45-hour week days and 42-hour nights.

### LYNCH LEADS TYPO VOTE

**Syracuse Man Ahead in Presidential Race, Unofficial Returns Indicate**

Unofficial returns of the election held May 28, from 555 locals of the International Typographical Union tabulated June 3, at administration headquarters, New York, give James M. Lynch of Syracuse, N. Y., administration candidate, a lead of 3,440 over the progressive candidate Charles P. Howard, the incumbent, in the contest for president of the organization. The total vote in the 555 locals was 51,654.

Officials of the union announced June 2, in Indianapolis, that no more figures in the election of international officers would be given out, until the official tabulation is reviewed by the organization's canvassing board which meets there June 7.

According to the unofficial tabulation Seth R. Brown of Los Angeles, in the contest for first vice-president, is leading his opponent, George F. Beach of New York, by more than 2,000 votes, while Austin Hewson of New York has a lead of 4,000 votes over William R. Trotter of Vancouver, B. C., the incumbent, in the race for second vice-president. John W. Hayes of Minneapolis, secretary-treasurer, leads his opponent, William A. Aldrich of Chicago, by 5,000 votes. All in the lead are Administration candidates.

### A. P. TO HOLD SPECIAL MEET JULY 31

**Members to Vote on Applications of Rochester Times-Union and Baltimore Evening Sun Opposed by Hearst Papers**

Associated Press members will hold a special meeting in New York July 31, to vote on the applications for membership of the *Rochester (N. Y.) Times-Union* and the *Baltimore (Md.) Evening Sun*.

Call for the meeting was issued this week by Melville E. Stone, secretary, on advice of counsel and by direction of the A. P. executive committee.

Accompanying the call were 5 different proxy forms for members' use. One of the forms entitles members to appoint their own proxy; another appoints Paul Patterson and Van Lear Black of the *Baltimore Evening Sun*, to vote in favor of that newspaper; another appoints Frank E. Tripp, *Elmira (N. Y.) Advertiser*, and Frank E. Gannett, *Rochester Times-Union* to vote in favor of the *Times-Union*; the last two appoint Arthur Brisbane, *Baltimore News*; Frank A. Munsey, *New York Sun*; George S. Oliver, *Pittsburg Gazette-Times*, Robert Ewing, *New Orleans States* and John Francis Neylan, *San Francisco Call and Post* to vote against admission to membership.

When these two newspapers applied for membership at the April convention of the Associated Press, their applications were opposed in the case of the *Evening Sun* by Arthur Brisbane, A. P., member for the *Baltimore News*, and Harry Gray, member for the *Rochester (N. Y.) Journal and Post-Express*. Both opposing newspapers are owned by William Randolph Hearst.

The applications had been automatically passed from the A. P. board of directors to the members attending the convention by reason of the protests. They missed to obtain A. P. memberships over the protests by the narrow margin of but 3 votes. Results of the July 31, vote will govern future action in similar cases.

According to the present by-laws of the Associated Press a four-fifths vote of all present at an annual meeting is needed to override the protest which was vested in the membership of old members in the organization. Both the *Baltimore News* and the *Rochester Post-Express* hold such protest rights.

### Portland Business Bureau Wins

Portland (Ore.) Better Business Bureau was awarded the trophy for the most constructive work during the past year at the convention of the Pacific Coast Advertising Clubs Association held May 25-28 in Fresno. The Bureau is managed by Kenneth Hood. The trophy was a sterling silver shield.

### Newark Ledger Opens N. Y. Office

The *Newark (N. J.) Ledger*, the only morning newspaper published in Newark, on June 2, opened their own office in New York in the Marbridge Building, 47 West 34th street. John Davidson Lane is manager.

# SOME FACTS ABOUT AGRICULTURE IN West Virginia

This state is basically a farming and fruit growing state, notwithstanding its leadership among the mineral and timber states.

West Virginia has 5,554,731 fruit bearing apple trees and 2,049,862 fruit bearing peach trees.

It ranks among the first twelve in peach growing and is one of the first nine in apple growing.

West Virginia ranks first in the United States in percentage of farm lands free from mortgage, having 73 per cent clear of debt.

The farmers are 98.6 per cent American born. This is the highest per cent of native-born farmers to be found in any state in the Union.

The sale of dairy products in this state amounts to approximately \$12,000,000.

West Virginia's poultry and eggs are worth \$15,000,000 each year.

Buyers of space would do well to study West Virginia. Learn the facts about her mines, her farms, her factories and her 1,463,701 people.

You can be a big advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

The following list of daily West Virginia newspapers cover this territory and sell merchandise.

They offer to discriminating advertisers the least expensive and most effective method of making their trade-mark a greater asset.

	Rate for Circulation 5,000 lines		Rate for Circulation 5,000 lines
Bluefield		Martinsburg	
***Telegraph (M) 11,073 .05		***Journal (E) 4,542 .03	
(S) 14,259 .06		Parkersburg	
Charleston		***News (M) 7,185 .025	
***Gazette (M) 20,057 .06		***News (S) 8,759 .025	
***Gazette (S) 24,932 .07		***Sentinel (E) 7,641 .03	
Clarksburg		Wheeling	
***Telegram (E) 9,479 .04		***Intelligencer (M) 11,912 .0325	
***Telegram (S) 11,797 .045		***News (E) 15,012 .05	
Fairmont		***News (S) 19,906 .07	
***Times (M) 7,675 .03			
Huntington			
***Advertiser (E) 11,176 .035			
***Herald-Dispatch (M) 13,750 .035			
***Herald-Dispatch (S) 13,637 .04			

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

## N.E.A. QUILTS TEXAS FOR MEXICAN TOUR

San Antonio Express Tenders Banquet to Delegates—Odell and Hotaling Given Watches—Ad Handicaps Decreasing

SAN ANTONIO, Tex., May 30.—Thirty states were represented at a banquet given by the Express Publishing Company May 27, to the National Editorial Association delegation enroute to Mexico. Following the banquet the party of more than 200 left for Laredo where they crossed into Mexico.

At the banquet Wilson M. Smith of the *Waverly* (Ill.) Journal presented, on behalf of the Association a gold watch to President Wallace Odell of the *Tarrytown* (N. Y.) News. Mrs. Odell was given a leather purse.

A watch and purse were also presented to Executive Secretary H. C. Hotaling and wife, of St. Paul. The presentation was made by John P. Herrick, *Olean* (N. Y.) Breeze.

M. M. Harris, editor of the *San Antonio Express and News*, as toastmaster, introduced President F. G. Huntress of the Express Publishing Company, who welcomed the visitors. Mr. Odell responded. D. D. Moore, publisher of the *Fort Worth Record* and acting director of William Randolph Hearst's *San Antonio Light*, spoke of the prosperity of Texas newspapers. S. D. Chestnutt, past-president, Texas Press Association welcomed the visitors for that organization.

During a sightseeing tour of San Antonio Tuesday the editors stood before the Alamo and heard the history of that Shrine of Texas freedom. Among other places visited, under chaperonage of Ralph Durkee, publicity representative of the Chamber of Commerce, was Parkersfield, where two newspaper girls, Misses Mildred and Elizabeth Zerbe, of Gettysville, Pa., were the first to enjoy the thrill of an airplane ride.

The editors underwent vaccination in anticipation of the Mexico trip before they left Oklahoma City.

In a report of the advertising committee of the N. E. A. presented at Oklahoma City it was indicated that handicaps which have operated to prevent the advertising agency from using the country weekly are gradually being removed.

The committee noted with gratification "the steps taken in different states to remove the handicaps," including:

1. Impressing the publisher with the necessity of issuing a rate card of standard form.
2. Standardizing rates, using the N. E. A. scale as a guide.
3. Getting publishers to equip their plants so that mats can be used.

The improvement in this respect the past year has been referred to as a "revolutionary development in the country newspaper field" by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies. Three state press associations have announced that arrangements have been perfected so that mats can be handled for every country weekly if necessary.

4. Compiling state lists through the office of a secretary or committee and furnishing advertisers and agencies with rate books giving essential information regarding every paper whose publisher is progressive enough to supply it.

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

"Such information is furnished to advertisers and agencies for daily newspapers, magazines, farm papers and all trade publications. A similar directory covering the country newspapers is sorely needed and would be welcomed by advertisers and agencies," the report stated.

Members of the N. E. A. advertising committee were Herman Roe, Northfield, Minn.; Harry B. Potter, Marshall, Ill., and T. H. Alvord, Livonia, N. Y.

## "SUNPAPERS" EXPAND

Buy Additional Property to Facilitate Delivery Department

BALTIMORE, June 5.—The A. S. Abell Company, publishers of the *Sun* and the *Evening Sun*, have just purchased Numbers 4 and 6 West Redwood street, adjoining the rear of the company's building on the west and connecting with the property acquired 2 years ago, when 9 and 11 West Baltimore street were purchased.

The A. S. Abell Company buildings now have a combined frontage of 84 feet on Baltimore street, the main business thoroughfare of Baltimore, and of 89½ feet on Redwood street, as well as a frontage of 203 feet on Charles street, the chief north and south artery of business Baltimore.

One immediate effect of the purchase will be to give the "Sunpapers" room very much needed for the delivery departments, and for preparing the papers for mailing and for loading.

The new properties will also provide room for the expansion of press room, stereotyping department, composing room and other departments for some years.

## Rankin Names Tea Essay Winners

First prize of \$1,000 for the best fifty-word essay on "Why I Like India Tea or Blends Containing India Tea" has been awarded to Carlton Short, the William H. Rankin Company, which is associated with Charles F. Higham, Ltd., of London, has announced. Sir Charles Higham, Mr. Rankin and Hector Fuller were judges of the contest. The competition was held on behalf of the India Tea Growers' Association of London and Calcutta, and 12,000 answers were sent in from all parts of the country. Second prize of \$500 was awarded to Miss Louise A. Haslob, of Woodside, L. I., and third prize of \$250 to J. N. Dallam, of Philadelphia. In addition, 100 prizes of \$10 each and 50 prizes of \$5 each were awarded.

## New Wall Street News Service

Charles W. Storm, formerly financial editor of the *New York American* and Arthur D. La Hines, formerly in the financial department of the *New York Sun*, are editors of a new news service, the Wall Street Mirror, which was started this week in the New York financial district. The service will confine its activities to news developments in and affecting the stock market. Its address is Room 847, 120 Broadway.

## Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER  
Sec'y-Treas., I. C. M. A.

Peoria Star Co.  
Peoria, Ill.

## "POCKET VETO" SEEN FOR POSTAL WAGE BILL

Will Die With Close of Congress in Belief—Publishers Continue Opposition—P. O. Dept. Determine Mail Costs

By SAM BELL  
(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., June 4.—A "pocket veto" of Post Office salary bill, which will cost the Government an annual increase in postal expenditures ranging from \$60,000,000 to \$80,000,000 is expected of President Coolidge. His opposition to the measure is well known and in it he is supported by Postmaster General New, who believes that pay increases for postal employes should await the ascertainment of the cost of handling the various class of mail, now being undertaken by the Post Office.

The attitude of the publishing interests upon the pending measure, which has passed both Senate and House in slightly different form, was made known to Mr. Coolidge last Tuesday when a delegation headed by A. C. Pearson of the American Publishers' Conference called at White House. The President was presented with a copy of the resolutions adopted by National Editorial Association and other organizations which urge determination of the mail cost before any legislation is approved. Publishers realize approval of the pay increases means an increase in postal rates in the near

future and Postmaster General New has estimated that the second class rates, already far too high, will have to bear their share of the advance. Mr. New has estimated the amount of increase that will have to be borne by second class matter will total \$5,000,000 annually. Adjustment of salaries in certain localities where the cost of living has outstripped wage advances to postal employes—a plan evolved by the Postmaster General—was suggested to the President by the publishers' representatives.

## Bartley Heads White House Men

E. Ross Bartley of the Associated Press has been elected president of the White House Correspondents Association as the result of a recent election necessitated by the removal of several men from the White House assignment. A. L. Bradford of the United Press was made vice-president and Philip Orme of the Universal Service, secretary-treasurer. Charles R. Michaels of the *New York Times* and Glenn I. Tucker of the *New York World* were named members of the executive committee of the Association.

## Former Home of Daily Sold

The Sawyer Associates have sold to Barnard Press the building formerly occupied by the *Worcester (Mass.) Gazette* at 16 to 20 Mechanic street, together with 3,500 feet of land adjoining the property. The price was said to be about \$175,000. Mr. Press intends to erect a large office building on the property which was vacated by the *Gazette*, amalgamated with the *Telegram*.

## Here Is Our Representative

Complaint was made at the recent meeting of the American Society of Newspaper Editors that the cost of selling newspaper features was a considerable element in the price of this portion of the newspaper's expense.

The copy service which the Church Advertising Department offers newspapers is loaded with no personal selling expense. This weekly announcement in EDITOR AND PUBLISHER is our only way to reach newspaper advertising managers—and this space is donated by the paper.

Our only desire in life is to see churches make larger use of various forms of helpful publicity. We believe that they can use newspapers largely and that newspapers can show the churches the way this advertising can best be done.

The price for exclusive use of copy averages four dimes a week. We have other copy which is free to all papers.

## CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising  
383 Madison Ave.



Clubs of the World  
New York City



## HEARST PURCHASE OF SENTINEL CONFIRMED

**Evening Edition Merged in Wisconsin News, Hearst's Telegram Joined With Its Sunday, It Now Finds New Owner**

William Randolph Hearst has purchased the *Milwaukee Sentinel*. He now owns the only morning newspaper published in Milwaukee.

The evening edition of the *Sentinel* has been merged with the *Wisconsin News*. The morning and Sunday editions will be continued.

For a week up to June 5, it was generally believed that it had passed to W. R. Hearst. The latter said nothing. Charles Pfister, owner of the *Sentinel* for over 20 years, was equally taciturn.

May 29 saw announcements that the *Evening Sentinel* would be merged with the *Wisconsin News*, Mr. Hearst's evening paper, and the *Sunday Sentinel* with Mr. Hearst's *Milwaukee Telegram*.

Staffs of the morning and evening *Sentinel* were combined and the morning and Sunday issues were produced under direction of Julius Lieberman, *Sentinel* managing editor, with Richard Gardner, managing editor of the *Sunday Telegram*, assigned to the *Sentinel* in an advisory capacity. The evening title was called "*Wisconsin News & Evening Sentinel*"; the Sunday name was "*Sunday Sentinel & Milwaukee Telegram*." The morning paper title remained *Sentinel*.

Rumors then arose that Mr. Hearst had not purchased the property. Editor & PUBLISHER asked Mr. Pfister to state the facts. The following telegram resulted:

"Answering your telegram to Mr. Pfister, in his absence. The *Sentinel* this morning announced that Judge August C. Backus had acquired control and was now its publisher. The *Evening Sentinel* was merged with the *Wisconsin News*. This was done in part to secure control of the *Sunday Telegram*.

"JULIUS LIEBMAN,  
"Managing Editor."

### Chicago Tribune Radio Moves

WGN, radio broadcasting station of the *Chicago Tribune*, has been moved from the Edgewater Beach hotel to the Drake hotel. The *Chicago Evening Post* is operating a broadcasting station, WGBH, at the Edgewater Beach hotel. Other Chicago newspapers operating broadcasting stations alone or in co-operation with other agencies are the *Daily News*, the *Evening American* and the *Herald and Examiner*.

### RADIO'S TRIBUTE WITH PRESS I. C. M. A. HEARS

(Continued from page 5)

Mr. Pearson gave details of the 300 per cent increase in postal rates brought about by the war revenue measure and never reduced, and illustrated how large publishers were saving distribution expense by multiple second-class entries and private mailing.

An open discussion was held on the question of baseball extras, however, and it developed that most managers do not look upon them kindly and that they have

## New Haven Register

is New Haven's  
Dominant Paper

Circulation over 40,000 Average

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

## New Haven Register

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

been discontinued by a number of papers.

Mr. Sweeney explained the plan of collections used by the Free Press which virtually takes the newsboy into the business, opens a savings account for him with the paper and pays 5 per cent interest. The carriers deposit all of the money to this account from which the price of the papers is deducted and interest paid on the balance. The carrier is permitted to make additional deposits or draw from the account any time he desires, with the consent of his parents, who are also taken into the plan, and who, Mr. Sweeney says, are always strongly in favor of it.

Mr. Lincoln pointed out that it is as necessary for a newspaper to advertise as for any other business; that the use of bill-boards and novelties is about the only way for a paper to let persons who do not read the paper know what they have for sale.

Other speakers at the session were William Coonradt, *Decatur Review*, on "Methods of Procedure in Changing from Office Owned to Independent Carrier System"; John Schmid, *Indianapolis News*, on "Possibilities for Circulation on Rural Routes by Afternoon Newspapers," and Sidney D. Long, *Wichita Eagle*, on the "Future of Mail Subscriptions if Postal Rates Are not Reduced. How Much More Will It Cost the Rural Route Patron to Take a Daily Metropolitan Newspaper."

Mr. Schmid pointed out in his address that the *News* now has 60 routes, averaging 40 miles each in length that are covered by autos and trucks. The theory of delivery afternoon papers in the rural districts by this method is all right, he said, but the expense is heavy.

"We started out during the railroad strike and the miners strike, by picking out all of the good roads that are passable the year around," said Mr. Schmid. "We figure each route at about 40 miles and allow two and one half hours to cover it. If we can get two houses to the mile to start with, we are more than satisfied. We intended to cover these routes with motorcycles and side-cars, but during the railroad strike we started out by using trucks because with them we could make our deliveries to agent, and we have stuck to that system ever since. We now have men on many of these routes who use their own cars and make their own collections. We pay them 4½ cents a mile and \$1.50 a day, which makes the average man earn around \$18 a week on a 40 mile route. The cost is three times as much as rural circulation, but it enables us to deliver the same edition to the country as in the city."

"The future of the mail subscriptions if postal rates are not reduced depends on the amount of money the publisher is willing to spend on the R. F. D.," said Mr. Long. "The rural free delivery subscriber is the most expensive one we have. It is necessary to maintain a mailing list for him, put his name on the paper, etc., and on top of all of this, it is much more expensive to secure his subscription. I feel that unless the price of paper and postage is cut, the only thing to do with the rural subscriber is to figure out a cost system and charge him accordingly. It costs so much more to deliver the paper

to the farmer, and he should be made to pay that cost. Newspapers have always sold the farm paper at the lowest possible price, although during the war, papers learned to charge nearer what it cost to produce them instead of charging just what their competitors would let them charge. The farmer is demanding better news. He is demanding the same news as the city subscriber, and should be willing to pay for it."

In the discussion which followed, Mr. Schmid gave figures to show the amount the *News* loses each year on every rural subscriber. He figured that the paper averaged 40 pages per day for 312 days a year and that each subscriber received 208 pounds of newspaper a year. The white paper cost 4 cents a pound and postage cost 2 cents a pound, making a total cost of \$12.48, to which he added 15 pounds of ink at 5 cents a pound, making a total of \$13.23. The *News* receives \$4 a year for rural subscriptions and \$2 commissions for securing the subscriptions, leaving \$2 against a cost of \$13.23, or a loss of \$11.23 on each subscriber. This does not take into consideration the cost of handling in the mailing room, the cost of the news services in the paper or other production costs.

Speakers at the closing session were George Erh Jr., *Buffalo News*, on "The best method of canvass, house to house in country towns"; Oscar McPeak, *Rome News*, on "In cities of 20,000 and under should carriers be independent or salaried, and which method will return greater net revenue"; William Elder, *Toronto Telegram*, on "Unaccounted for copies, what is fair percentage," and Paul Sergeant, *Louisville Herald-Post*, on the general differences in the organization and operation of a circulation department in a city of 100,000 and 1,000,000 or over.

Mr. Elder advised a check on the press room and a check on the free distribution to cut down the number of unaccounted for copies.

D. G. B. Rose, of the Standard Printing Company, also delivered a short talk after the election of officers, in which he dwelt on the organization of the association 26

years ago and pointed to its growth from a mere handful of members at that time to the present membership of more than 700.

Many of the delegates left for their homes immediately after the close of the convention, while a number remained to take a trip to Mammoth Cave in a special train chartered for the occasion.

### Wilmington Club Elects Metten

William F. Metten, publisher of *Every Evening*, has been elected the first permanent president of the new Wilmington (Del.) Advertising Club. Guy R. Ford, retiring temporary president, was placed on the board of directors. F. Ray Phillips was elected vice-president; Ellwood Souder, Jr., and H. V. Bowlby, second and third vice-presidents; Hugh Carter, secretary and treasurer.

## THE PASSAIC DAILY NEWS

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

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.

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

Starting April  
The *Cleveland Plain Dealer* published  
15,569

More Separate Paid Want Ads than ALL other Cleveland newspapers COMBINED!

## The Plain Dealer

ONE Medium—ONE Cost (ALONE) Will sell if

John B. Woodward Woodward & Kelly  
110 E. 42d St. 350 N. Mich. Ave.  
New York Chicago  
Fine Arts Bldg.,  
Detroit

33.8%

In May, The New York Times published 33.8% of all advertising in New York morning newspapers—2,327,628 agate lines of the total of 6,886,060 lines and 818,410 lines in excess of the second morning newspaper.

Percentages of total space

The New York Times...	33.8%
Second Newspaper .....	22.0%
Third Newspaper .....	20.0%
Fourth Newspaper .....	16.7%
Fifth Newspaper .....	7.5%

## A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The *Buffalo Evening News* financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The *News*, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, \*\$19,754 total net paid  
Cover the Buffalo Market with the

## BUFFALO EVENING NEWS

\*Present average circulation 126,768  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

The highest-priced newspaper in Dallas—for the best of all reasons.

## The Dallas Morning News

Supreme in Texas

## Low Advertising Cost

THE buying tide is always at a high level in the Milwaukee-Wisconsin Market of nearly 3,000,000 people. Milwaukee is the first city of America in diversity of industry—and Wisconsin is the world's richest dairy-ing center.

The Milwaukee **JOURNAL**  
FIRST—by Merit

# DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

## BUSINESS TICKLER



SHORT hair, all beauty parlor managers claim, has at least doubled the amount of money taken in by their departments. Yet they don't advertise half as much as they should. Get after your local beauty parlor and the barber shops which specialize in bobbing.

We've mentioned it before, but it's worth repeating:

Marshall Field & Co., wholesale, in their May issue of Field Quality News, draw attention to the fact that inasmuch as it is a presidential election year, there will be a heavy demand for flags.

Get your share of the flag ads.

And then—June weddings!

How about a double-truck advertisement on the theme: "Furnishing the Bride's House?"

Begin with:

Luscious negligees, laces, and chiffons for the trousseau.

The Bridal gown and wreath for the wedding day.

Then:

Beds—Twin or single

Furniture

Kitchen utensils

Rugs

China

Silverware

And could a bride be happy without a photographer ready to take her picture?

There's another double-truck ad just waiting to be built devoted to sports: It might run under the streamer question "Are You Ready for the Game?"

It would contain ads for:

Flannel suits for women golfers

Knickers for men

Wool stockings

White trousers

Negligee shirts

Golf clubs

Golf bags

Tennis racquets and balls

Baseball paraphernalia

Riding habits.

## DOLLAR PULLERS

MANY newspapers carry the weather forecast in a "box" on the front page. As a special service or as a service at special rates to regular advertisers a box of similar size could be utilized next to the weather forecast for pertinent commercial information of interest because of the weather that is due. Thus, rain-coats, umbrellas and rubbers would be the subjects of price quotations on days when rain is predicted and automobile horns and headlights might be mentioned

# WIRE NEWS

**For Evening and Sunday Newspapers**

**International News Service**

21 Spruce St., New York

in the prominently displayed box when foggy weather is in the forecast.—David Resnick, *St. Louis Times*.

What territory do the reporters for your paper cover in going after news? It would make an interesting feature for the paper if you would prepare maps showing the routes regularly taken by your reporters in going after news and it you would then run these maps in your paper in connection with a story telling about the great lengths to which you go in getting news.—Frank H. Williams, Santa Ana, Cal.

The "Mail Order Parcel Post" section of the Halifax Herald was quite well taken up with advertisements of various firms of the city. This was a Weekly Mail Order Catalogue by which people out of the city could order through city stores and enjoy the privilege of the "Where-Can-I-Buy Service." — V. G. Dawson, Halifax.

How many shoe repair companies have you? Are you getting their advertising? Here's the reason I'm asking. A middle West paper came out with a page headed "The Story of the Old Shoe—Down and Out Today, In Service Tomorrow."

"THERE IS NO SUCH THING AS A WORN-OUT SHOE THESE DAYS—FACT. For if there is a bit of leather left the skillful shoe repair man can build a new shoe around it that will once more serve and serve well the purpose that was originally intended.

"In the days of old when a pair of shoes lost its sole few indeed ever took the pains to have a new sole added to what was left of the original shoe—but in these days of skillful repair work it is the exception indeed that does not have as many pairs of soles put on the original shoes as the uppers will stand—and it is not the higher price of shoes that is responsible for the change, but rather that the public has learned that the old shoe with a new sole is better than breaking in a new pair," etc..

The followed a brief paragraph about 9 shoe repair men whose display ads occupied the remainder of the page. This idea should sell easily in a city of any size. Remember these fellows are not "solicited to death" for ads and will find it hard to turn this idea down when they see it in cold type.—George C. Marclay, *Ogdensburg (N. Y.) Republican-Journal*.

The *Fort Wayne (Ind.) Journal-Gazette* runs a quarter page ad every

### The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

### Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to Edward F. Roberts, Editorial Director **U. P. C. NEWS SERVICE, Inc.** 243 West 39th St., N. Y. City

now and then in which most of the local automobile dealers give the delivered prices of the new cars they are handling, in all models. This little department is, of course, of great interest to all the folks in the city who are at all interested in purchasing new cars. And, of course, it is a very easy matter to secure plenty of advertising for this department.—Frank H. Williams, Santa Ana, Cal.

A novel dollar puller was used by the *Ypsilanti (Mich.) Daily Press* in connection with the recent Dollar Day put on by the local merchants. For any one who paid a dollar or more on their subscription Dollar Day the Press ran a classified advertisement under any classification 3 insertions free. This applied to any advertisement up to 25 words. There was, of course, a time limit as to when the ads could be run. Following the offer the Press printed various suggestions for the use of want ads. Why not try out something similar? It not only brings in a good many dollars of subscription money but also calls attention to the efficacy of want ads, for many of those who take advantage of such an offer will be those who have never before used the want ads at all.—Cyril E. Lamb, *Ypsilanti, Mich.*

Originality in bank advertising in small cities and towns will stimulate a desire for buying more space on the part of the bankers. One Washington state weekly is carrying a series of novel ads for a local bank by helping the banker tie-in with the movement for diversification in crops. Little stories of successful farmers who keep the dollars rolling in with barnyard flocks of hens or a few extra hogs to rid the place of waste grain, etc., and the part these side-lines have played in making them successful are used weekly in a display ad.—A. N.

**Our Features:**

Samuel G. Blythe  
Irvin S. Cobb  
R. L. Goldberg  
Ed Hughes  
O. O. McIntyre  
Penrod and Sam  
Will Rogers  
H. J. Tuthill  
Albert Payson Terhune

and others

**The McNaught Syndicate, Inc.**  
Times Building, New York

**THE TACOMA NEWS TRIBUNE**

**TACOMA TRADE TERRITORY**

Frank S. Baker, President  
Charles B. Welch, Editor and Gen. Mgr.

**ADVERTISING REPRESENTATIVES**

David J. Randall, 341 Fifth Ave., New York City  
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois  
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

**N. Y. Paper Company Shifts Personnel**  
A. R. Graustein, a New England corporation lawyer, was elected president of the International Paper Company, New York, at a meeting of the board of directors held May 31. He succeeds Philip T. Dodge, who was elected chairman of the board. W. E. Haskell, Allen Curtis, and Chester W. Lyman were elected vice-presidents; Owen Shepherd, treasurer; F. G. Simons, secretary, and B. O. Booth, auditor. Election of Mr. Graustein to the presidency was to represent the Boston interests, which have been represented only by Malcolm G. Chace, a director for several years.

**New Home for Newark Star Eagle**  
The *Newark (N. J.) Star Eagle* has purchased buildings at the corner of Maiden Lane and Halsey street, Newark, with the view of immediately erecting a 6-story building.

## Your Paper Is No Better Than Its Automobile Section

**The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY**

**The Ullman Feature Service**  
Home Life Bldg., Washington, D. C.

## BEDTIME BIBLE STORIES

BY FLORENCE VINCENT  
FULL COLOR ILLUSTRATIONS FROM WORLD FAMED PAINTINGS  
By TISSOT

An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.

**KEANE BROTHERS**  
Brokaw Bldg., Times Square, N. Y.

## CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.

Wire or Write Care of Rochester Herald

## HOLLISTER'S

**CIRCULATION ORGANIZATION**  
300 Merritt Building - Los Angeles, Cal.





# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

NOTHING exerts a greater influence on modern life than the daily newspaper. For that reason I have long urged that some attention be paid to the press by the high schools of the country. Every year about this time students are graduated without any ability to distinguish news of permanent value from that of any passing interest. Yet the newspaper is the post-graduate course of study not only for most of these students, but also for their parents. Consequently the pamphlet, "How to Read the *New York Times*" ought—to use a very much overworked expression—fill a long felt want.

This pamphlet opens with the question, "What do you get out of your newspaper?" After answering this question with "The news, of course" it asks a more important one:

But do you get out of it also—  
a knowledge of current history,  
a clear picture of the course of great events,  
a multitude of suggestions for building up  
your information,  
a stimulus to thought,  
a method of arriving at sound judgments—  
In short, does your newspaper contribute  
vitality to your education?

In order that the reader may know what a newspaper really is the following comment is offered:

The true newspaper is a thing not only of today but also of yesterday and tomorrow; not an isolated record but a vital part of the continuous story of mankind; not a passing chronicle that dies almost before the ink is dry on its pages but a chapter of world history that must be read in the light of what has gone before and of what is likely to come after. Through its columns run the vast currents of life and the sweeping tides of events.

After this explanation of what a newspaper really is, the author of the pamphlet—my guess is that he is Lester Markel, Sunday editor,—then makes a survey of the *Times* for the month of December, 1923, and shows how a half-dozen outstanding news events are developed in those 31 days.

Obviously the author insists that the newspaper reader should study carefully and thoughtfully the news and not merely scan the headlines. To do this he suggests that the reader ask such questions as these:

What is the background of the present event—the happenings that have led up to it and the causes behind it? Who are the outstanding persons concerned and what do they represent? Are there historic parallels for this event? What are the political, the social and the economic conditions that must be taken into consideration?

Answers to these questions will give the reader information, will stimulate reflection, and will enable him to arrive at sound judgment.

To prove his points the author selected the *Times* for December 28, 1923—said to be an average issue because it contained no sensational news, but merely gave a clear picture of what the newspaper daily prints. Eleven news stories of permanent interest were selected by way of illustration. In each instance the actual headline was reprinted.

The author insists that this statement should be underscored, "Advertising is news and vital news." To some the following may seem somewhat startling:

The budget of news included each day in the advertising columns of the *Times* is sufficient to make a good-sized newspaper; certainly without it the journal is not complete. It might almost be said that the newspaper with the greatest amount of advertising carries the greatest amount of news.

The author insists that because advertising is news it can be analyzed and studied as profitably as the text columns. Four examples are given:

From the "Help and Position Wanted" columns you can gauge the state of the labor market.

From the department store advertisements you can judge the trend of prices.

From the real estate columns you can compile an index to the housing situation.

From the financial and business advertisements you can make an analysis of economic conditions.

In conclusion the author offers six suggestions by way of summary.

From this pamphlet the editorial writer can obtain excellent material for an editorial on "How to Read a Newspaper." The publisher might well consider the advisability of printing a similar booklet for his readers. Strange as it may seem the newspaper sadly needs a good press agent.

TO the *Forum* for May, Norman Thomas contributed "Labor and the Press." For about 10 pages he tells the story of recent labor newspapers and makes some attempt to explain why they have not achieved success. Such newspapers in the opinion of Mr. Thomas have been usually dry bulletins or monuments to dullness—sometimes both. Mr. Thomas has had so much experience on papers of this sort that he ought to speak with a certain degree of authority.

THAT newspaper classic, "Deadline," by Henry Justin Smith, news editor of the *Chicago Daily News* (Covici-McGee) made Josslyn so familiar to newspaper people that they will be glad to know that Mr. Smith has just given him a book all to himself. The new volume "Josslyn" will be reviewed more in detail in a later issue.

### Governor Addresses Press Club

More than 500 persons attended the "historical night" program of the Baltimore Press Club, May 27, at which Governor Ritchie of Maryland was chief speaker. The occasion of the program was the commemoration of 3 events: the sending of the first telegraphic message from Washington to Baltimore, May 27, 1844; the first issue of the *Baltimore American and Daily Advertiser* in 1773; and the first issue of the *Baltimore Sun* in 1837. Charles Seldon of the Baltimore & Ohio Railroad discussed the history of the telegraph; E. B. Redman, the life of the American, and Judge T. J. C. Williams, who presided, spoke of the career of the Sun. Visiting speakers included Senators Edward I. Edwards, New Jersey; Walter F. George, Georgia; and John W. Harreld, Oklahoma. The success of the affair was due to the efforts of Edward H. Pfund, executive secretary.

### New Daily for Dover, N. J.

First edition of the *Dover (N. J.) Evening Mail*, appeared June 5. It is published by the Brotherhood Press, Inc. William S. O'Brien, formerly of the *Pas-saic (N. J.) Daily News* is editor and Joseph H. Dehlaney, formerly of the *Pas-saic Herald* is business manager. These two men have each bought a quarter of stock of the Brotherhood Press, Inc., from Charles E. Bowers and John F. Maguire. It is an eight column, twelve em, eight page paper printed on a flatbed Model E Duplex. International News Telegraphic Service and King Features furnish the foreign news, special features and comics. Miss Edythe M. Eagles is circulation manager; Stanley Cannon, city editor; George Woodhull, sporting editor. Dover has two other papers, a semi-weekly, the *Dover Advance*, and a weekly, the *Dover Index*.

### Laffan Will Is Probated

The will of Mrs. Georgianna R. Laffan, widow of William M. Laffan, former owner of the *New York Sun*, was admitted for probate June 2, in Nassau county, New York, when a threatened contest failed to develop. The value of the estate is said to exceed \$500,000.

# As ILLINOIS Buys

## So Buys the West

Illinois is the center of merchandise and manufacturing distribution and practically the center of population. Geographically Illinois is central. Farmers, stock raisers, merchants from the West go 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.

# ILLINOIS

people buy in Illinois. It standardizes the West as New York standardizes the East.

If you would reach in Illinois alone 6,485,280 people, if you would get the full benefit of the almost limitless market that Illinois offers, you must use these Illinois Daily Newspapers.

They, and they alone, put you in direct touch with the market.

These Illinois Daily Newspapers are the factors in their communities. Use them.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News . . . . . (E)	16,982	.06	.06
+++Chicago Herald & Examiner. (M)	335,747	.55	.55
+++Chicago Herald & Examiner. (S)	1,050,949	1.10	1.10
+++Chicago Daily Journal. . . . . (E)	120,449	.26	.24
+++Chicago Tribune . . . . . (M)	587,748	.80	.80
+++Chicago Tribune . . . . . (S)	941,047	1.15	1.15
***La Salle Tribune . . . . . (E)	3,162	.025	.025
***Moline Dispatch . . . . . (E)	10,569	.045	.045
***Peoria Star—(E) 29,102. . . . . (S)	21,733	.075	.06
***Rock Island Argus . . . . . (E)	10,513	.045	.045
***Sterling Gazette . . . . . (E)	5,921	.04	.04

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

+++Government Statement, April 1, 1924.

**Ogden Reid Returns from France**

Ogden Reid, editor of the *New York Herald Tribune*, with Howard Davis, business manager, and Harold Cross, counsel for the newspaper, returned to New York from Paris this week, where they have been attending to details re-

garding reorganization of the *Paris Herald Tribune*, English language newspaper, included in the sale of the *New York Herald* by Frank Munsey. The name of Lawrence Hills is now carried on the Paris paper's masthead as editor and general manager instead of Frank Munsey. No changes in personnel were made. Da-

vis reports the French newspaper has been increased in size from 6 to 8 pages, and that it is now averaging 25 columns of advertising a day.

He declares the mechanical equipment was in splendid shape. It includes two 3-deck Goss presses, capable of printing 12 pages at capacity.

**Publisher Hurt in Auto Crash**

Earl Brownlee, publisher of the *Oregon City (Ore.) Courier* and former dramatic critic of the *Portland Oregon Journal*, was severely injured and a companion killed in an automobile accident near Los Angeles.

**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 Beckman St., New York City.

**For Sale.**

Miscellaneous assortment of second-hand newspaper equipment, including Goss press in good condition and composing room material. Send for full particulars. Located in Middle West city. Box A. X., Editor & Publisher.

**Where Can I Find  
a Dependable  
Advertising Mat  
Service for Small  
Newspaper?**

Address Box A-997  
EDITOR & PUBLISHER



**QUICK  
STICK**

PASTE  
POWDER  
for mailing rooms

**STICKS  
QUICK**

A pure vegetable gum which only needs the addition of water to make the finest mailing room paste obtainable.

QUICK STICK sticks quickly and tightly—no waste of time or labor to get your mail out promptly. If your supply house cannot furnish QUICK STICK, write today to

**The  
Commercial Paste Co.  
COLUMBUS OHIO**

Manufacturers of the largest line of adhesives in the United States.

**Newspaper Equipment for Sale Complete**

Five-cylinder Hoe & Co. multi-color Press, 4 to 32 page capacity, 5 linotypes, 1 intertype, monotype casting machine, with molds and mats, complete stereotyping outfit, type cabinets, all steel composing room equipment, motors, office equipment, etc. This material is practically new and was used in publishing the *Utica Morning Telegram* and *Saturday Globe*. It will be sold in whole or in part at very reasonable prices. You can save money by investigating. For further information address William E. Dennis, Agent, City National Bank Building, telephone 621, Utica, N. Y.

**FOR SALE  
15-HOE Presses**

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

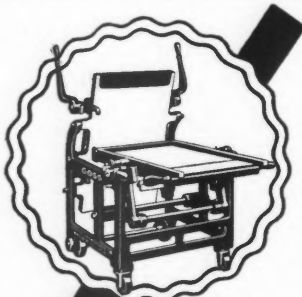
Let us know your wants.

**THE GOSS PRINTING PRESS CO.**  
1536 So. Paulina St.  
Chicago

**N. Y. DAILY NEWS**

HALF-TONES  
*Best in the World*

Made by  
**POWERS**  
NEW PROCESS



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

**GOSS**

Baker Sales Co., 200 Fifth Ave., New York

Our No. 512

**TABLOID MAGAZINE PRESS**

"Used but good."  
Printing from 8 to 64 pages 11 3/4 x 15 3/4, which makes a page of four columns wide, suitable for

Tabloid Newspaper,  
Farm Publication,  
Church Paper.  
or any publication of that size.  
Extra color deck.  
Uses electrotypes or stereotypes.  
Will do high-grade printing.  
Wire or write for details and price.

**BAKER SALES COMPANY**  
200 Fifth Avenue New York City

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

**R. Hoe & Co.**

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21 1/2 and 23 9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street  
New York City

No. 7 Water St. 7 South Dearborn St.  
Boston, Mass. Chicago, Ill.

**Addressing  
Listing  
Mailing Machines**

made for any size lists from 1000 to millions. Most durable, and cost less for up-keep and supplies than any other addressing system made.

Write for list of users, give particulars concerning size of your list, frequency of mailing, etc.

**POLLARD-ALLING MFG. CO.**  
Addressing—Listing—Mailing Machines  
220-230 West 19th St.  
New York City

For Sale.  
One Duplex Double Steam Table and Steam Generator, in good condition, bargain. Capital News, Lansing, Michigan.

**USED NEWSPAPER PRESSES**

Goss Two Deck Press, prints up to 16 pages.  
Scott Three Deck Press, prints up to 24 pages.  
Goss Three Deck Press, prints up to 24 pages.  
Goss Four Deck Press, prints up to 32 pages.  
Hoe Quadruple Press, prints up to 32 pages in color if desired.  
Scott Color Sextuple Press, prints up to 48 pages, has color fountain for newspaper supplements.  
Scott Octuple Press, prints and folds up to 64 pages, inset or collected as desired.

WRITE FOR PRICE ON PRESS INTERESTS YOU  
**WALTER SCOTT & CO.**  
Plainfield, New Jersey U. S. A.  
New York: 1457 Broadway  
Chicago: Monadnock Block

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

**USED BY THE**

**Flint Journal**  
Flint, Mich.

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

**R. HOE & CO.**

*Offer for sale at very attractive prices*

The following presses of other makes:

- GOSS Straight-Line Sextuple Press, Page Length, 21.60"
- GOSS Straight-Line Sextuple Press, Page Length, 23 9-16"
- GOSS 32-page Two-Plate-Wide Press, Page Length 22 3/4"
- GOSS 24-page Two-Plate-Wide Press, page Length, 23 9-16"
- GOSS 24-page Two-Plate-Wide Press, Page Length 23 9-16"
- GOSS Monitor 12-page Press, Page Length 21.60"
- SCOTT 32-page Two-Plate-Wide Press, with color cylinder, Page Length 23 9-16"

Full particulars furnished on request.

**R. HOE & CO.**

504-520 Grand Street, New York, N. Y.  
7 South Dearborn St., Chicago, Ill. 7 Water St., Boston, Mass.





# It won't cover him!

You can't blanket the United States with a magazine or a few magazines. This is particularly true of the South. Many advertisers do not realize that a great group of all-American people, comprising some 20,000,000, cannot be covered with a magazine having, say, less than 200,000 circulation in ten great states. *The way to reach the Southern people is through the Southern newspapers.*

## The Southern Newspaper Is The Paramount Influence in the South

In the South the people take their newspapers more seriously. They do not read them in the street cars and throw them away. They do not go out on the streets at various hours of the day and buy numerous editions, looking at the comics one time and the market news another time; and throw them in a trash pile. In the South the newspaper is an institution; it goes into the home and is part of the daily lives of the people. A Southern man swears by his newspaper. In the Southern States the advertisers can find the greatest group of all-American people, that is, people of American extraction, people whose ancestors have been in this country for one hundred years or more. With the same ideas, the same social customs and the same institutions, they live alike, vote alike and buy alike. An advertiser ought to take advantage of this fact and reach the great Southern market in the best and most efficient way.

## There Is No Business Depression Here

Plan your Fall campaign now. The South is the most prosperous part of the country. Statistics and business figures prove it. While it is agricultural—yet, with mineral resources, lumber and manufacturing interests so diversified—these states report little unemployment and brisk business.

For over a year cotton has sold around 30c a pound or more. This means prosperity and plenty of money in circulation south of the Mason and Dixon Line.

The number of automobiles has doubled

in the South, for the past two or three years; and the miles of improved roads have increased four or five times.

Enterprising manufacturers are reaping their reward by going after business in the Southern states. *Plan an intensified selling and advertising drive in the South.* Write Mr. Walter Johnson, Secretary of the Southern Newspaper Publishers' Association, Chattanooga, Tenn., or to any of the following papers:

### These Newspapers Will Help You Sell More Goods Through Advertising

- |   |  |   |  |
|---|--|---|--|
| <p><b>ALABAMA</b><br/>Albany Decatur Daily<br/>Anniston Star<br/>Birmingham Age-Herald<br/>Birmingham News<br/>Gadsden Journal<br/>Huntsville Daily Times<br/>Montgomery Journal<br/>Montgomery Advertiser<br/>Mobile News Item<br/>Mobile Register<br/>Opelika Daily News<br/>Selma Times-Journal</p> <p><b>FLORIDA</b><br/>De Land News<br/>Ft. Myers Press<br/>Gainesville Sun<br/>Jacksonville Journal<br/>Jacksonville Times Union<br/>Lakeland Star-Telegram<br/>Miami Herald<br/>Miami News-Metropolis<br/>Orlando Morning Sentinel<br/>Orlando Reporter Star<br/>Palm Beach News<br/>St. Augustine Record<br/>St. Petersburg Independent<br/>St. Petersburg Times<br/>Tampa Times<br/>Tampa Tribune<br/>West Palm Beach Post</p> <p><b>GEORGIA</b><br/>Albany Herald<br/>Atlanta Constitution</p> | <p>Atlanta Journal<br/>Macon Daily Telegraph<br/>Moultrie Observer<br/>Rome News Tribune<br/>Savannah Morning News<br/>Savannah Press<br/>Waycross Journal Herald</p> <p><b>KENTUCKY</b><br/>Ashland Independent<br/>Lexington Herald<br/>Paducah Evening Sun<br/>Paducah News-Democrat<br/>Winchester Sun</p> <p><b>LOUISIANA</b><br/>Alexandria Town Talk<br/>Baton Rouge State Times<br/>Lake Charles American Press<br/>Lafayette Advertiser<br/>Monroe News Star<br/>New Orleans Item<br/>New Orleans States<br/>New Orleans Times Picayune<br/>Shreveport Journal<br/>Shreveport Times</p> <p><b>MISSISSIPPI</b><br/>Biloxi-Gulfport Herald<br/>Greenwood Daily Commonwealth<br/>Hattiesburg American<br/>Jackson Daily News<br/>Laurel Leader<br/>Meridian Star<br/>Vicksburg Herald<br/>Vicksburg Post</p> | <p><b>NORTH CAROLINA</b><br/>Asheville Citizen<br/>Asheville Times<br/>Charlotte News<br/>Concord Tribune<br/>Elizabeth City Advance<br/>Fayetteville Observer<br/>Gastonia Gazette<br/>Greensboro News<br/>Greenville Reflector<br/>Henderson Daily Dispatch<br/>Hickory Record<br/>Kinston Free Press<br/>Raleigh News &amp; Observer<br/>Raleigh Times<br/>Rocky Mount. Telegram<br/>Salisbury Post<br/>Statesville Daily<br/>Wilmington Dispatch<br/>Wilmington Morning Star<br/>Wilson Times<br/>Winston-Salem Journal<br/>Winston-Salem Sentinel</p> <p><b>TENNESSEE</b><br/>Chattanooga News<br/>Chattanooga Times<br/>Clarksville Leaf Chronicle<br/>Columbia Herald<br/>Greenville Democrat-Sun<br/>Jackson Sun<br/>Johnson City Chronicle<br/>Johnson City Evening News<br/>Johnson City Staff<br/>Knoxville Journal &amp; Tribune<br/>Knoxville Sentinel<br/>Memphis Commercial Appeal<br/>Memphis Press<br/>Nashville Banner</p> <p><b>VIRGINIA</b><br/>Chickasha Express<br/>Daily Oklahoman and Times<br/>Muskogee Daily Phoenix<br/>Muskogee Times Democrat</p> <p><b>SOUTH CAROLINA</b><br/>Anderson Daily Mail<br/>Anderson Tritone<br/>Columbia Record<br/>Columbia State</p> | <p>Greenwood Index-Journal<br/>Greenville Piedmont<br/>Rock Hill Herald<br/>Spartanburg Herald<br/>Spartanburg Journal<br/>Sumter Item</p> |
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