



EDITOR & PUBLISHER



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Rev. S. Parkes Cadman Makes Easter Plea for "Moralized Intelligence" in Press

Noted Brooklyn Clergyman in Sermon-Interview Urges "Springtime Renewal and Purification of Things" Upon Newspapers—Would Have Crime Played Down

By PHILIP SCHUYLER

A "MORALIZED INTELLIGENCE" was upheld as the greatest need of newspaper men today by the Rev. S. Parkes Cadman, noted Brooklyn clergyman. He was delivering an Easter sermon to the nation's press, asked to do so this week by EDITOR & PUBLISHER.

"Mere intelligence is nothing if not risky," he said.

"Clever men are all too prevalent, when compared to the paucity of good men. Journalism needs in its ranks a majority of good men."

Dr. Cadman refused to be pessimistic about the press. He said he was confident it was on higher, truer ground today than ever before in its history.

Urging upon newspaper men the Easter spirit of "springtime, life, renewal and purification of things," he called for intelligence in filling the news columns, and ended his sermon-interview with the belief that the paper which played down crime, played up good, and fairly reported both industrialism and capitalism without fear or favor would eventually command confidence, wide circulation, and power.

"Beware of cynicism," was his parting advice.

Dr. Cadman commented on the recent case of Gerald Chapman, hailed as "super-bandit" by the newspaper writers in Hartford. He was answering a question.

"The newspapers were playing up to the instincts of the minority instead of the majority," he said.

"Where, in my opinion, publicity should merely be given to justice and the strict enforcement of law, with a paucity of detail, four long columns were written about a criminal, charged with murder.

"Readers were told what he looked like, what he said, what he read. His slightest movement in the courtroom was chronicled, merely to create a Newgate character.

"A diseased and morbid appetite was being fostered. And, after all, the average man is neither a beast nor a saint.

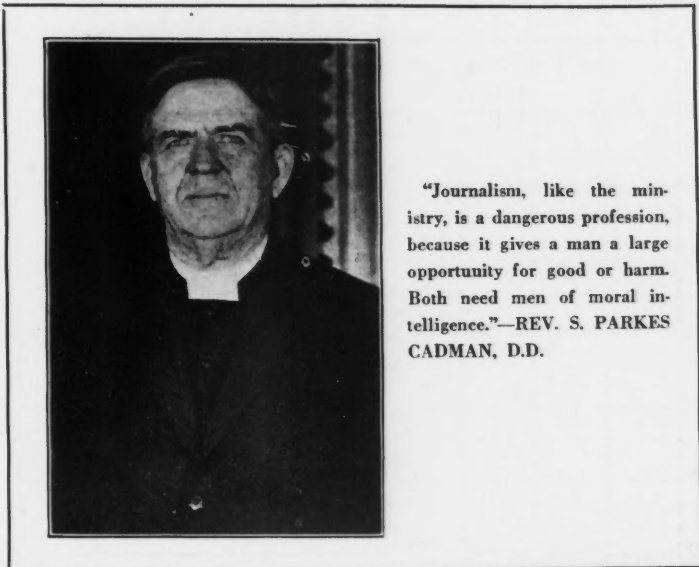
"The newspapers may gain wider circulation and larger profit by playing up crime, but they do so by causing the death of the best things.

"Emphasis placed on criminals in the newspapers, I believe, conduces to criminology. With so many wonders to write about, I cannot understand this hankering for the penitentiary."

He was pressed for hunches on the "wonders" he suggested.

"It is not my place to tell editors what to put into their newspapers," he said. "My mission as a minister is simply to tell them what not to do."

The setting for the interview was singularly appropriate.—Farrish's Chop House, on the corner of John and Williams street, New York. The place dates from 1836 and before prohibition was famous for its bar. In the earlier days of New York's newspaper history, it was a popular hang-out for newspaper men



"Journalism, like the ministry, is a dangerous profession, because it gives a man a large opportunity for good or harm. Both need men of moral intelligence."—REV. S. PARKES CADMAN, D.D.

of Park Row who would talk the fate of the world there in epigrams under the stimulation of whiskey, gin, wines and beer.

The clergyman who on Sunday occupies the pulpit of Central Congregational Church, Brooklyn, sat on one side of a table set in a nook between two high backed benches. That morning he had preached two Holy Week sermons, one to thousands in an uptown Broadway theater, the other to hundreds of Wall Street workers in the old John Street Church nearby. He has stepped into the shoes of Henry Ward Beecher. He is known, perhaps to more people, than ever knew the latter, because of his addresses over the radio.

Now he could be informal with a newspaper man, in unconventional surroundings. Half the time his feet were resting stretched out on the bench. Towards

the end of lunch he drew a long cigar from his vest pocket and smoked contentedly. All the time his Lancashire wit was sparkling and active. He laughed heartily at his own jesting, asides to the waiter, and the proprietor, who came to shake hands with him. He sat in the small former musty saloon and talked to newspaper men.

"Journalism, like

the ministry," he began, "is a dangerous profession, because it gives a man a large opportunity for good or harm. Much harm can be done either consciously or unconsciously by ministers or journalists who do not properly appreciate the responsibility attached to the education of public opinion.

"The newspaper is the power behind the state, as the pulpit is the power behind the church.

"Both need men of moral intelligence. Mere intelligence is nothing if not risky. Clever men are all too plentiful, when compared to the paucity of good men.

"I believe that journalism was never so thoroughly intent on reality and right as it is today. And at the same time I also believe that a certain section of journalism is corrupt and hopeless beyond words.

"A man who is

"The news in general has never been more extensively reported than now, which is not surprising in view of the marvelous facilities for transmission everywhere. But these very improvements involve hazards of their own.

"The regrettable preference for gutterdom, whether in Belgravia, London, or our own society here, is, I think, offensive to decent people. And I notice that the editorial pages deplore what the news columns as often promote.

"That paper will eventually command confidence, circulation and power, which candidly and fairly reports industrialism as well as capitalism, with neither fear nor favor and which tells the largest advertiser that its columns are open for advertising, but its convictions are not for sale.

"I am confident that clean, upright, and honorable journalism is on the increase, as I said before.

"Easter indicates Springtime, life, and the renewal and purification of things. I and others like me, need this process. One cannot but wish that we will be satisfied by what you newspaper men seek out to present us.

"Beware of cynicism. The cynic is only playing the fool. He is putting his faith in the wrong things, the wrong people.

"Cynicism is often merely a mantle thrown over intellectual nakedness and poor judgment."

Dr. Cadman concluded the interview with a story about Joseph Choate, U. S. Ambassador to Great Britain.

"Ambassador Choate was granted an audience with Queen Victoria," he said. "He was shown into the Queen's presence, and she extended her hand expecting him to kneel and kiss it.

"But, to the amazement of the Court attendants, Mr. Choate seized the Royal paw and shook it violently. What is more he exclaimed 'Mighty glad to meet you! How are you? And all your children?'"

"Then the Queen sat down. To the horror of those present Ambassador Choate also sat down. He sat down on the sofa beside Queen Victoria.

"One attendant whispered to another: 'It's a wonder he doesn't put his arm around her.'"

"All expected the Queen to be enraged by the episode. After the Ambassador left, however, she turned to an attendant standing nearby and remarked: 'Isn't he a perfect American gentleman?'"

"Why?" she was asked. "What is your definition of a perfect American gentleman?'"

"One who treats you with the same respect he expects you to treat him," was the Queen's reply.

"That definition of the perfect American gentleman, I think, should apply to every good newspaper man," concluded Dr. Cadman. "In writing of others, Queens, statesmen, or unknown strangers, he should treat them as he would expect them to treat him."

PRAYER FOR NEWSPAPER MEN

BLESS the newspaper men, we pray, Oh Brother of Men, and Friend of Folks. Support his ideals, sustain his sincerity, sweeten his sour hours, sustain his patience, suppress his prejudices, send him light in bewilderment, supply spirit for his dark days, stir up his mind under newsless ones, steady him under the responsibility for setting standards for the community. Satisfy his soul with evidences of service until all the days are done. In the Name of Our Helper—CHRISTIAN F. REISNER, Pastor, Chelsea Methodist Episcopal Church, New York.

PRICE DECREASE CUTS PAPER EARNINGS

International Paper Company's Net Income for 1924 Was \$2,532,656 Compared with \$3,809,540 for 1923

Newsprint price reduction adversely affected earnings of the International Paper Company, according to the annual report for the year ended Dec. 31, 1924, made public this week.

A net income of \$2,532,656 was reported for 1924 compared to \$3,809,540 in 1923.

A. R. Graustein, president, in his report to stockholders said in part:

"The price of newsprint on July 1, 1924, was reduced from \$75 to \$73 a ton. During the second half of 1924 our plants operated at a relatively low percentage of capacity. On January 1, 1925, the price of newsprint was further reduced to the present figure of \$70 a ton. The reduction will adversely affect the earnings for 1925, but, on the other hand, all but one of our paper mills are now running at substantially full capacity.

"The total production of paper during the year 1924 aggregated 434,288 tons as against 537,927 tons in 1923. The reduction is partly due to the fact that on February 1, 1924, your Rumford Falls plant, with a normal annual capacity of 58,400 tons, was sold to the Continental Paper and Bag Corporation.

"In December, 1924, construction was started on the installation of machines 5 and 6 at Three Rivers. These machines will increase the capacity of the mill 50 per cent. They are expected to come into operation toward the close of 1925. The plans for the installation of these machines provide for a mill of an ultimate capacity of eight machines, or approximately 700 tons a day."

7.7% FOR ST. MAURICE PAPER

Earned 12 Per Cent Last Year With No Note Interest to Pay

The St. Maurice Paper Company, Ltd., Montreal, earned 7.7 per cent on its capital stock in 1924, the annual report shows. This compares with 12.7 per cent profit in 1923, when, however, there was no note interest to pay.

Operating profit for the year amounted to \$1,046,198, compared with \$1,253,431 in 1923. From this there were reductions which brought the net profit down to \$743,108.

As of Dec. 31, the company had net working capital of \$2,979,233. Current assets increased about \$1,000,000 and inventories increased \$1,300,000. Accounts and bills receivable are lower, at \$382,400, and cash is higher, at \$83,434. The bank loan is nearly half a million lower, at \$915,000. Accounts and bills payable are \$499,846.

OSWALD TAKES NEW POST

President, The American Printer, Now Director, Employing Printers Ass'n

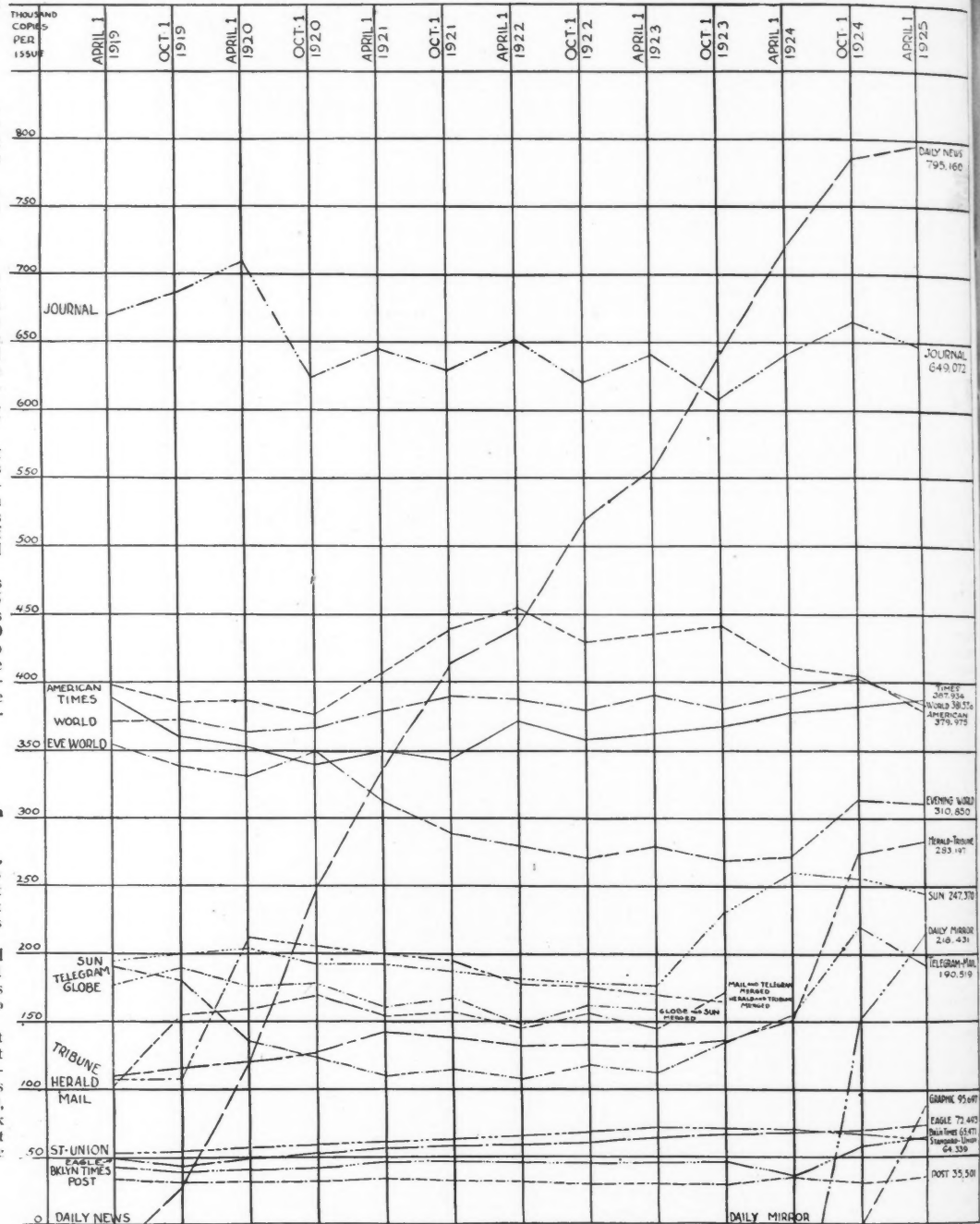
The board of directors of the New York Employing Printers Association has appointed John Clyde Oswald manager-director of the association to succeed the late William L. Roberts. Mr. Oswald has therefore resigned as president of the Oswald Publishing Company which publishes *The American Printer*. He will be succeeded by M. J. O'Neill, present treasurer and general manager of the company.

Mr. Oswald will continue with *The American Printer* as a stockholder and as contributing editor.

Intertype's Quarterly Report

The Intertype Corporation reports net income of \$185,117 in the three months ended March 31. The total before charges was \$252,209. The regular quarterly dividend of 25 cents per share was declared yesterday on the common stock, payable May 15 to stock of record May 1.

NEW YORK CIRCULATIONS, BY APRIL 1 STATEMENTS



SIX newspapers of Greater New York stated to the Post Office that their daily average circulation figures for the six months ending March 31, 1925, were higher than for the period ending Sept. 30, 1924. Nine papers have a larger average than they had as of March 31, 1924. Seven papers fell behind their Sept. 30 averages during the winter. Four papers have less circulation than they had in April, 1924. The *Daily Mirror* and the *Daily Graphic*, both tabloids, appear among the gainers since last October, when they made their first statements of circulation. The *Evening Bulletin*, established last June, has not yet published its figures for the past six months.

Both of the morning tabloid papers gained—the *Daily News* about 9,000 on its week day editions. Its Sunday circulation, which is not included in the graph line above, for the past six months averaged 987,199 copies. The *Mirror*, which has no Sunday issue, climbed from 157,796 copies to 218,431 copies. The

Herald Tribune, *Times*, *Post*, *Brooklyn Times* and *Brooklyn Eagle* are also in the list of gainers during the winter, while the *Evening World* receded only slightly from the large gain it made in the previous period.

OFFER STERN BROS. STOCK

New York Department Store Earned \$1,028,076 During 1924

The banking syndicate which recently purchased Stern Brothers large New York department store, this week offered for public subscription 180,000 Class "A" shares, carrying voting trust certificates for 60,000 common shares as a bonus. The Class "A" shares are offered at \$55.50 per share; voting trust certificates for one-third common share will be delivered with each Class "A" share as a bonus. The syndicate, which is headed by Ladenburg, Thalmann & Co. and Hornblower & Weeks, includes also Merrill, Lynch & Co., Tuckey, Anthony

& Co., A. G. Becker & Co., H. M. Byllesby & Co., Inc., and Paine, Webber & Co. Net earnings after all charges, including depreciation and Federal taxes for the year ending Jan. 31 1925, were \$1,028,076, or \$5.71 per Class "A" share.

Critic to Finish Opera Abroad

Theodore Stevens, music critic of the *New York Morning Telegraph*, sailed this week aboard the *Giuseppe Verdi* for Italy. He has been commissioned to go to Capri to finish his opera, "Atlantis."

Craft Now on Baltimore American

Frank L. Craft is now business manager of the *Baltimore American*. In 1919 he was appointed assistant advertising director of the *New York American*. Prior to that he was advertising director of the *St. Louis Star*, and on the advertising staffs of the *Chicago Daily News* and the *Chicago Examiner*.

HEARST TO BROADCAST ON MAMMOTH SCALE

Will Erect Four Powerful Stations to Blanket Country Disseminating News and Entertainment in Partnership With Joseph M. Schenck—Three Sites, New York, Chicago, Los Angeles, Chosen

WILLIAM RANDOLPH HEARST is going into radio broadcasting on a mammoth scale. In partnership with Joseph M. Schenck, motion picture producer, he plans to blanket the nation with four broadcasting stations in as many cities at a cost of \$1,000,000.

Announcement to this effect was made in Los Angeles, April 8, when Mr. Hearst declared Mr. Schenck and he would combine ideas to bring "inexpensive information and entertainment to every man, woman and child in this country who cares to avail themselves of it."

Three of the cities in which broadcasting stations are to be erected have already been selected. They are New York, Chicago, and Los Angeles.

"The fourth will be the natural supplement enabling the four stations absolutely to blanket the United States in such a manner that each day every person in the country possessing a receiving set, will listen simultaneously to the Hearst-Schenck program," the Universal Service dispatch from Los Angeles stated.

Construction will be started as soon as locations and equipment can be obtained. The dispatch continued:

"News, entertainment, discussion of current topics, everything that will appeal to the dweller on the farm, as well as to his urban brother, will be sent through the microphones.

"The partnership is especially significant in that the activities of each man will be a complement to that of the other. It will be Mr. Hearst's duty to furnish the news angle of the program. Not only will the Hearst editors and feature writers contribute to the broadcasting but all the best minds of the country will be enlisted to render the daily program elastic and diversified.

"In entertainment, in vaudeville and its kindred fields, Mr. Schenck, with his pre-eminent position in motion pictures and the theatrical world, will round out the new organization so completely as to make the program unique in personnel and quality.

"Mr. Hearst said: 'I am very glad to be associated with Mr. Schenck in this significant undertaking. His business ability and his standing in the amusement world combine to make him the one man with whom I am willing to embark on this enterprise, which I believe will mean a great deal to the country at large.

"We plan to go into this matter on a large scale and we are confident it will meet with the wholehearted reception that it merits. I have had the idea in mind for some time and when I discovered that Mr. Schenck also had been considering the feasibility of a similar plan, I was delighted to be able to combine our ideas in a program that will bring inexpensive information and entertainment to every man, woman and child in this country who cares to avail themselves of it."

It is understood the four broadcasting stations when constructed will also be used for the operation of the high speed automatic radio printer system, original invention of W. G. H. Finch, which makes secret radio transmission possible. This device was exhibited at the annual newspaper conventions at the Waldorf-Astoria Hotel, New York, last April by the Hearst organization.

As early as Nov. 17, 1923, M. Koenigsberg, I. N. S. president, informed Editor & Publisher that by using the Finch invention wireless for extensive news transmission was commercially feasible.

The Finch relay, basic principle of the radio printer, was patented in 1920. All that is needed to put it into wide operation are strategically placed broad-

casting masts, such as Mr. Hearst and Mr. Schenck propose to build as part of the publisher's latest radio enterprise, it is said.

Plans for the use of the radio printers provide a system of broadcasting points covering circular areas several hundred miles in diameter.

While many other newspapers now operate their own broadcasting plants, they are all of local range, the Hearst-Schenck proposed chain of radio stations will be the first time a publisher has attempted broadcasting on a nation-wide scale.

It is understood, Mr. Hearst has long

been dissatisfied with the type of radio programs now being broadcast in this country. This dissatisfaction resulted in the present move.

The Hearst newspaper organization has assembled a large number of writers and editors who have attained national reputations. They will be called upon to participate in the radio entertainment programs, it is said.

When big news events break, such as political conventions, it is possible that microphones will carry running accounts from the scene into the homes of millions of radio fans, using the four-station hook-up.

FANS NOT TIRED OF "HOOK-UP" STORIES RADIO EDITORS DECLARE

Technical End of Receiving Still Interests Thousands They State in Reply to Article by Edgar H. Felix in Editor & Publisher

NEWSPAPER men who are editing radio sections and radio experts who are doing likewise on newspaper staffs have been filling the Editor & Publisher mail-bag this week with their comments on statements made by Edgar H. Felix in the April 4 issue that newspapers were not keeping pace with the development of the radio market. Agreement is general among them that the reading-public is not, as Mr. Felix believes, "fed up" on technical "hook-up" stories. They find in their daily mail a volume of questions on technical matters which to them is abundant reason for giving the "hook-up" and question and answer department plenty of space in the weekly radio section or the daily page.

On the other hand, an advertising agency man, who prefers anonymity because "he can't afford to have all the radio editors down on his neck," sees a fallacy in this reasoning. "The larger body of newspaper readers is avoiding the radio sections because it is not interested in the technical side of radio. The non-technical readers are not writing to the technical radio editor because they have no questions for him to answer."

And Mr. Felix finds a general accord with his idea that the public wants human interest stories based on radio program features. Neither he nor any of his adversaries allude to the opportunities such features afford the press agent for a feast of puffs that would be rivalled only by the automotive and theatrical publicity columns. It is probable that the geni of radio believes themselves competent to sidestep that pitfall.

Howard Burba, Sunday editor of the *Dayton News*, who appears to find much weight in Mr. Felix's words says:

"Early last fall there was every indication throughout this section that radio interest had staged a come-back of the substantial kind. So we promptly eliminated the two tabloid pages we were carrying in our Sunday magazine section and added a separate and distinct radio magazine. We started with 8 pages, increased to 12 the second week, and found interest sufficient within a very short time to warrant a 16-page tabloid devoted exclusively to radio.

"Shortly after Christmas the bottom dropped out of radio. Reader interest decreased, and advertising declined to a matter of lines instead of inches. We eliminated the radio magazine, but carried our programs for the entire week into the main news section, running on Sunday two full pages devoted to the subject. The programs alone ran about 10 columns. The remaining space was devoted to snappy radio gossip, well illustrated.

"But the slump in reader-interest appeared complete. There has been no indication of a resumption of it, so last Sun-

day we went still further, and eliminated all programs except the one for Sunday. Now we are carrying one page of radio in our main sheet Sunday, and the regular program, from 4 p. m. to midnight, in the daily editions.

"If there is anything that will bring back the interest manifested in radio six months ago, and anything to hold that interest once it is brought back, I am anxious to learn about it. But at the present moment I am inclined to believe that even the man with a radio set doesn't read radio news or radio gossip—and he picks his own programs from the air regardless of published schedules."

Howard H. Smith, promotion manager of the *Syracuse Herald*, a pioneer in developing radio patronage, writes:

"There are three classes of radio consumers.

"1. The man of large means who can and does buy an expensive set and places it in the drawing room along with the grand piano and victrola. With the exception of battery replacement, the dealer's initial profit is his only profit from that customer for a long while.

"2. The middle class buyer who gets a one, two, three or moderate priced five tube set. He may even start with a crystal set. At any rate he is always working over the set at hand, adding a stage of amplification, a new loud speaker, different aerial, etc., and creating good business for every dealer month in and month out. He is not interested in the so-called summer deadness and fattens the crowds about the equipment counters. He is the biggest consumer. He is the man who always wants to see the newest hook-ups and try to find one that will make his set better.

"3. Lastly comes the man who spends all his spare hours building sets. He has a mechanical mind and builds them for his neighbors and friends and a new one every three or four months for his own use. Surely he is a big factor in selling radio equipment. Surely he must be given all the radio hook-ups he can digest.

"I cannot see how you can keep radio advertising coming to any newspaper unless that paper keeps new hook-ups before its readers to a considerable extent. Several years ago I saw that the way newspapers were dishing out hook-ups by the pageful, the time would soon arrive when nothing new in diagrams or suggestions could be made.

"That is what has happened. The great trouble is that all the old stuff has been rehashed until there is nothing to give of real value. If more time could be devoted by the authors of our syndicate stories in developing the worth while hook-ups, instead of playing to the whims of passing small manufacturers, fans would be given a real service.

"I have fans coming to me every day asking how they can improve this or that set. Some began with crystal sets and have worked up to four or live tube combinations. All are devout students of hook-ups and thrive on them. All have been mighty good customers to radio stores and helped bring advertising business back to us. Would you cut out hook-ups and kill their interest in radio?"

"The high school boys, too, must be considered. They are the life blood of future radio sales. They must be shown how to make sets even if old diagrams are rehashed. They must be given the basic facts of electricity and of physics. They must know something about meteorology if they are to become men heartily interested in radio who will bring to it continued prosperity. Would you say people are not reading hook-ups in this case? If you would just take a trip up into some of the attics in the old brownstone and brick houses about Greater New York and find out the answer.

"Probably you have grown weary of this, but if you are still with me, I make one suggestion.

"Give newspaper readers human interest stories about radio programs, their people and studios; give them the best of hook-ups in moderation, and the news about radio companies, for every radio fan is interested in what the maker of his set is doing, especially when a new set is put on the market. Keep away from the descriptions that are highly technical. Writers cannot give all the theories, details of coil windings, etc., involved in the construction of a set and hope to make themselves clear as to the main point at issue, how the reader is going to build that set.

"It is first hand experience. I find just as many throw away radio sections, because there are no good hook-up suggestions as there are those throwing them away because there are technical stories."

"The anonymous agency man takes this view:

"In every radio editor's office, they will show you the mail, wads of it, questions from readers—all fans and all technical. This appears to be the audience. To it, the radio section caters. But isn't the fallacy in this reasoning obvious? The larger body of newspaper readers, is avoiding the radio sections because it is not interested in the technical aspect of Radio. The non-technical readers are not writing to the technical radio editor because they have no questions for him to answer.

"Remember, the radio section today is almost exclusively a 'fan' publication. It represents the last stand of the 'parts' makers and dealers. It is price cutters' row. The manufacturer of complete sets, who is sincerely attempting to do business along modern lines cannot afford to have his sets sold at cut prices. The law does not permit him to control prices. All he may do is to avoid adding point to the price cutters' advertisements by keeping his own as far away from theirs as possible.

"And so, the worst sufferers through such defects as radio sections possess are the newspapers themselves. Meanwhile their greatest opportunity goes unrealized and uncaptured. The obvious interest of the general public is in the radio programs, in the radio performers, in the radio impresarios.

"Of these, only the program feature is well handled. Indeed, the program, given a week in advance by the radio section, is its chief claim for consideration by the general public. But of the performers themselves and the important people behind the scenes, there is very little except for the most arrant puffery of press-agents. There is unlimited opportunity for really interesting gossip and criticism, much in the manner of the theatrical pages of the newspapers.

BRITISH SPEAKERS FOR HOUSTON MEET NAMED

Sir William Veno to Head Delegation and Respond to Welcome Address —Major Wynne Williams on Program

Sir William Veno, head of the Veno Drug Company of England, will head the British delegation to the 21st annual convention of the Associated Advertising Clubs of the World, at Houston, Tex., May 9-14, it was announced at the association headquarters this week.

An Associated Press dispatch this week was to the effect about 20 English advertising men were planning to attend the Houston gathering. A. A. C. W. officials have received no definite information in regard to the number in the delegation.

Sir William will respond to an address of welcome to foreign delegates to be delivered by Lou E. Holland, association president, on May 11. He will also address the International Trade Conference May 12.

Other British speakers on the program will include Major Wynne Williams, advertisement manager of the London Times, and H. W. Wayne, director of E. Harris & Co., Ltd., and Kenway Limited, of London.

Major Williams will speak on "Britain's Gain," while Mr. Wayne's subject will be "Truth in International Publicity."

Another American speaker added to the program was announced this week as L. W. Baldwin, president of the Missouri Pacific Railroad, who will speak May 11. His subject will be announced later.

A development in plans for the International Trade Conference, part of the convention program, provides for the establishment in Houston during the convention of a Trade Adviser's Service, the purpose of which will be to furnish information regarding trade and manufacturing conditions in foreign countries, chiefly Latin-America. Authorities will be available to supply such information. Among them will be W. J. Hildebrandt of the Gotham Advertising Agency, New York, S. S. Koppe, representative of South American newspapers, Alexander Dye, commercial attache at Mexico City and Carlton Jackson, commercial attache in Cuba.

NEW JOURNALISM DIVISION

Stanford University Classes Removed from English Department

Transfer of the Stanford University Journalism division from the English department to the recently created School of Social Sciences and promotion of Assistant Professor Buford O. Brown to associate professor has been announced by President R. L. Wilbur.

Professor Everett W. Smith, associate professor of English, will automatically head the new division of journalism. He is a Stanford graduate, and at one time a member of the San Francisco Chronicle staff, later working in the city rooms of the old *New York News* and the *New York Sun*.

Professor Brown's promotion comes to him after two years as a member of the Stanford faculty. He was graduated from the University of Missouri in 1912 with the B. J. degree and was subsequently editor of the *Plainview* (Tex) *Evening Herald*, the *Vernon* (Tex.) *Record* and the *Electra* (Tex.) *News*. He also taught journalism at the University of Texas.

NAME ABUSE CURBED

Iowa Man Must Cease Publishing His "Saturday Evening Post"

J. W. Murphy, of Burlington, Ia., by the terms of an order issued by the Federal Trade Commission must cease and desist from publishing at Burlington, Iowa, or elsewhere, a publication under the name or designation *The Saturday Evening Post*, or soliciting subscriptions

FAMOUS "TRUTH" SLOGAN IN NEW FRAME



HERE for the first time is seen the novel design of the famous "Truth-in-Advertising" slogan of the Advertising Clubs of the World, framed in the national emblems of the nations that will be represented at the annual convention at Houston, Texas, May 9-14. The design will be the chief decoration of the convention hall.

or advertisements therefor. The order further specifies that he must discontinue using such designation in any manner in connection with his publishing business.

According to the Commission's findings, Murphy has been engaged for a number of years in publishing a weekly periodical named *The Saturday Evening Post*. In connection with such business he has advertised and circulated solicitations for subscriptions to his publication without disclosing that the periodical issued by him was in no way connected with the *Saturday Evening Post* published by the Curtis Publishing Company.

AMUSEMENT AD IN FRENCH

Promoters of Gloria Swanson "Dignify" Announcements of Her New Film

Something new in American newspaper amusement advertisements ran in New York dailies this week, when copy written in French, announced "La presentation generale du film tire de la fameuse piece 'Madame Sans Gene'," in which Gloria Swanson, now La Marquise de la Falaise de la Coudray, plays the leading role. The copy ran about 42 lines, set in light face capitals.

"Le Marquise et la Marquise assistent a cette performance de gala," the advertisement said.

Tickets were advertised at \$5 each.

E. T. BELL PROMOTED

Becomes Secretary-Treasurer and Business Manager, Oklahoma Pub. Co.

Edgar T. Bell has been elected secretary-treasurer and business manager of the Oklahoma Publishing Company, publisher of the *Oklahoma City Times*, the *Daily Oklahoman* and the *Oklahoma Farmer-Stockman*.

He succeeds Charles W. Boggs who announced his resignation some weeks ago with the explanation that he would devote his time to oil interests.

Bell has been advertising manager of the *Farmer-Stockman* for the last ten years. His newspaper career began at Birmingham, Ala., where he was in the advertising department of the *Progressive Farmer*. He became advertising manager of *Modern Farming*, New Orleans, going thence to Oklahoma *Farmer-Stockman*.

In addition to his farm paper duties, Bell has managed the annual exhibition of the Oklahoma City Motor Car Dealers' Association.

Canadian Press to Extend Service

The Canadian Press proposes to extend its maritime night leased wire circuit to Sydney, N. S., to serve the *Sydney Morning Post*, as from May 1, next.

NEW YORK FRAUD AD LAW UPHELD

Declared Constitutional in Case Against Jacob Miller for Designating Furniture as of "Grand Rapids" Make

The constitutionality of the New York Law against false advertising, which has served as a model for twenty-two other states, was upheld March 26, by Presiding Justice George W. Simpson, of the Commercial Frauds Court, New York, in a case which involved the alleged fraudulent use of the name "Grand Rapids" in selling furniture. According to Edmund A. Whittier, secretary-treasurer of the American Fair Trade League, and complainant, this case is being watched by furniture manufacturers and distributors all over the country, as well as by hundreds of unscrupulous dealers who have reaped a harvest by selling as "Grand Rapids" goods which never saw the famous Michigan furniture center and which fall far below the Grand Rapids standard of quality.

The defendant, Jacob A. Miller, is charged with advertising for sale, under the name of the Grand Rapids Sales Company, furniture which was not as represented. His attorney pleaded that Section 421 of the Penal Law is unconstitutional and moved that the case be dismissed on the ground that the advertisement upon which the complaint is based was written and published without the knowledge of the defendant and that he was therefore not responsible. The point he raised was that the State could not punish an advertiser unless it is proved that he published fraudulent advertising with the intent to deceive and with guilty knowledge.

In dismissing the defendant's motion and holding him for the Court of Special Sessions, Justice Simpson said:

"I cannot agree with Counsel for the defendant in his argument that Section 421 of the Penal Law is unreasonable and in violation of both the New York State Constitution and the United States Constitution. This very statute is now in force in twenty-three states and in fifteen others the language used is the same as in our Section 421 of the Penal Law excepting that the word 'knowingly' appears in the latter. I find no authority anywhere declaring this statute unconstitutional."

In commenting upon the decision, Mr. Whittier of the American Fair Trade League, said:

"This is a test case of far reaching importance. In this case Magistrate Simpson and Assistant District Attorney Max Salomon, in charge of prosecutions in the Commercial Frauds Court, have demonstrated again the influence of this court in protecting the public against fraudulent merchandising practices.

"Responsible furniture manufacturers and dealers all over the country have been watching this case. The misuse of the name 'Grand Rapids' which the American Fair Trade League is trying to eliminate is country-wide. Millions of dollars have been paid for cheap imitations of Grand Rapids furniture by persons who believed that they were getting a bargain in the genuine goods.

In the preparation of this case the Fair Trade League had the co-operation of Francis D. Campau, Counsel of the Furniture Manufacturers' Association of Grand Rapids.

U. S. Files Tax Case Brief

The Government brief in the cases arising from newspaper publication of income tax returns and involving freedom of the press was filed in Supreme Court, Washington, April 9. The contention is made that "available to public inspection" merely means, "open to all to examine and to review," but does not mean for publication.

The Government has appealed from the decision of the lower courts in the cases brought against Walter S. Dickey and Ralph Ellis of the *Kansas City Post* and against the *Baltimore Post*, which published income tax returns.

"MA" FERGUSON KILLS JOURNALISM SCHOOL

Her Appropriation Veto Abolishes U. of Texas Classes—One Hundred Students and Staff of Teachers Affected

(By Telegraph to EDITOR & PUBLISHER)

AUSTIN, Tex., April 6.—The School of Journalism of the University of Texas, with more than 100 enrollment, will be closed after next June as a result of the unexpected veto by Gov. Miriam A. Ferguson, of the entire appropriation for the school.

In this general educational supply bill she struck out the salary of the staff of teachers, Dean W. H. Mayes, former lieutenant governor of Texas, W. D. Hornaday, associate professor, and Lloyd Gregory, instructor.

No explanation of the act was given further than her general reasons for closing the schools of library, science and music, and abolishing the entire summer school of 4,500 enrollment and firing the business manager of the university, eliminating the publicity fund of Texas A. and M. College, and trimming, altogether \$1,343,000 from the \$14,000,000 educational budget.

President Splan of the university announced the School of Journalism will be closed until appropriations are again given it.

A Board of Regents appointed by James E. Ferguson during the Ferguson political controversy in 1917, "fired" Dean Mayes, but Mayes was restored when Ferguson was impeached, in August of the same year.

AD WIRED TO NEW YORK

Goodrich Company Transmits Copy by Telephotography to N. Y. Times

Telephotography, the new method of sending photographs by telegraph, was used for the first time this week, when on April 6, an advertisement of the B. F. Goodrich Rubber Company of Akron, O., was wired to the *New York Times* from Chicago.

Transmission of the advertisement was undertaken on Monday after both the last mail and airplane mail had left Chicago. The sending of the advertise-



Silvertown Balloons
possess the *Balloon Cord's* extra margin of smooth riding comfort combined with the *Silvertown* dependability and endurance
Goodrich

The advertisement above was sent from Chicago to New York by wire.

ment, handled by the Chicago office of William H. Rankin, advertising agency, was completed in an hour and a half. The copy gave a complete reproduction of the advertisement of the Goodrich Silvertown Balloon Tires as it appeared in a recent issue of *Life*, and as it will appear in this week's issue of the *Saturday Evening Post* and other publications. The success of the operation shows

that advertisements prepared one day can be printed the next day in a distant part of the country exactly as the advertisers want them to appear.

St. Regis Reports to Stockholders

The consolidated annual report covering 1924 operations of the St. Regis Paper Company and Hanna Paper Corporation which jointly hold controlling stock interest in the Power Corporation of New York, was issued April 8 to the stockholders, showing total receipts of \$9,967,276 and net earnings of \$1,710,518. After allowing \$148,902 for interest and Federal income taxes and \$506,817 for depreciation there remained a balance for dividends and surplus of \$1,054,798. Dividends amounting to \$2 per share were paid during the year on the common stock. The statement shows that the common stockholders' equity in the companies December 31, 1924, was \$12,479,286.

A. N. A. E. ANNOUNCES HOUSTON PROGRAM

Newspaper Department to Hold Three Sessions May 12, 13, 14—Foster, Carmical, and O'Shaughnessy Among Speakers

The program of the annual convention of the Association of Newspaper Advertising Executives to be held in connection with the 21st annual meeting of the Associated Advertising Clubs of the World in Houston, Tex., May 9-14, was announced this week at A. A. C. W. headquarters New York.

Three sessions will be held on Tuesday afternoon May 12, Wednesday morning, May 13, and Thursday morning, May 14, by the A. N. A. E. of which Frank Carroll, advertising manager of the *Indianapolis News*, is president.

First of the three sessions will be devoted to local display advertising with the following speakers headlined: George S. Cohen, general manager of Foley Brothers, Houston department store, on "Department Store Advertising from the Inside"; Major Wynne Williams, advertisement manager of the *London Times*, on "How to Develop More Newspaper Advertisers"; M. E. Foster, president of the *Houston Chronicle*, on "The Development of Advertising for Public Utilities"; and Thomas K. Kelly, of the T. K. Kelly Sales Company, Minneapolis, on "The Development of Special Sales in Newspapers."

National advertising will be the topic under discussion during the Wednesday session, for which the following speakers are scheduled: James O'Shaughnessy, secretary of the American Association of Advertising Agencies, on "The Relation Between Advertising Agencies and the Newspapers"; Dr. Daniel Starch, director of the Bureau of Research of the A. A. A., on "Markets and Media Research"; and Holland Hudson, of the National Vigilance Committee of the A. A. C. W., on "The National Vigilance Committee and the Newspapers."

Thursday has been designated for the general newspaper session with Merle Sidener, president of Sidener-Van Riper Advertising Company, Indianapolis, on "Non-Skid Advertising", heading the list of speakers. Others who will address the A. N. A. E. delegates at this session are: A. L. Carmical, director of publicity and promotion of the *Chicago American*, on "Promotion as a Factor in Newspaper Advertising"; W. G. Bryan, of the W. G. Bryan organization, New York, on "I Could Speak Upon—But"; and James Wright Brown, publisher of *EDITOR & PUBLISHER*, on "The History and Development of Newspaper Advertising."



FRANK T. CARROLL

SEEK NEWSPRINT DEFINITION

Publishers and Paper Men to Meet in Washington, April 17

Representatives of newspaper publishers, newsprint mills, importers and Government departments will attend a hearing in Washington, D. C., April 17 before Judge McKenzie Moss, in charge of customs, in connection with the proposed new definition of standard newsprint paper. This is the second hearing on the same subject, the first having been held in Washington March 27.

Without delimiting it, Congress placed newsprint on the free list by the Tariff Act of 1922. The Treasury Department now has under consideration a definition approved by the Department of Commerce, Bureau of Standards. It is this definition which is being argued.

Henry A. Wise and C. G. Parker, of Wise, Whitney & Parker, represented the import committee of the American Industry at the first hearing. John R. Hecht, customs expert of the committee, was also present, as were J. L. Fearing of the International Paper Co., John R. Miller of the West Virginia Paper and Pulp Company, and F. J. Sensenbrenner of the Kimballer-Clark Company. Others attending the hearing included John Mathews, former chief of the Paper Division of the Department of Commerce, and O. M. Butler, present chief of the division; Luther M. Walter, representing the *Chicago Tribune*; James C. Deery of the J. P. Heffernan Paper Company, New York; M. H. Eichberg, Traders' Paper Company, New York; H. S. West and A. G. Durgin, Mead Paper Company; W. H. Gatchell of the Southern Railway; Dr. George K. Burgess, director of the Bureau of Standards, and B. W. Scribner, chief of the Paper Laboratory of the bureau; L. B. Palmer, secretary of the American Newspaper Publishers' Association; Elisha Hanson, Washington representative of the association, and others.

NEW PRESS IN OPERATION

Machine Designed by Henry A. Wise Wood in Philadelphia Plant

Henry A. Wise Wood announced this week the new model printing press he has designed is now in operation in the plant of the *Philadelphia Inquirer*.

It is a 12-roll unit-type machine having four double folders, each fitted with three formers. Its normal running speed is 600 cylinder revolutions a minute; that is to say, it may be run at the rate of 72,000 products per hour per delivery.

Its capacity and range of work are described by Mr. Wood as follows:

"Its running speed is at the rate of 576,000 copies per hour upon 4, 6, 8, 10 and 12 paged products; 432,000 copies per hour upon 14 and 16 paged products; 288,000 copies per hour upon 18, 20, 22 and 24 paged products; 216,000 copies per hour upon 26, 28, 30 and 32 paged products; 144,000 copies per hour upon 34, 36, 38, 40, 42, 44, 46 and 48 paged products; 108,000 copies per hour upon 52, 56, 60 and 64 paged products, and 72,000 copies per hour upon 68, 72, 76, 80, 84, 88, 92 and 96 paged products. With additional leads the following pages also may be run: 50, 54, 58, 62, 66, 70, 74, 78, 82, 86, 90 and 94. Many of the foregoing products may consist of as many as six even or uneven interfolded sections."

JARVIS A. WOOD DEAD

Was Senior Member of N. W. Ayer & Son, Advertising Agency

Jarvis A. Wood, 71, senior member of N. W. Ayer & Son, advertising agency, died of pneumonia April 9 at his home in Wayne, Pa. He was president of the Poor Richard Club, Philadelphia.

Mr. Wood was a native of Oyster Bay, L. I. He worked in a provision house in New York as a boy but gave up the job to come to Philadelphia for the Centennial Exposition of 1876. He entered the office of Ayer & Son in 1888 and became a partner in ten years. Until last Saturday he was active in the affairs of the firm.

I. N. S. AND UNIVERSAL NOW IN NEW OFFICES

Hearst Wire Services' New York Headquarters Moved to Eighth and Ninth Floors of World Building

International News Service and Universal Service are now established in new headquarters in the World Building, 63 Park Row, New York.

While both Hearst wire services now occupy the same news room, officials wished it made plain there had been no merger, nor was a combine planned.

Operating offices are housed in five rooms on the ninth floor of the World building, and the business department and the private offices of George C. Shor, editor and manager of International News Service, and Chester Hope, editor of Universal, are on the floor below. These offices were formerly occupied by the American Newspaper Publishers' Association and the A. N. P. A. Bureau of Advertising.

Compactness, which nevertheless allows for plenty of air and sunlight, characterizes the lay-out of the news room, which overlooks Park Row and City Hall Park.

To speed transmission of news, desks have been arranged in what is described as the "H" system. The wire table, consisting of six Morse circuits, including a double trunk between New York and Chicago, forms one vertical of the H. The city editor and filing editor sit at desks forming the horizontal bar, while desks of re-write men and cable editors form the other vertical.

Thus copy is produced on one side, and passes through the hands of an executive and copyreader to be placed on wires for transmission.

I. N. S. uses the right side of the room by day, and Universal the left at night. Executives in charge are Barry Faris, associate editor; J. L. Killgan, city editor and H. P. Malkus, filing editor; Larry Smits and W. E. Parker, cable editors, for I. N. S.; and Clyde West, night editor; Cosmos Mindeleff, copy editor; and Charles Miller, cable editor, for Universal.

A feature of the news room is a new switch board built by the American Telephone and Telegraph Company, which is said by I. N. S. officials to be the largest that any association has ever had in operation. It is capable of switching on 30 telegraph sets.

In addition to the six wires operated from the main wire desk, there are fifteen positions arranged along two walls for overflow telegraph service.

Placed in a room by itself is a battery of 12 printer machines. There are three distinct types of machines in operation, Morkrum, American Telephone and Telegraph high speed, and A. T. & T. low speed.

I. N. S. uses two printers, one connecting the New York and Westchester group of client newspapers, and the other the New Jersey group, a total of 33 dailies.

Universal is now largely "printerized," and has 10 machines in operation nightly. Two machines operated by Universal are capable of sending 360 impulses a minute, which, according to Mr. Hope, enable transmission of complete stock markets, averaging 500 lines, at 10 lines a minute.

Also in separate rooms on the same floor are the financial news department, and the private offices of Messrs. Faris and West.

The entire I. N. S. organization is directed from this New York office, with Ellis Martin in charge of the Pacific Coast; Kenneth Duncan, with headquarters in Kansas City, in charge of the Southwest; Arthur Struwe, in Chicago, the Middle West; H. C. Hamilton, in Atlanta, the Southeast; and Herbert Caryl, Boston, the New England district. I. N. S. has added four new bureaus in the last few months at Charleston, Hartford, Jacksonville, and Baltimore.

Classified Advertising Lineage and Statistics of Daily Newspapers

KEY—Gain; Loss; Chamber of Commerce or other local authority; Audit Bureau of Circulations; Special rules apply for classified display columns; outline type.

Table with columns: City and Paper, Issued, 1924 Classified Advertising in Agate Lines, Gain or Loss Against 1923, Per Cent Gain or Loss Against 1923, Number of Advertisements in 1924, Gain or Loss in Number of Advertisements, Per Cent Gain or Loss Number of Advertisements, Average Number Lines Per Advertisements, Estimated Population—U. S. Census Local Chamber of Commerce, Average Number Lines Per Capita, Average Number Advertisements Per Capita, Largest Type Per. unit in Classified Columns, Can Column Rules Be Broken?, Does Lineage Figure Include Lines, Heads, Etc., Are Cuts Permitted in Classified Columns?

Classified Advertising Lineage and Statistics of Daily Newspapers

KEY—*Gain; †Loss; ‡Chamber of Commerce or other local authority; §Audit Bureau of Circulations; ¶Special rates apply for classified display columns; ¶Outline type.

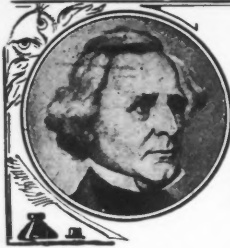
Main table with columns: City & Paper, Issued, 1924 Classified Advertising in Agate Lines, Gain* or Loss† Against 1923, Per Cent Gain* or Loss† Against 1923, Number of Advertisements in 1924, Gain* or Loss† in Number of Advertisements, Per Cent Gain* or Loss† in Number of Advertisements, Average Number Lines Per Advertisement, Estimated Population—U. S. Census, U. S. Bureau of Economic and Social Statistics, Average Number Lines Per Capita, Average Number Advertisements Per Capita, Largest Type Permitted in Classified Columns, Can Column Rules Be Broken?, Does Lineage Figure Head, Etc., and Age Class.

STATISTICS OF PAPERS GIVING COMBINED MORNING AND EVENING FIGURES

Table listing statistics for papers giving combined morning and evening figures, including Albany (N. Y.) Knickerbocker Press-News, Bridgeport (Conn.) Post & Telegram, etc.

STATISTICS OF CANADIAN NEWSPAPERS

Table listing statistics for Canadian newspapers, including Calgary (Alta.) Albertan, Calgary (Alta.) Herald, Charlottetown (P. E. I.) Guardian, etc.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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CHAPTER THIRTY-SEVEN

Mr. Reick's Control of the Herald—Mr. Brisbane's Ironical Article on Bennett and Reick

FROM 1889, when Mr. Reick was securely mounted in the editorial saddle, the policies of the Herald under his conservative guidance were moulded in a practical and business-like way, and the paper entered on its third period of prosperity, with an advertising patronage that secured to the proprietor an immense income. He more and more relinquished the personal guidance of the paper in routine matters and Mr. Reick, who continued to be known as "city editor" became not only the editorial head but also the business manager in fact, and as a one-headed institution the great paper with its satellite, the "Tele." continued to maintain the prestige of leadership.

Many original features attributed to Mr. Bennett, were really inspired by Mr. Reick, who had the happy faculty of subordinating himself to his Chief by submitting suggestions and have Mr. Bennett cable them back as orders.

The New York World again became a jealous competitor, and in March, 1895, Mr. Brisbane, then its Sunday editor, undertook the congenial task of administering a castigation to the two men responsible for the Herald's growing success. Under the head of "The Men Who Make the Herald," he went on to say:

"Two very interesting men in journalism are Mr. Blank (Bennett) and William C. Reick."
(Here appeared a portrait of Reick, and a blank space where Bennett's picture should have appeared.)

Mr. Brisbane then went on to say:

"Mr. Reick appears to know instinctively what the public wants. It is no reflection upon his originality to say that he was the first man in the Herald employ to recognize the importance and necessity of imitating the World. It was he who persuaded Mr. Bennett to take up the scheme of newspaper illustration, originated by that newspaper. (The Herald commenced to publish pictures on May 12, 1889). The Herald's art department was originated by him, and it was Mr. Reick who realized the truth of the World's saying that 'a great newspaper should be forever dissatisfied with merely printing the news.'

"He first under Mr. Bennett's sanction of course—and in direct imitation of the World—devoted the columns of the Herald to public service. He collected cast off clothing for distribution among the poor in winter and raised money to buy ice for the needy in summer.

"Mr. Reick is a man of extraordinary pertinacity. He is a man of but one idea and one interest—his newspaper work. His friends are few in number. The man he sees most frequently is Abe Hummel, who is often in possession of newspaper 'beats.'"

Mr. Brisbane went on in this vein to the extent of a column and a half, running in a blank space occasionally for Mr. Bennett's benefit, who it was understood was excessively irritated at thus being purposely ignored in such an important discussion.

"Bob" Livingston's Big "Beat"

Robert Emile Livingston,* who was born in New York on April 17, 1861, and was in the insurance business for a time, joined the staff of the Herald as a reporter, and for a number of years did excellent work and received many important assignments from Mr. Reick. In 1896, occurred the investigation by a committee of the New York Yacht Club of Lord Dunraven's serious charges in connection with the America's Cup Races, relative to the ballasting of the "Defender," the yacht that successfully defended the Cup. Of course the delicate nature of the inquiry, involving international relations necessitated profound secrecy, and any one who has had occasion to get advance information of the sort can well realize the obstacles that would have to be overcome to get a line on what the Committee was doing, and the nature of the evidence presented to it. Mr. Reick was exceedingly anxious to get in touch with a reliable informant, but met with not the slightest success. It was then that Mr. Livingston was assigned to the difficult task of getting hold of an authentic report of the proceedings. How well he succeeded, after days and nights of arduous "detective" work, can be realized by saying that he got hold of the official report, and which was published in full in the Herald on Jan. 20, 1896, with illustrations and accompanied by an editorial apology for "letting the cat out of the bag." Said the Herald:

"Reasons for secrecy may have been urgent at one time, but can no longer hold good, and the matter being one in which the public is keenly interested, the Herald unlocks the doors of the official 'star chamber' and prints a complete report of the whole proceedings, fully illustrated."

The effect of the appearance of the big "beat" was like that of a bombshell. All the Herald's cotems were virtuously indignant and their reporters were taken to task for their defeat, while in the sacred precincts of the New York Yacht Club, the shock was terrific!

The report vindicated Mr. Iselin and all connected with the "Defender," and in the end it was recognized that its prompt publication was entirely justified and Mr. Livingston was congratulated.

Probably one of the most notable innovations in modern journalism was the Herald's publication of an original sermon every Sunday morning, and written especially for it by a highly paid member of the staff the Rev. George H. Hepworth, D.D.

The first one appeared at the head of the editorial page on November 15, 1891, and they continued for many years thereafter a feature of the Sunday Herald. As the Doctor said:

"If there are tens of thousands who never see a religious paper and tens of thousands more who never go to church, why should not the Herald supply them with wholesome suggestions concerning the present and the future?"

* Mr. Livingston at the present time is director of public relations for the Consolidated Gas Company, New York.

(To Be Continued Next Week)



N.B. This advertisement is one of a series appearing in The Enquirer—each personalizing a Cincinnati suburb by describing the type of woman characteristic of this suburb, and giving The Enquirer's coverage of the district.

Mrs. Clifton

Heiress to millions

Mrs. Clifton's earliest recollections are of a big stone house set deep in a park of elms; and of the library where her father, each morning, retired to read his Enquirer.

Today, from her apartment, Mrs. Clifton can see the smart subdivision that has replaced the park of elms. But otherwise there have been few changes—Mrs. Clifton's life is the judicious, sane life her parents led.

One of the family habits which Mrs. Clifton has inherited is that of reading The Enquirer. To it, like her father, she turns each morning. Naturally such a reader as Mrs. Clifton is prized by every advertiser. She has been trained from girlhood to know the best; she can afford it when she sees it.

How many Mrs. Cliftons are there? In her suburb are, 1021 residence buildings; to it, daily, are delivered 1424 Enquirers. A rich market covered thoroughly, economically by one great medium—The Daily Enquirer.

I. A. KLEIN
New York
Chicago

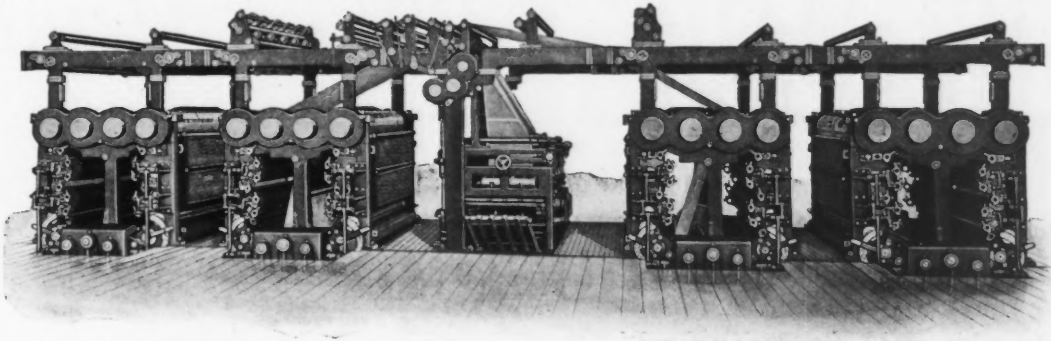
R. J. BIDWELL CO.
San Francisco
Los Angeles

The CINCINNATI ENQUIRER

"Goes to the home, stays in the home"

LATEST AND BEST
THE DUPLEX SUPER-PRESS

LOW UNIT TYPE—PATENTED BY DUPLEX PRINTING PRESS CO., in the basic patents of March 6, 1906, May 11, 1915, and in many other patents in later years.



EXTRA-HEAVY-DUTY SUPER-OCTUPLE

SUPER-HEAVY **SUPER-DURABLE**
SUPER-SIMPLE **SUPER-PRODUCTIVE**

FOR CONTINUOUS HIGH SPEED PRODUCTION

The Original Inventors and Patentees, the Duplex Printing Press Company, Offer This Latest and Best, Improved Semi-Cylindrical Plate Unit Design with Many Features Never Before Available.

ANY COMBINATION OF UNITS, QUAD, SEXTUPLE, OCTUPLE, 5 ROLL, ETC.
 FOLDER AT OPTION BETWEEN ANY UNITS OR AT ENDS
 ANY DESIRED PRODUCTS AND COMBINATIONS
 NOVEL AND VALUABLE FEATURES OF INTERCHANGEABILITY

THE DUPLEX can offer this outstanding and unequalled press because it has:

- THE LARGEST NEWSPAPER PRESS PLANT IN THE WORLD
- THE LATEST IMPROVED MACHINERY
- THE MOST EFFICIENT UP-TO-DATE EQUIPMENT
- THE BEST-TRAINED PERSONNEL
- INVENTIVE GENIUS

“OUR CUSTOMERS WRITE OUR ADS”—ASK THEM:

“Best Press for tabloid in existence today”—Cornelius Vanderbilt, Jr.

“Fine production; an *unprecedented* press, ran on the regular edition of the Evening World its first day of operation”—Ralph Pulitzer.

Also—Mr. J. L. Miller, Cedar Rapids Gazette; Mr. E. P. Adler, the Lee Syndicate; Mr. C. L. Knight, Akron Beacon Journal; Mr. A. C. Deuel, Niagara Falls Gazette; Mr. F. J. Burd, Vancouver Daily Province; Mr. Geo. E. Graff, Williamsport Sun; Mr. A. G. Staples, Lewiston Journal; Mr. E. D. Shaw, Boston Advertiser; Mr. W. C. Dowd, Charlotte News, and ALL our other customers.

Imitation is the Sincerest Flattery—But No One Else Can Build a **Duplex**; He Who **Follows** Must Be **Behind**. Leadership is inevitably the object of envy, first as scoffing and ridicule, finally in imitation, camouflaged, to be sure, and heralded as “new.” Invention and leadership suffer these penalties of service.

THE DUPLEX PRINTING PRESS COMPANY

World Building
 New York

Battle Creek, Michigan
 77 W. Washington St.
 Chicago

De Young Building
 San Francisco

In San Francisco— THE DAILY NEWS "Must"!

Net paid average circulation of The San Francisco Daily News for the six-month period ending March 31, 1925, (Government statement), was—

60,206

Net paid circulation for March, 1925, was—

62,742

This is a gain of 3,740 over the statement for the preceding six-month period.

March advertising lineage showed a gain of 28% over March, 1924. The Daily News led all San Francisco papers in advertising gains for March and for the first three months.

During 1924, The Daily News led all other daily papers in food product advertising, drug store advertising, furniture advertising—and was second in the entire field in department store, women's wear, musical instruments, shoe and electrical equipment advertising. 1924 gain was 521,836 lines.

Best Home Contact

The Daily News has more home-delivered carrier circulation than any other evening paper. In the great Mission District (which contains half the population of the city) The News leads its evening competitors, COMBINED, two to one in circulation.

The San Francisco Daily News

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

LOS ANGELES

CHICAGO

CLEVELAND

CINCINNATI

SAN FRANCISCO

FIRST IN MEMPHIS:

The Memphis Press has the largest circulation in Memphis of any newspaper, with city circulation sufficient to cover 86% of Memphis English-reading homes.

Net paid average circulation for six months ending April 1, 1925, Government statement, was—

40,999

This is an increase over the April 1, 1924, statement of—

3,400

More than 91% of Press circulation is concentrated in the city where the real buyers are.

And Press circulation is still climbing upward. Net paid average for March was—

43,943

The Memphis Press

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

(a tabloid)

Daily Post

GAINS 29%

The Baltimore Daily Post net paid average circulation for six months period ending April 1, 1925, was—

72,988

This is a gain over corresponding period of 1923 of

16,638

No newspaper in Baltimore ever met with so enthusiastic a reception as did The Post when it entered this field. No Baltimore newspaper ever grew so rapidly. Post circulation growth still continues; net paid average for March was—

80,787

The Post has city circulation sufficient to cover 41% of the families in metropolitan Baltimore. The Post offers advertisers the advantage of the tabloid page size. Visibility values are doubled. The cost per reader is reduced.

Paper	Coverage	Rate per page
The POST	41%	\$201.60
"B" paper	14%	\$336.00
"C" paper	49%	\$560.00
"D" paper	56.5%	\$944.00

The Post carries the advertising of the O'Neil department store, Bernheimer's, The Hub, Eisenberg's, Hecht's, Brager's, Blum's, Grant's and a large number of other important local accounts.

In Baltimore You Need The Post

The Baltimore Post

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

(a tabloid)

In Washington—

The Daily News gains and gains!

Net paid average circulation for the six months period ending April 1, 1925,
Government statement, is—

48,013

Net paid average for February, 1925, was—

53,410

Net paid average for March, 1925, was—

54,046

According to the latest available figures, The Daily News has the second largest home delivered circulation in Washington. The home people of Washington like this kind of a newspaper, with its handy, sensible dimensions, its brilliant features, its sparkling epigrams, its witty dramatic criticism, its brief, condensed, compact news reporting.

In the tabloid pages of The Daily News every advertisement has favorable position.

Rate 15c. a line, flat.

The Washington Daily News

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

LOS ANGELES

CHICAGO

CLEVELAND

SAN FRANCISCO

CINCINNATI

The Birmingham Post

circulation jumps 13,694!

The net paid average circulation of The Birmingham Post, for the six-month period ending April 1, 1924 (Government statement), was—**33,683**

This is a gain over the previous statement of **6,380**

And a gain over the statement of April 1, 1924, of **9,890**

Net paid average circulation for March, 1925, was . . . **39,316**

This is a gain over March, 1924, of **13,694**

March advertising lineage shows a gain over March, 1924, of 155,190 lines.

Birmingham is enjoying a sensational growth. Population of metropolitan district exceeds 266,000 according to survey made by Southern Bell Telephone and Telegraph Company. 63,826 families.

By listing two evening papers, you secure city circulation sufficient for 98% coverage of metropolitan Birmingham.

The Birmingham Post

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

The News *Alone* Covers Oklahoma City

The Oklahoma News of Oklahoma City, Oklahoma, has the largest local advertising volume, the largest department store advertising volume, the largest local circulation and the lowest rate.

Net-paid circulation for the six month period ending April 1, 1925, A. B. C. statement, was

34,948

This is an increase since the last A. B. C. audit of *40 per cent.*

According to the U. S. Census, there are 21,346 families in Oklahoma City. Even allowing liberally for the undisputed growth of Oklahoma City in the last four years, The News has circulation sufficient for a 90% to 95% coverage of homes.

News advertising volume continues to increase. Lineage increase for March was more than —

56,000 Lines

The Oklahoma News

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

LOS ANGELES

CHICAGO

CLEVELAND

SAN FRANCISCO

CINCINNATI

Every Ohio Campaign Should **Enter News-Bee CITY!**

News-Bee City has a "population" of 83,908 families, one of the most important and responsive buying groups in the entire state.

News-Bee City is larger than the COMBINED populations of the cities of Dayton, Canton and Springfield; larger than Columbus, nearly as large as Cincinnati.

News-Bee City is that vast group of people who read the Toledo News-Bee. Every Ohio campaign should enter News-Bee City.

The net paid average circulation of the Toledo News-Bee for the six months' period ending April 1, 1925, as reported to the A. B. C. was 78,052. Net paid average circulation for March was—

83,908

Toledo is too important a market to justify half-way measures. And News-Bee City is too important a "city" to be omitted from an Ohio campaign. You simply cannot cover Toledo without the News-Bee.

The Toledo News-Bee

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

The Citizen is the Only A. B. C. Paper in Columbus

ONLY ONE NEWSPAPER IN COLUMBUS offers the advertiser
A. B. C. verified circulation.

The Columbus Citizen is the only A. B. C. paper in Columbus, the
only paper whose circulation is checked up — proved — independently
audited.

Lineage is measured, so why not circulation as well, when lineage is
solicited on a circulation basis?

The net paid circulation of The Columbus Citizen, for the six month
period ending April 1, 1925 is—

77,269

This is a gain of 2,714 over the preceding period. Home-delivered car-
rier circulation alone is sufficient for a 71% coverage of Columbus
English-reading homes (not counting city street and news-stand sales).
The Citizen alone will cover Columbus.

During 1924, The Columbus Citizen was the only Columbus paper to
show an increase in advertising lineage.

The Columbus Citizen

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

ALBUQUERQUE

"Albuquerque Is a Surprisingly Responsive Market"—

That is the verdict of national advertisers entering this remarkable field.

Albuquerque's population exceeds 50,000. The city is closely built up far beyond its ancient legal boundaries. It is more than twice the size of the largest city in Vermont.

Albuquerque's monthly payroll exceeds \$1,500,000. The famous New Mexico celery, widely raised in the suburban section, NETS the rancher more than \$1,000 an acre. Many-well-to-do former residents of eastern and northern states now have their permanent homes in this city of beautiful residences. Albuquerque is a center of wealth, culture and refinement.

State-Tribune Dominates in City and State

The State-Tribune is edited by Carl C. Magee, a man of national reputation. Under his direction the State-Tribune has climbed to unquestioned leadership in circulation—first in CITY—first in TOTAL—and providing thorough state coverage. April 1, 1925, Government statement, 8,721; March average, 9,907; present circulation exceeds 10,000.

The State-Tribune

EVANSVILLE

First in Evansville!

The Evansville Press has more city circulation than the other two Evansville papers combined.

Net paid average circulation for six month period ending April 1, 1925, Government statement, was—

21,603

The Press has the largest *urban* circulation, that is, city plus outside cities and towns. Omitting mail circulation from the total figures of each paper, The Press is first in total circulation. And The Press has the lowest milline rate.

The Press is first in total advertising and first in local advertising.

The people of Evansville have made The Press their first choice; the merchants of Evansville have made The Press their first choice; make it *your* first choice for national schedules.

The Evansville market cannot be satisfactorily reached without The Press, the dominant newspaper.

The Evansville Press

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

Fort Worth Press Gains 60%

During the first three months of 1925, The Fort Worth Press gained 60% in lineage over the corresponding period of 1924.

This is a recognition by advertisers of the value of concentrated city circulation. There is no large country circulation scattered thinly over several states to make the advertising rate high with no added value to the average advertiser.

Net paid average circulation for the six month period ending April 1, 1925, Government statement, was—

12,226

This is a gain of more than 25% over the corresponding period of 1924.

It would be difficult to believe that the circulation of a New York paper would materially affect sales to people living in Cleveland. Much of the country circulation of some Texas papers is farther from the city of publication than St. Louis is from Chicago or Cleveland is from New York.

The Press has shown many times that it has the quality of city reader-following which is highly responsive to advertising.

The
FORT WORTH PRESS

El Paso Post Gains 90%

The net paid average circulation of The El Paso Post for the six month period ending April 1, 1925, Government statement, was 8,388, which is a gain over the corresponding period of 1924 of more than ninety per cent. Net paid circulation for March was 9,181. March lineage for 1925 was nearly double that of March, 1924.

According to the latest available figures The El Paso Post is second in city circulation and lacks only about 800 of city circulation leadership.

The rate of The Post is only 3½c. a line as compared with 7c. for the morning paper and 8c. for the other evening paper.

The editor of The Post believes that it is possible so skillfully to edit and condense four pages of editorial matter that a four-page paper will attract readers. The 90% circulation gain for the Post is proof of the high horsepower developed by this remarkable publication.

The limited printed area gives tremendous prominence to the advertisements. A full page advertisement, for example, is one-fourth of the entire area and is the equivalent (from the standpoint of visibility) to ten full pages in a forty page paper.

The
EL PASO POST

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY
ALLIED NEWSPAPERS, INC.

NEW YORK

LOS ANGELES

CHICAGO

CLEVELAND

CINCINNATI

SAN FRANCISCO

Knoxville News Gains 51%

During the first three months of 1925, the advertising volume of the Knoxville News was 51% greater than for the corresponding period of 1924.

Net paid average circulation for the six month period ending April 1, 1925, Government statement, was:

14,462

There are three papers in Knoxville and the latest available city carrier figures show a home coverage for one paper of 59%, for another of 54% and for the third paper of 53%. Any Knoxville paper, therefore, offers a home coverage of approximately half the population.

The Knoxville News has the lowest rate—4c a line—which is a saving of \$150 on a 5000-line schedule.

The Knoxville News carries the advertising of all the Knoxville department stores and is making rapid and continuous growth in advertising volume.

The Knoxville News

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

LOS ANGELES

CINCINNATI

FIRST!

In Cincinnati

The Cincinnati Post

Net paid daily average circulation for March 1925 was

174,838

with more than 108,000 of it in Cincinnati and suburban territory.

THE POST'S

Six month's average ending March 31, 1925, was

167,983

SECOND PAPER'S six months' average was

157,360

For more than

fifteen consecutive years, The Post has had circulation leadership in Cincinnati, without the use of premiums or circulation contests to inflate its circulation.

At one cost

You can thoroughly cover Cincinnati, suburban territory, northern Kentucky and those portions of Indiana and West Virginia immediately adjacent to Cincinnati.

85% of all the worth-while population in Cincinnati are POST readers

The Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE A. B. C.

REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY
ALLIED NEWSPAPERS, INC.

NEW YORK

LOS ANGELES

CHICAGO

CLEVELAND

SAN FRANCISCO

CINCINNATI

FOR THE INQUIRER METROPOLITAN

THE newspaper printing press which I recently announced may now be seen in operation at the newly completed plant of the "*Philadelphia Inquirer*."

It is a 12-roll unit-type machine having four double folders, each fitted with three formers. Its normal running speed is 600 cylinder revolutions a minute; that is to say, it may be run at the rate of 72,000 products per hour per delivery.

Its capacity and range of work may briefly be set forth as follows: Its running speed is at the rate of 576,000 copies per hour of 4, 6, 8, 10 and 12 paged products; 432,000 copies per hour of 14 and 16 paged products; 288,000 copies per hour of 18, 20, 22, and 24 paged products; 216,000 copies per hour of 26, 28, 30, and 32 paged products; 144,000 copies per hour of 34, 36, 38, 40, 42, 44, 46, and 48 paged products; 108,000 copies per hour of 52, 56, 60, and 64 paged products, and 72,000 copies per hour of 68, 72, 76, 80, 84, 88, 92, and 96 paged products. With additional leads the following pages also may be run: 50, 54, 58, 62, 66, 70, 74, 78, 82, 86, 90, and 94. Some of the foregoing products may consist of as many as six even or uneven interfolded sections.

This machine embodies the latest discoveries in the fields of metallurgical and dynamic engineering, as well as other discoveries which have resulted from a series of extended scientific researches into the nature of printing itself, and the behavior and control of plates, ink, and paper at speeds hitherto never attempted.

It is remarkable, also, in that its design and construction are such that it is adapted to receive certain newly invented devices—the nature of which it is unnecessary to disclose—by the addition of which its speed may be increased as needed to 850 cylinder

INFORMATION OF PUBLISHERS

revolutions a minute, the equivalent of 100,000 products per hour per delivery.

In designing so revolutionary a machine I have been guided by the conviction that the American newspaper is in its infancy, in so far as size and circulation are concerned, and that the greatest aid that can be given it is to free it from the enormously wasteful mechanical limitations which compel it to make such poor use of time, space, and operating cost.

The intensive cultivation of these three factors has in this machine been carried far beyond present practice; it has seemed to me better economics for a publisher to double the output of an existing pressroom by doubling the capacity of its machines, at whatever cost, than to buy and build next door and double the number of his slow machines. An analysis of the two plans will reveal the most astonishing economies to be got from intensive production.

Finally, I think that such a costly property as a newspaper printing press should be designed and built to constitute a permanent and elastic investment, the productivity of which may be enlarged indefinitely to suit the growth of the times. And I do not think that it should be looked upon merely as a consumable soon to be outgrown and discarded, as is now the practice.

The foregoing is a general outline of the kind of machine that I have designed for Colonel Elverson, to whose foresight and courage, in this as in other innovations, the art of newspaper printing owes no little progress.

The next issue of *EDITOR & PUBLISHER* will contain an illustration of this machine.

New York City,
April 6, 1925

HENRY A. WISE WOOD

EDITORIAL

THE OTHER HALF

IN first-class cities of America newspaper publishing has become a huge manufacturing problem. It is mass-production of first magnitude, for not only are the processes intricate, but speed requirements are without parallel in industry. But the newspaper has not organized itself on scientific manufacturing lines nor accepted the modern principle of solving plant problems which cut heavily into profit if left uncontrolled. The cloud that hangs heavily over many offices in this country today is fixed cost of production which the publisher seems unable to curb.

While circulations have been leaping by hundreds of thousands of copies, page volume of dailies has been increasing from 16 to more than 60, in instances, all in the memory of relatively young publishers. It is unreasonable that such a tremendous manufacturing development should not recognize the highest science, and call into its service the best engineering minds. The puzzles that confront the modern metropolitan daily are not to be solved by rule of thumb, and while in the old days a "practical man" might get the paper to press and distributed without knowing the "why" of anything involved in the process, he is apt to be very expensive when newsprint to the value of from \$100,000 to more than a million dollars is annually being run through plants which cost millions to install and millions more to maintain. If two per cent of \$100,000 worth of newsprint is wasted in a year the loss would be equal to what a publisher might pay a paper consultant. If in a million dollar paper purchase quality might be so uneven as to cause a one per cent fluctuation from contract specifications the readjustment might be very interesting indeed to any publisher.

Where are the technicians in newspaper work, able to decide questions involving large expenditures through the whole list of activities, such as plant construction, selection of equipment, analysis of materials consumed, economical composition, stereotyping, press work, delivery, correct methods of accounting and the infinite variety of subjects that call for administration based on true answers to the question "why?"

A few great newspapers are employing technical experts, for very special tasks, but we know of no true newspaper engineer, competent in all branches of newspaper work, and we think the situation offers unique opportunities to individuals. The objective should be toward a semblance of plant order and standardization of practise.

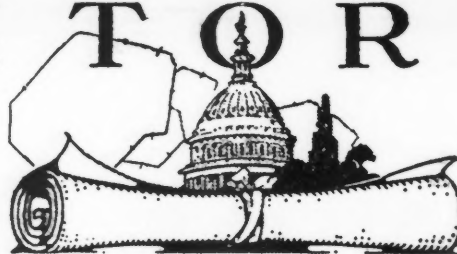
It has long seemed to EDITOR & PUBLISHER that the American Newspaper Publishers' Association should take the lead in organizing something akin to a bureau of standards, both of materials and manufacturing practices, and in the interest of the industry should liberally communicate findings to the whole field. Years ago this idea was suggested by an A. N. P. A. official, but was never consummated. Rapid strides have been made in organizing the advertising business, but there remains the great field of newspaper manufacture for bright minds and willing hearts to tackle. It is going one-half of the distance to create income; to control expense is the other half of the way to sound prosperity.

Now they pick their locations; advertising manager of a breakfast-food company sends out publicity and asks insertion on first pages of newspapers.

A STRANGE SUGGESTION

A SUCCESSION of scandals in English aristocracy, occupying page one position in most of the newspapers of London, and cabled at great length to the newspapers of this country, called out the curious suggestion from one London editor that the law should prohibit publicity in cases involving immorality among conspicuous persons. A judge on the English bench also deplored, not so much the facts at issue, as the bad impression the common people might get of the habits of the so-called higher classes.

The cheapest sophistry in the minds of men is that morals are based on appearances. If the succession of scandals has served to demonstrate that persons placed high by wealth or family position are indecent or decent according to their acts, the publicity has been more than justified.



He Is Risen

ST. LUKE, CHAPTER XXIV,

1 to 6

Now upon the first day of the week, very early in the morning, they came unto the sepulchre, bringing the spices which they had prepared, and certain others with them.

And they found the stone rolled away from the sepulchre.

And they entered in, and found not the body of the Lord Jesus.

And it came to pass, as they were much perplexed thereabout, behold, two men stood by them in shining garments:

And as they were afraid, and bowed down their faces to the earth, they said unto them, Why seek ye the living among the dead?

He is not here, but is risen: remember how He spake unto you when He was yet in Galilee.

GOOD STUFF

NEWSPAPER editors saw the cross-word puzzle, as old as the hills, sweep the country during the past two years, discounting scores of attempts to create interest in bright new ideas. The old stuff is often the best stuff.

This week the *Vancouver Sun* staged its second annual "spelling bee," another venerable favorite indoor sport which refuses to wither or die. The newspaper took possession of the largest vaudeville theatre in Vancouver, on Wednesday night, and 37 champion spellers, representing the schools of the city and adjoining suburban municipalities, selected from 40,000 school children, contested for a grand spelling championship. The test was based on a scientific list of 1,500 words, printed in the *Vancouver Sun*.

Prize winners were given a five-day trip to interesting places in British Columbia over the Easter Holiday week, in addition to numerous other prizes of real value to children, such as an Airedale pup, baby chicks, a silver shield, medals, a radio outfit, a building lot, and other gifts offered by business men intrigued by the spelling contest.

It seems to us that when a newspaper is playing such enterprises it is in good business for its community and itself.

April 11, 1925

Volume 57, No. 46

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: J. Bart Campbell, Homer Building.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.

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

Tokio: John R. Morris, Japan Advertiser.

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

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

FIRST TELEPHOTOGRAPHED AD

ALERT business immediately avails itself of the new art of telegraphing pictures. The first advertisement ever telephotographed to a newspaper was the display of Goodrich Silvertown Ballroom Tires, on Tuesday evening wired from Chicago, and appearing next morning in *New York Times*. William H. Rankin was responsible for the stunt.

The best advertising that is ever done is based on news announcement. There is no copy to compare interest with that which gives the reader a flash of information. Hence much work in the advertising field awaits telephotography, with speedy newspapers everywhere available for co-operation. For instance, one of the best advertisements of the week was the announcement by the New York Telephone Company that the Dodge Motors deal, involving \$175,000,000, was made over long distance telephone wires between New York and Chicago. If it was pat copy in New York on Tuesday it would be equally pat telephotography in San Francisco and New Orleans with the latest wizardry in the communications might have appeared in standard form, with cut text almost as perfect as though handled by the processes of mailed mats or electrotypes.

It is something to keep in mind that these new speed triumphs, automatic transmission of Roman character radio, wired or radioed pictures, depend absolutely on the newspaper for final effect, and as they are true auxiliaries to the speedy daily press should be given sound encouragement.

Hundreds of American newspapers are worth five cents daily and ten cents Sunday to any reader, and some day those prices will be as common as are present copy rates of two or three cents, daily, or seven or ten cents, Sunday.

HONORING A CRUSADER

CARL C. MAGEE is a modest man. The peculiar pronoun sticks in his throat. When he came to New York last week his friends insisted upon feting him and begged for personal stories of his free press fight in New Mexico. Magee insisted upon talking about abstract principles, until E. W. Howard finally, at a dinner at the Lotos Club teased him into telling a shop-mate's story of adventures. Some 50 men, highly representative of the newspaper, magazine and communications field, listened intently to an account of un-American plotting and abuse of power which has few parallels.

The striking fact was that the fight was for the simplest, most fundamental principles of democracy all guaranteed under the constitution. The editor was not battling for any radical reform or any new theory of government. He merely demanded administration of existing laws and exercise of natural public rights.

Another feature which struck us as significant was that Magee's crusade was begun under obscure circumstances, without the slightest thought on his part, as he said, that his voice would ever be heard outside of his state, but so vital were the issues, so common the cause, that the fight became of national interest and last week culminated in giving to the New Mexico editor distinction which comes to few men of journalism.

Better a few pages of advertising per day, each yielding sound profit, than a wilderness of lineage at uncertain rates, entailing terrific overhead commitment.

HUNCHING THE NEWS

THE popular "hunch" in newspaper offices on Friday, April 3, was that the Yankee jurist locked up in the Hartford Court House would determine the fate of the desperado Chapman, who acquit him for lack of murder evidence. Correspondents covering the trial had freely predicted acquittal or a "hung jury."

On Saturday morning, ten hours or more before the jury was ready to render its "guilty" verdict, the New York dailies put huge numbers of papers of the street headlined to the plain effect that Chapman had escaped a murderer's fate. These headlines supported slyly non-committal stories. "Hunch" editing continues to be a futile and dangerous pursuit.

PERSONALS

HENRY L. STODDARD, formerly publisher of the *New York Evening Mail*, now connected with the Munsey organization, returned this week from a trip around the world.

James B. Brown, editor and publisher of the *Louisville (Ky.) Herald and Post* was recently elected a director of the Louisville and Nashville Railroad to fill the vacancy caused by the recent death of Maj. August Belmont of New York City.

U. G. Orendorff, publisher of the *Canton (Ill.) Daily Ledger*, has been appointed by the Illinois Manufacturers' association to represent that organization at the third general meeting of the International Chamber of Commerce in Brussels, Belgium, June 21-28.

James H. Skewes, publisher of the *Meridian (Miss.) Star*, has been elected president of the Meridian Chamber of Commerce.

Harry C. Millholland, vice-president and advertising manager of the *Pittsburgh Press* is spending a vacation at Palm Beach, Fla.

Col. Charles S. Diehl, formerly part owner of the *San Antonio Light* and for years connected with the Associated Press as division superintendent in San Francisco and Chicago, has completed a home at 301 Terrell Road, San Antonio, and is enjoying a well earned rest. After Col. Diehl sold his interest in the Light to the Hearst organization he decided to make his permanent residence in San Antonio.

Fred G. Kirkendall, editor of the *Wilkes-Barre (Pa.) Times-Leader*, returned to New York via Panama this week from a trip to California.

B. E. Pinkerton, publisher of the *Monmouth (Ill.) Atlas*, prior to its merger with the *Review*, has been made deputy in the office of Palmer Anderson, U. S. marshal in Chicago.

Col. Robert W. Bingham, editor and publisher of the *Louisville Times*, has leased Camp Beechwood, on Upper Saranac Lake, New York, for the summer.

IN THE BUSINESS OFFICE

CLYDE L. MACKINLAY, formerly on the *New York American*, has joined the staff of the *New York Herald Tribune*, and is in charge of financial advertising. **Charles A. Pope**, formerly head of the financial advertising department, is now on the national staff.

Robert H. Kreider, advertising manager of the *Des Moines (Ia.) News* prior to its merger with the *Des Moines Tribune*, will join the advertising staff of the *Chicago Herald-Examiner*.

Howard F. Knox has been named classified advertising manager of the *Cumberland (Md.) Daily News*.

Miss Margaret Holland, in charge of the radio advertising department of the *New York Herald Tribune*, is going abroad for a month's vacation April 18. She will visit England, France and Belgium.

Lewis A. Kirkpatrick has been appointed general manager of the *Santa Ana (Cal.) Bulletin*, a weekly, succeeding John F. Adams, resigned.

F. R. Moerke, formerly of the business staffs of the *Sacramento (Cal.) Bee* and the *Chico (Cal.) Record*, has joined the *Red Bluff (Cal.) News* as advertising manager.

Harry E. Ridings, formerly on the staff of the *Tokio Japan Advertiser* and with the advertising department of the *Kansas City Star*, has purchased the controlling interest in the Cadillac Motor Company of Wichita, Kan.

Helen A. Havely, of Girard, Kan., and a graduate of the School of Journalism at the University of Kansas, is now advertising manager of the *Dodge City (Kan.) Daily Globe*.

IN THE EDITORIAL ROOMS

PAUL F. SIFTON of the *New York World*, and his wife, **Claire G. Sifton**, a former instructor in the School of Journalism of the University of Missouri,

sailed last week to spend three months in France, Italy, Germany and England.

William Peet, for the past two and one-half years with the *Pittsburgh Post*, has resigned to join the staff of the *Honolulu Advertiser*. While on the Post he conducted a column of sport comment, "Treat 'Em Rough".

Frederick A. Mackenzie, of the foreign staff of the *Chicago Daily News*, is visiting in Boston, Mass.

A. B. Crocker, a former reporter on the *New York Herald* and marine reporter for the Associated Press, celebrated his 93rd anniversary at his home in Hyannis, Mass., last week. Mr. Crocker is the oldest man now living in the town and still resides in the typical Cape Cod house in which he was born.

Jack Connolly, former day city editor of the *Boston Herald*, and president of the Boston Press Club for two years, and Mrs. Connolly are parents of a daughter, **Patricia**. Connolly is now Washington representative of the Motion Picture Producers and Distributors.

Marshall R. Hall of the *Cleveland Times* staff has a short story in the current issue of the *Triple-X* magazine.

Bruce Gould, of the reportorial staff of the *New York Evening Post*, broadcast a talk on Belmont, king of Spanish bull-fighters, from station WGBS, New York, April 2.

David G. Casem, radio editor of the *New York Telegram and Evening Mail*, was recently elected to the grade of Member of the Institute of Radio Engineers.

C. J. Wesch, formerly of Kerrville, Tex., has joined the reportorial staff of the *San Antonio Express*.

C. L. Barnard has resigned as *San Antonio Evening News* reporter.

James S. Griffith, telegraph editor of the *New York World*, is a patient in Johns Hopkins Hospital, Baltimore, undergoing treatment.

William T. Bliss, makeup editor of the *New York World*, is spending his vacation touring the Virgin Islands.

Jerome H. Walker has been promoted from reporter to managing editor of the *Albany (N. Y.) Sunday Telegram* succeeding **William R. Lipman** who resigned to become publicity director for **L. Lawrence Weber**, theatrical producer, New York.

Clement G. Martin has left the staff of the *Albany Knickerbocker Press* to join the *Albany Sunday Telegram*.

Fred M. Pownall, associate editor of the *Des Moines (Ia.) Capital* and Mrs. Pownall are parents of a daughter born April 1.

Mrs. Hazel Fletcher has joined the staff of the *St. Paul Daily News* and will cover general assignments.

Leslie C. Morehouse, city editor of the *South Bend Tribune* who has been in a hospital for some time, has returned to his desk.

Betty Craig, movie editor of the *Denver Post* is reported recovering rapidly from a recent operation.

H. T. Shaner has joined the *San Antonio Evening News* reportorial staff.

Mercer S. Maloney, who has been living abroad since he served as an assistant society editor of the *Philadelphia Evening Telegraph*, has joined the Department of Agriculture forces and is stationed in Morrisville, Pa.

Miss Elisa L. Wilson, former editor of the *Monongahela (Pa.) Republican* has been appointed city treasurer of Monongahela.

HOLDING NEW POSTS

"BILL" MORAN, from staff artist, *San Francisco Examiner*, to art staff, *San Francisco News*.

Lowell C. Pratt, from assistant city editor to make-up editor, *Pasadena Star-News*.

Miss Gladys Stoudte, from social editor, *Atlantic City (N. J.) Gazette-Review*, to social editor, *Atlantic City Ventnor News*, a weekly.

Mort Sontimer, from *Philadelphia North American* to staff, *Atlantic City (N. J.) Ventnor News*.

Anard W. Littman, from assistant sporting editor, *Atlantic City Gazette-Review*, to sporting editor, *Atlantic City Ventnor News*.

FOLKS WORTH KNOWING

FRED SCHILPLIN, owner and publisher of the *St. Cloud (Minn.) Daily Times*, is a native of Minnesota and has spent all his active life on the newspaper he now owns.



FRED SCHILPLIN

He was born in St. Joseph, Minn., seven miles from St. Cloud in 1868. When he was 12, his father died and he was left to shift for himself.

His father, a literary man turned farmer, had often expressed the wish that his son would enter newspaper work, and the young farmer's son found work at \$2.50 a week as an apprentice on the Times. He filled every position on the paper, rising from apprenticeship to foreman, reporter, editor, business manager, and finally part owner.

When the owner, **C. F. Macdonald** died, Mr. Schilplin purchased all the remaining stock and became sole owner.

MARRIED

B. F. STURDIVANT publisher of the *Union (S. C.) Progress* to Miss **Frances Alexander** of Atlanta, Ga., in Spartanburg, March 26.

Walter H. Kiser, of the reportorial staff, *Wichita (Kan.) Eagle*, to Mrs. **Bessie Frazier**, assistant to Frank Galle, advertising manager of the *Eagle*, April 1.

Walter S. Adams, former managing editor of the *Pomona (Cal.) Progress*, to Miss **Mary Arline Pinney**, of Pomona, at Asheville, N. C., recently.

WITH THE SPECIALS

INGRAHAM-POWERS, INC., successors to Frank R. Northrup, publishers' representatives, New York and Chicago, have obtained the national representation of the *Brooklyn Citizen*, effective at once.

Payne, Burns & Smith, publishers' representatives, New York, have taken over the representation in the East of the *San Antonio (Tex.) Light* and the *Fort Worth Record*. In the West the papers will be represented by the **G. Logan Payne Company**.

SPECIAL EDITIONS

BURLINGTON (IA.) HAWKEYE, 104-page New Home Historical edition, celebrating the occupancy of the Hawk-Eye's new home, March 29.

Hannibal (Mo.) Courier-Post, 72-page New Home edition, celebrating occupancy of its new building, March 28.

Minneapolis (Minn.) Tribune a Building Show edition Sunday, March 29.

Hibbing (Minn.) Daily Tribune, Fashion Edition April 1.

Mexico (Mo.) Intelligencer, 16-page 68th anniversary edition.

Vancouver (B. C.) Morning Sun, Progress and Prosperity number, March 31.

Keokuk (Ia.) Daily Gate City, 16-page Fashion edition, March 30.

Elgin (Ill.) Daily Courier 24-page "Live in Elgin" souvenir edition, March 23, distributed at the Chicago "Own-Your-Home" Exposition.

Hibbing (Minn.) Daily News, Fashion Edition, April 1.

Halifax (N. S.) Herald, Evening Mail and Sunday Leader, 36-page Tourist edition, March 24.

Rome (N. Y.) Daily Sentinel, 42-page annual Automobile Number, Saturday, April 4.

Waterville, (N. Y.) Times, 36-page special edition April 3.

WITH THE ADVERTISERS

FRANK LEROY BLANCHARD, advertising manager of **Henry L. Doherty & Co.**, New York, has returned from a two weeks' trip to southeastern properties of the company. The cities visited included Durham, N. C.; Athens, Macon and Atlanta, Ga.; Bristol and Knoxville, Tenn., and New Orleans, La. Mr. Blanchard delivered addresses before the Advertising Clubs of Atlanta and New Orleans and the Rotary Club of Athens.

Norman B. Hickox, for several years assistant general sales manager of **Curtis Lighting, Inc.**, Chicago, has been made vice-president in charge of sales of that company.

P. L. Thomson, publicity manager of the Western Electric Company and past president of the Association of National Advertisers, addressed the Advertising Club of Hazleton, Pennsylvania, on the subject "You and Your Public Utilities," at a meeting held Wednesday, April 8.

NEW PLANTS AND EQUIPMENT

SALT LAKE CITY TRIBUNE is remodeling its editorial offices.

Woodland (Cal.) Democrat will start construction soon of a new plant. **E. E. Leake** is publisher.

Burlington (Ia.) Gazette last week added another Intertype machine to its composing room battery.

SCHOOLS

PHILIP D. ADLER of Davenport, Ia., has been elected editor for the coming year of the *Daily Iowan*, official student newspaper of the University of Iowa. **Lawrence J. Evans** also of Davenport has been chosen business manager. **Thomas Kelly** of Emmetsburg, Ia., and **Richard Romy** of Mason City, Ia., have been selected as editor and business manager of *Frivol*, the University of Iowa comic magazine.

Girl journalists of the University of North Dakota at Grand Forks edited a recent morning issue of the *Grand Forks Herald*. Members of the Matrix, women's journalism society, had charge of the edition.

Minnesota chapter of Alpha Delta Sigma, professional advertising fraternity, was installed April 1, in Minneapolis by **Myron McCurry**, grand treasurer. The chapter was named for **Edward E. Nicholson**, dean of student affairs at the University of Minnesota.

Dean Walter Williams of the School of Journalism of the University of Missouri has returned from a trip to Florida where he addressed the Florida Press Association meeting at the University of Florida.

Staff of the *Purple and Gray*, high school weekly publication, took over the *Burlington Gazette* April 2, handling the editorial side of the paper.

CHANGES OF OWNERSHIP

SCOTT SNYDER, former editor of the *Perry (Ia.) Chief*, has bought the *Adel (Ia.) Dallas County News* from **T. G. Hotchkiss** and assumed ownership. Mr. Hotchkiss retired after 45 years' service. Mr. Snyder began his newspaper career as a printer on the News.

William C. Copeman, for two years editor of the *Amador (Cal.) Ledger* has bought the weekly from **O. A. King** of Sacramento.

Casey & Weaver, publishers of the *Knorrville (Ia.) Express* have purchased the *Bussey (Ia.) Record* from **W. H. Moon**, who has entered the publishing business in Eldon. The Record and Express will consolidate the new owners announce.

E. E. Brown, of Northville, Mich., has purchased the plant of the *Dundee (Mich.) Reporter*, weekly, at a bankruptcy sale.

WHAT'S WHAT IN THE FEATURE FIELD

Mildred Barbour Writes New Serial—Viscount Grey's Memoirs Ready for Newspapers—Syndicate Gets Exclusive Rights on "Bow and Arrow Expedition"

MILDRED BARBOUR has written a new newspaper serial story entitled "That Year of Freedom," which is being handled by the Metropolitan Newspaper Service, New York. Miss Barbour now devotes all her time to writing serials for the Metropolitan.



MILDRED BARBOUR

Her first syndicate experience was with the Wheeler Syndicate, for which she wrote serials and other features for two years, and of which she was finally managing director for more than a year. Then Miss Barbour was under contract for serials and other writing to the Bell Syndicate. She has been writing exclusively for the Metropolitan since early in 1923.

Born in Virginia, Miss Barbour was educated at the University of Michigan, and at successive times served her writing apprenticeship in active daily newspaper work as reporter, society editor, woman's editor and dramatic critic.

John Held, Jr., who draws "O! Margy!" for the United Feature Syndicate, New York, is rapidly recovering from injuries received recently, when a farm horse he was driving ran away. He expects to leave the Norwalk, Conn., hospital where he is confined, in about two weeks. Mr. and Mrs. Held plan a visit to Tangiers, Africa, as soon as Mr. Held's condition permits.

Rights for publication in American newspapers of Viscount Grey's Memoirs have been obtained by the D. P. Syndicate of Garden City, New York. These remin-

iscences have been expected for many years, ever since the British Premier, then Sir Edward Grey, played his leading role at the beginning of the European war.

The New York World Syndicate has contracted for the exclusive newspaper right of the Saxton Pope expedition to Africa, which has as its purpose the hunting of African big game with the primitive bow and arrow. Mr. Pope, an experienced writer, will write a series of 30 articles illustrated with photographs taken by the party. The first of the series will be ready for publication early in May and the articles will extend over a period of about three months. The expedition sailed from New York, March 6. In addition to Mr. Pope the party includes Stewart Edward White and Arthur Young, both big game hunters.

Stanley Frost will write a series of articles about the forthcoming navy maneuvers at Honolulu for the D. P. Syndicate, of Garden City, New York. The same syndicate has just put out a new form of word puzzle known as "Guess Words."

As in other years, the Christy Walsh Syndicate, New York, will furnish editors and publishers attending the annual meeting of the Associated Press and the American Newspaper Publishers' Association, the week of April 20, with complementary tickets to baseball games at the Polo Grounds and the Yankee Stadium. On Tuesday of convention week the New York Yankees will play the Boston Red Sox at the Yankee Stadium and the following day at the Polo Grounds the New York Giants play the Boston Braves. The free tickets are made available, Mr. Walsh said, through the courtesy of Col. Jacob Ruppert, the Yankee's president, and Charles P. Stoneham, president of the Giants.

and war correspondent during the Spanish-American war, died recently in San Diego, Cal.

CHARLES L. MCGEE, formerly associated with the late Congressman S. C. Smith in the publication of the *Bakersfield* (Cal.) *Echo*, died recently.



THE JOHN BUDD COMPANY

Pacific Coast Offices are now located in the

SHARON BUILDING

55 New Montgomery Street
San Francisco, Cal.

Walter L. Doty is in charge of that territory. Associated with him is C. Gabriel Payne.

Both of these gentlemen have been connected with the coast offices of the Budd organization for some time and have built reputations for clean, constructive work, which, in this move for further expansion and development, we are pleased to thus recognize and reward.

THE JOHN BUDD COMPANY

Newspaper Advertising Representatives

NEW YORK—CHICAGO—ST. LOUIS—
ATLANTA—SAN FRANCISCO

WILLIAM J. BROWN, 71, employed by the *New York World* for 35 years, died April 6 at his home in Westwood, N. J. For 28 years he was cashier of the World's uptown branch, and for seven years was in the main advertising department.

LOUIS P. BARDWELL, 82, pioneer newspaper publisher of Marion, Iowa, died March 27, at his home there. He was a native of Marion and during the Civil War days published the *Marion Register* while his brother, Thomas, was in the service. Later Mr. Bardwell published the *Marion Pilot* for 20 years.

CLAUDE M. CRANSTON, former editor of the *Fort Gibson* (Okla.) *Independent*, died at Muskogee, Okla., March 30.

LEVI P. THOMPSON, 86, who was general manager of the *Dayton* (O.) *Journal*, some years ago, died at his home in Dayton last week.

MATTHEW F. NAUGHTON, 47, city editor of the *North Adams* (Mass.) *Transcript* for the past 11 years died last week after a short illness.

W. H. KERR, for 44 years editor and proprietor of the *Brussels* (Ont.) *Post*, died April 6.

PAUL CARR, 55, father of Harriet Carr, editor of the *Ypsilanti* (Mich.) *Daily Press*, died recently at his home in Lethbridge, Alberta, Canada.

JOHN D. WATSON, 65, attorney and former newspaper man died in his home Avalon, a suburb of Pittsburgh, April 3. After leaving college Mr. Watson was a reporter on the *Pittsburgh Dispatch* and the *Pittsburgh Chronicle Telegraph*.

JAMES P. FARQUHAR, a manufacturer of York, Pa., and for several years proprietor of the *York Gazette* which later

was consolidated with the *York Daily* died recently.

DR. JOSEPH ANDREW HUSTON, 77, father of McCready Huston, associate editor of the *South Bend Tribune*, died recently in Brownsville, Pa.

COL. WILLIAM HUDSON PECK, 60, pioneer oil writer and for many years editor of the *Tulsa* (Okla.) *World*, died March 28 at Tulsa following a long illness.

GEORGE F. FISHER, an employe of the *Boston* (Mass.) *Transcript*, died at the Quincy City Hospital after a short illness last week.

J. D. CONDERMAN, 88, founder of the *Chetopa* (Kas.) *Clipper*, and father of R. J. Conderman, editor and owner, died recently following a stroke of paralysis.

R. N. WILLIAMS, publisher of the *Peace River Crossing* (Alta.) *Standard*, died April 2, after a long illness.

JOSE QUIROGA, 37, publisher of *El Nacional*, daily, and *La Epoca*, weekly San Antonio Spanish language papers, died Wednesday after a brief illness. He was a native of Nuevo Leon, Mexico.

Fall Kills Golf Editor

Leon B. (Larry) Paton, golf editor of the *Boston Herald* and well-known amateur golfer, died April 7, at St. Elizabeth's Hospital as the result of a fall three hours earlier from the window of his apartment in the Brighton district.

Kenosha Publisher Dies

Walter T. Marlatt, 51, editor of the *Kenosha* (Wis.) *Evening News* and president of the Kenosha News Publishing Company, died at his home in Kenosha recently from a heart attack.



Few men have given 40 years of absolute fidelity to one newspaper. On March 5, 1925, William F. Reynolds, advertising manager of the Brooklyn Standard Union, attained this honor, an honor as great to this newspaper as it is to him.

R. G. R. Hunniman
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

Obituary

WILLIAM J. MATHEWS, 61, said to have founded the first American newspaper in the Philippines, a soldier

FASTER COMPOSITION

of Newspaper Headings, Classified and Display Advertising

Faces from All Magazines Mixed in the Same Line

TRADE **LINOTYPE** MARK

CONTINUOUS DISTRIBUTION
to all magazines at the same time

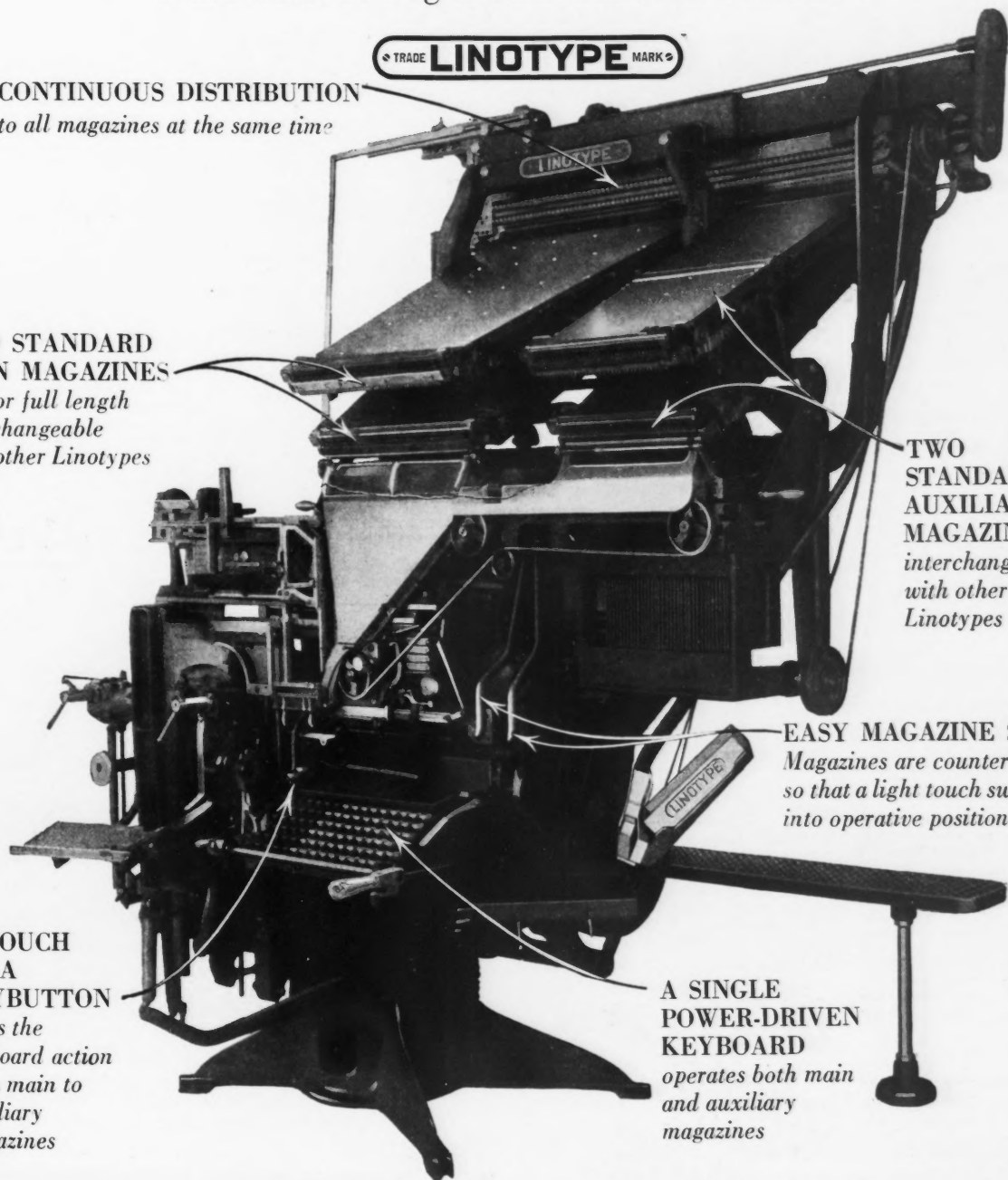
TWO STANDARD MAIN MAGAZINES
split or full length interchangeable with other Linotypes

TWO STANDARD AUXILIARY MAGAZINES
interchangeable with other Linotypes

EASY MAGAZINE SHIFT
Magazines are counterbalanced so that a light touch swings either into operative position

A TOUCH ON A KEYBUTTON
shifts the keyboard action from main to auxiliary magazines

A SINGLE POWER-DRIVEN KEYBOARD
operates both main and auxiliary magazines



Ask the nearest agency to send you the folder "Suggested Headletter Layouts for the Model 26 Linotype" and full information about this machine

—LINOTYPE—

MERGENTHALER LINOTYPE COMPANY

—LINOTYPE—

SAN FRANCISCO CHICAGO
NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LIMITED
TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

ADVERTISING AGENCY AFFAIRS

Linge Named Space Buyer for Lesan Agency—Lewis Now Stockholder in Johnson, Read & Co.—Palmer Joins Mitchell-Faust

ARTHUR C. LINGE has been appointed a space buyer on the staff of the H. E. Lesan Advertising Agency, Inc., it was announced April 6.



ARTHUR C. LINGE

Mr. Linge succeeds C. H. Weisner who resigned March 31. He has been connected with the New York office of the Lesan agency about five years, having started in the accounting department of that organization.

Among the accounts handled by Lesan are the First National Pictures, Inc., Standard Textile Products, Biglow Hartford Carpet Company, and the Union Pacific.

Arthur T. Lewis has become a stockholder in the Johnson, Read & Co., Inc., Chicago advertising agency, it was announced this week by George H. Read, vice-president. Mr. Lewis is now serving his eighth year with the same agency, the last five years of which he has been manager of the copy and plan department. He is the originator of the course in copy writing at Northwestern University, Chicago, and is a member of the faculty of that institution.

C. N. Palmer, formerly advertising and sales promotion director of the Western Fruit Jobbers' Association of America, has joined the Mitchell-Faust Advertising Company, Chicago. While with the Association Mr. Palmer specialized in fruit and vegetable advertising and marketing, and in this new connection with the Mitchell-Faust Agency he will serve as an authority on the marketing of perishable food products.

John Henry Schwarting is celebrating this week the fiftieth anniversary of his association with the advertising agency of Albert Frank & Co., New York. The firm will give him a testimonial dinner April 18 at Advertising Club of New York.

Namm Business Gains \$255,771 in Year

A. I. Namm & Son, Brooklyn department store and large newspaper advertiser, reports a total business of \$17,466,255.82 for the year ended Jan. 31, 1925. This is an increase of \$255,771.86 over the previous year. The corporation's surplus has increased to \$3,322,483.68. Cash on hand shows a balance of \$1,222,649.80—sufficient to pay all current debts, with a balance left of \$423,622.62. The ratio of current assets to current liabilities is 4½ to 1. Profits are \$1,234,210.14 without deduction for interest, taxes, etc.

Publisher Heads Insurance Company

Joseph M. Stephenson, publisher of the South Bend (Ind.) News-Times, has been named president of the Conservative Life Insurance Company to fill the vacancy caused by the death of D. W. Place. He had served as treasurer of the company since 1918. Mr. Stephenson came to the News-Times in 1917 as business manager and was made publisher in 1920.

Illinois Ad Men Meet

More than one hundred Chicago advertising men and women left for Springfield, Ill., April 7, to attend the first convention of the Advertising Clubs of Illinois, where arguments will be advanced for the adoption of the *Printers' Ink* statute against fraudulent advertising, already introduced into the legislature. W. Frank McClure, vice president of Albert Frank

Mr. Schwarting and his wife will sail for Europe July 7 on the Columbus and spend the summer in Germany as guests of the firm.

Mr. Schwarting was one of the pioneers in financial advertising. He started as copy boy and developed into an advertising solicitor, placing the copy for many of the country's best-known corporations. J. P. Morgan the elder was one of his early clients.

The Rogers-Gano Advertising Agency, Inc., has taken larger quarters at 417 South Dearborn street, Chicago. Offices were previously located in the First National Bank Building, Chicago.

The Crawford-Harris-Burgess Advertising Service of Vancouver, B. C., has opened a branch office in Winnipeg, Man., at 118 Phoenix Block, and has appointed H. C. Skinner, manager. Mr. Willing gained his advertising training in England and on coming to Canada was first connected with the J. J. Gibbons Agency, Toronto. In 1911 he joined the advertising staff of the *Grain Growers' Guide*, Winnipeg, and except for two years when he was with the A. J. Massey Agency, he has been with that paper.

Emil Maurice Scholz, president of the World Wide Advertising Corporation, New York, was elected director of Vantine's, a New York retail store at a stockholders meeting held April 6.

R. D. McCord, former Minneapolis and St. Paul newspaper man has been appointed to the copy and service staff of the Minneapolis office of Critchfield & Co., Chicago.

A. L. Warriek has joined the staff of the Lebensburger Advertising Agency at Dayton, O.

Craig Biddle, Jr., of Philadelphia, has recently become associated as an account executive with the Percival K. Frowert Co., Inc., advertising, New York.

Frederic F. Stevenson, formerly with the Elliott Service Company, has joined the staff of the McLain-Simpers Organization, agency, Philadelphia.

& Company, is president of the organization.

Staff Honors City Editor

Members of the editorial staff of the *Chicago Tribune* tendered a dinner and party to Robert M. Lee last week on the occasion of his fifth anniversary as chief of the city room. The celebration was held in the Gray Room of the Sherman Hotel.

way ahead and gaining fast

in prestige in advertising in circulation in Louisville

The Courier-Journal

THE LOUISVILLE TIMES

MORNING-AFTERNOON-SUNDAY

Represented nationally by the S. C. Beckwith Special Agency

WANT AD STATISTICS OF 324 NEWSPAPERS

(Continued from page 8)

There is still a wide divergence of views among newspaper men on all of these points, this survey reveals, but the prevailing idea seems to be that classified advertising columns are just that and no more, that copy which requires the breaking of column rules, or the use of type larger than the body of the advertisement, or the inclusion of cuts, is display copy and should appear in display columns.

Many newspapers maintain a special section of their want ad pages for such copy, which is thus segregated from the "liners" and pays a special rate. Others permit cuts and broken column rules only in certain columns, the former in real estate and fraternal notices, the latter in real estate and kindred classifications. Such distinctions are noted by appropriate marks under the various headings.

The line-up of opinion on these questions follows:

78 permit the breaking of column rules. 233 do not permit column rules to be broken.

73 permit the use of cuts in classified columns.

232 do not permit cuts in classified columns.

A wide range of typographical appearance in classified pages is indicated by the answers to the question as to the largest size of type permitted in the want ads. The reports are summarized thus:

5 pt.	1	18 pt.	19
5½ pt.	39	20 pt.	3
6 pt.	43	24 pt.	20
7 pt.	15	30 pt.	7
8 pt.	19	36 pt.	17
9 pt.	1	48 pt.	5
10 pt.	29	54 pt.	1
11 pt.	1	60 pt.	2
12 pt.	28	72 pt.	10
14 pt.	18	84 pt.	1

The extremely small sizes of type—the old ruby to minion sizes—are preferred

as maximum by about one-third the reporting papers, or 98.

The medium range of type-size, from 8 to 14 point, has 84 adherents.

Large-size type, from 18 to 36 point is allowed by 66 newspapers, most of which stipulate that it shall be either in a single column or an outline face.

Nineteen papers permit advertisements to use 48 to 84 point, obviously in advertisements more than one column wide.

Of somewhat less pressing, but not less important, nature is the information given in the next to the last column in advertisements to a question as to whether the lines included heads and rules or was strictly a record of paid space.

Of the 178 newspapers which reported that their measurements included heads and rules, about ten stated that straight heads had not been included, that two point rules had been used between advertisements, and that classification heads had been set in caps of the body type and not leaded.

Nevertheless, 135 newspapers reported measurements on a strictly net basis which is the only basis upon which valuable comparisons can be made. Except for New York and one or two other cities net measurements are the rule, most of the large city papers reported in the tabulation compute their classified lineage by laying a ruler on the face of the page and measuring all that it covers. Most of the smaller city papers, especially those which state measurements made by an outside and impartial agency, give net lineage.

In this respect and also with regard to statements of the number of advertisements published, newspaper executives in larger numbers are appreciating the value of complete and accurate information regarding their own and competitive business, and a steady movement toward that may be expected in future tabulations. It is intended by *EDITOR & PUBLISHER* that this tabulation will be published annually and it is believed that it will show the same growth extensively and intensively at that which has characterized the semi-annual tabulations of general newspaper lineage.

The

INDIANAPOLIS

The rate card doesn't tell it all

It doesn't tell you that news items have the right of way over advertising in the office of The Indianapolis News. But they have.

Reader interest and confidence in The Indianapolis News make advertising more effective and profitable.

NEWS

FRANK T CARROLL
Advertising Manager

Chicago Office
J. E. Lutz
The Tower Bldg.

New York Office
Dan A. Carroll
110 E. 42nd St.

Net Paid
Circulation of
THE ST. LOUIS STAR
 for March, 1925

147,897
 Copies per day

Advertising Record!
 The St. Louis Star showed an advertising gain of approximately 50,000 lines in March, over the same month last year.

The Highest Monthly Average Daily Net Paid Circulation in the History of **THE ST. LOUIS STAR**

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY

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 E. 42nd St.

PORTLAND MERCHANTS FIND BIG PAPER MEANS CROWDED STORES

Use of Sunday Space Provides Peak Business Early in Week—Grocer, Friday Advertiser, Can't Handle More Saturday Trade

By W. J. HOFMANN,
Advertising Manager, Portland Oregonian

INASMUCH as newspaper advertising is primarily for the benefit of the advertiser, any discussion of this matter of avoiding crowded days and thin days must first consider the advertisers' interests. Crowded newspapers usually pay the advertiser. The people learn to look for certain advertisers' announcements in certain issues.



W. J. HOFMANN

That this is true is demonstrated in Portland by a considerable number of advertisers who use Sunday papers only. Frequently we hear the opinion that Sunday papers have become so big that they cannot pay the advertiser. The actual facts are that our big Sunday issues are depended upon by a number of prosperous merchants as the chief means of creating sales.

The inevitable result of this exclusive Sunday advertising is a jam in the advertisers' stores in the beginning of the week and several days of comparative

idleness at the end of the week, and consequently the merchants would be better off if they would distribute their advertising efforts throughout the week and create a more even flow of business in their stores. The publishers benefit by such an arrangement is obvious.

There is a group of chain grocers in Portland who depend chiefly upon Friday advertising of price specials to develop Saturday business. The manager of the largest of these chain stores says that he can not handle any larger volume of Saturday business than he now has. He wants more first-of-the-week and mid-week business but his advertising training has been such that he does not believe midweek business can be successfully developed. Obviously, here are two classes of merchants each of whom would be tremendously benefited if their normal business volume could be spread more evenly over the week.

Every experienced advertising man knows that this can be done.

It seems to me that if we will forget the newspapers' interests and make a conscientious effort to help the advertiser so plan his advertising that his business volume will be more evenly distributed throughout the week we will at the same time be solving the newspapers part of the problem.

"HIGH AUTHORITY" HIT BY N. Y. WORLD

Daily Attacks Policy of Newspaper Conferences with President—"Haphazardly Conducted" Is Charge in Editorial

The newspaper conferences with the President at the White House were attacked April 9 by the *New York World* in its leading editorial under the caption "Anonymous Government."

The *World* revealed that on April 7, the President "took a stand upon no less than ten public issues without once 'speaking for quotation' or permitting the newspaper correspondents to suggest the source of their information except by reference to some vague 'White House Spokesman'."

The ten subjects thus discussed by the President were listed in the editorial as: foreign affairs; Republican tariff plans; the new Soviet treaty with Japan; naval conference; private loans abroad; revision downward of tariff; foreign taxes on exported raw materials; flexible tariff rates on linseed-oil; foreign debts; and on the debt owed by France. Quotations on the subjects as they appeared in different dispatches from newspaper correspondents were given.

The editorial continued:

"Here are expressions of the President's attitude and of the Administration's attitude on ten matters of importance. Are they accurate expressions? If they are, we have the reporters to thank for whatever accuracy they possess. The President himself reserves his public address for comment on the moralities, and when he talks on current controversial issues talks without direct quotation.

"A policy of newspaper conferences initiated by Woodrow Wilson has been expanded to such a point that it has now become almost the only medium through which the country discovers nowadays what the President is thinking. Yet what same conference is haphazardly conducted, with no record kept of its proceedings, no special pains taken to see to it that all the informal reports of the President's position will substantially agree, no provision for a systematic approach to the

questions which the correspondents wish to ask, no safeguards against the degeneration of the conference system into the mere sending up of trial balloons, no assumption of responsibility by the Executive, even in the slightest degree, for the views which he expresses. We are witnessing an interesting development in the relations between President and public."

LINEAGE LOSS IN FEBRUARY

Gains Made, However, by 46 of 135 Newspapers in 30 Cities

February lineage showed a slight loss from 1924 figures, according to *New York Evening Post* statistics for 30 leading cities. The deficiency of 3,737,826 lines in the total of 102,223,229 lines was probably due to loss of a day from last February's Leap Year calendar. Gains were made by 46 of the 135 newspapers. The city totals follow:

	1925	1924	Loss
New York	11,989,278	12,100,156	119,880
Chicago	6,119,461	6,134,053	14,592
Philadelphia	6,528,757	6,627,931	99,174
Detroit	4,267,634	4,122,524	145,110*
Cleveland	3,163,275	3,385,725	222,450
St. Louis	3,453,329	3,659,469	206,140
Boston	4,915,420	4,846,954	68,466*
Baltimore	3,448,315	3,871,955	423,640
Los Angeles	6,391,784	8,138,375	1,746,591
Buffalo	2,879,468	2,817,119	62,049*
San Francisco	4,073,012	4,326,590	253,578
Milwaukee	2,399,848	2,513,164	122,316
Washington	3,699,607	3,631,631	67,976*
Cincinnati	2,938,500	3,101,100	162,600
New Orleans	2,856,942	2,603,787	253,155*
Minneapolis	2,316,171	2,618,801	302,630
Seattle	2,379,174	2,466,856	87,682
Indianapolis	2,354,598	2,742,449	387,851*
Denver	2,005,164	1,775,368	229,796*
Providence	2,311,738	2,425,463	113,725
Columbus	2,844,863	2,985,774	140,911
Louisville	2,731,453	2,615,406	116,047*
St. Paul	2,025,674	2,137,422	111,748
Oakland	2,374,412	2,071,328	303,084*
Omaha	1,703,079	1,994,468	291,389
Birmingham	2,166,262	2,147,180	19,082*
Richmond	1,494,528	1,607,816	113,288
Dayton	2,608,466	2,725,436	116,970
Houston	2,068,836	2,004,002	64,834*
Des Moines	1,643,192	1,742,762	99,570
Totals	102,223,229	105,961,055	3,737,826

*Represents gain.

Publisher Establishes Heroism Reward

Fred L. Rentz, publisher of the *New Castle (Pa.) News* has announced an annual award of \$100 for the resident of Lawrence county who performs the most meritorious act in the saving of human life during the present year and each succeeding year.

CIRCULATION PROGRESS

"Service" Sums Up F. A. Roberts' Circulation Success



F. A. Roberts

ALONG about the time the bicycle had attained the height of its popularity, a young man wheeled up to the front door of the *Evening Times* office in Rochester, N. Y. He dismounted, carefully balanced his bike against the curb and entered the business office in quest of a job. It was a small paper in those days, and he was a small boy, but both expected to grow—and they did.

The boy was Frank Roberts and the date was Aug. 15, 1895. The young employee started in the mailing room. It was a dirty job, and the system was crude, so he determined to improve both. Proof of his success is apparent in that two years later he was made superintendent of carriers. The following year he became circulation manager.

It will be noted that the subject of this sketch started his newspaper career by giving service to his employers. In recent years the word "service" has been worn threadbare, but back there in 1898, Frank Roberts decided that the subscribers to the *Times* were paying their good money for "service" and he determined to give it to them. He made that word his guiding star and it never failed him through those disheartening days of struggling to build up circulation.

Today if you ask Frank Roberts how he succeeded in increasing the *Times* circulation he will sum it all up in the one word—service. In 1916 he established the first truck delivery in Rochester to newsdealers, cigar and confectionery stores.

In 1918, when the *Evening Times* was consolidated with the *Union & Advertiser* and became the *Times-Union*, Mr. Roberts had complete charge of the complicated work involved.

Mr. Roberts was elected president of the New York State Circulation Managers' Association last October.

AGENCY MUST DEFEND SUIT APRIL 13

Van Patten, Inc., Must Show Cause Why Action Against Democratic Committee Members Should Not Be Set Aside

Supreme Court Justice Delehanty signed an order in New York April 8, directing Van Patten, Inc., advertising agency, to show cause April 13, why the notice to examine Clement L. Shaver, George L. White, and James W. Gerard, members of the Democratic National Committee, should not be set aside. The advertising agency is suing the members of the committee for \$84,900, which is alleged to be due under contracts for publicity work during the recent Presidential campaign.

It is set forth in an affidavit by an attorney for the committee that notice of examination was served on Mr. Shaver and Mr. White on March 7, the day after the suit was begun, and was returnable on April 3. The attorney says that efforts to reach an agreement on the controversial matters were unsuccessful, and through a misunderstanding a default was taken on April 3, when neither Mr. Shaver nor Mr. White appeared for examination. Later it was agreed that the examination might proceed on the following Saturday.

In the application to vacate the notice it is alleged that Mr. White is not a defendant and accordingly cannot be examined, and that Mr. Shaver is not obliged to testify under the law.

Justice Delehanty's order temporarily stays examination.

Willever Promoted by Western Union

J. C. Willever, vice-president in charge of the commercial department of the Western Union Telegraph Company, was advanced to first vice-president at a meeting of the board of directors held April 8.

"FIRST IN PUBLIC SERVICE"

The *World*

The *World* and the *Evening World* have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The *World*

Pulitzer Building, New York
Mallors Bldg. General Motors Bldg.
Chicago Detroit

FIRST IN OHIO

4,923,701 LINES

JANUARY 1st to MARCH 31st, 1925
The *Dispatch* published during the first three months approximately 54% of all Columbus newspaper advertising and 785,638 lines more than all other Columbus newspapers combined. In 1924 it exceeded the next largest Ohio newspaper by 2,500,939 lines.

NET PAID CIRCULATION
City 52,891
Suburban 23,639
Country 21,928
GRAND TOTAL 98,458

LARGEST IN CENTRAL OHIO

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Beaumont and 20-mile area

Population over 150,000

Ranks in importance to the other four large Texas markets. Sales managers cannot cover Texas with only four papers.

The **BEAUMONT ENTERPRISE**
AND
The **BEAUMONT JOURNAL**

cover the Fifth Market in Texas and the Third Market in Louisiana.

"Ask Beckwith—He Knows"

Imperial

PLUS METAL PLAN SCORES A HIT!

Judging by the hundreds of users, the Imperial Plus Metal Plan has certainly scored a hit. It would be impossible to show you on this page the mastheads of all the newspapers whose publishers depend upon the Plus Plan. Those shown below are representative of the complete list.

Looking over the group shown here you will find many of the leading newspapers of the country. Here and there are cities represented by all their leading papers. Included are well known groups such as the Scripps-Howard Newspapers, The Booth Newspapers, the James M. Cox Group and the Star League of Indiana.

That the publishers of hundreds of newspapers are unanimous in their selection of the Imperial Plus Metal Plan carries conviction as to the reliability of the

Plus Plan. It would be hard to dispute the decisions of these publishers. They had felt the need of a dependable, economical type metal plan that would keep their metal working at its highest efficiency at all times, and in the long run would add years of working life to the metal. They found the answer to that need in the Imperial Plus Metal Plan.

The Plus Plan does not exclude any newspaper from participating in its benefits. It is measured to fit all shops. It takes just as much pains to keep the small village weekly type metal right as it does the metropolitan daily, serving hundreds of thousands of readers. Its economy is applicable to each alike.

The Imperial Plus Plan is a plan of service—honest, reliable service that can stand the test under all conditions. It makes the efficiency of type metal as

reliable as the maintaining of a press hour. It is this dependable service that has been a great factor in spreading the growth of the list of Imperial Plus Plan users.

Have You Ever Read the Imperial Plus Plan?

We would like to place a copy of the Imperial Plus Plan in the hands of every publisher in the country. We believe that any publisher who reads it would be quickly convinced of its value to his shop. The simplicity, reliability and economy of the plan appeals to publishers. If you haven't read the Imperial Plus Metal Plan write for a copy today. Better still, if you attend the A. N. P. A. Convention at New York ask our representative to tell you about the Plan.

Linotype—Monotype—Intertype—Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Company

Philadelphia Cleveland New York Chicago



HENDRICK & BENJAMIN BUY ERIE DAILY

New Haven Publisher and Syracuse
Man Now Owners of the Dispatch-
Herald—Price Said to Be
\$500,000

(By Telegraph to Editor & Publisher)

ERIE, Pa., April 8.—The entire capital stock of the Record Publishing Company, publishers of the *Erie Dispatch-Herald* and the *Sunday Dispatch-Herald*,



WILLIAM A. HENDRICK

has been sold to William A. Hendrick, publisher of the *New Haven Times-Leader*, and Louis Benjamin, of Syracuse, N. Y., by John H. Strong, who has been in control of the properties for seven years, and the owner since about a year ago.

Mr. Hendrick has already become president and publisher of the *Dispatch-Herald*, and Mr. Benjamin has assumed the duties of general manager and treasurer. Mr. Strong will take a long rest from all active work and as soon as he is restored to health will undoubtedly purchase a newspaper in another field. Mr. Hendrick said: A nervous breakdown was the sole reason for his decision to part with the ownership of his Erie newspapers he declared.

Mr. Strong's career in Erie has been unusually successful. Coming here seven years ago he found the *Morning Dispatch* and the *Evening Herald* both with only moderate sized circulation. He obtained control of both properties, combined them, and in 1922 made the consolidation purely an evening newspaper, abandoning the morning field.

The entire organization including A. J. White, managing editor, and W. O. Strong, advertising manager, will remain intact, the new owners stated.

The price paid by Mr. Hendrick and Mr. Benjamin for the *Dispatch-Herald* was not announced, but is said to be in excess of \$500,000.

Mr. Hendrick has not sold his holdings in the *New Haven Times-Leader*, and does not expect to do so, but the active management of the property is now in charge of Col. Charles W. Pickett, as editor, and Edward Donlan, as business manager.

Mr. Benjamin is arranging to dispose of the active management of his interests in Syracuse. Both Mr. Hendrick and Mr. Benjamin will move their families to Erie immediately.

Charles H. Eddy Company, New York and Chicago, represents the *Dispatch-Herald* in the national advertising field.

The sale of the *Dispatch-Herald* was handled by Palmer, DeWitt & Palmer, newspaper brokers, New York.

Daily Publisher Launches Monthly

Rupert Davies, publisher of the *Renfrew*, (Ont.) *Journal*, and former president of the Canadian Weekly Newspapers' Association, will start publication about the middle of April of the first number of a new monthly, *Canadian Homes and Gardens*.

SHERMAN DEMOCRAT SOLD

Wilcox and Associates Buy \$60,000
Capital Stock of Texas Daily

With the issue of April 1, the Sherman Democrat Inc., publishers of the *Sherman* (Tex.) *Daily Democrat* and the *Sherman Weekly Democrat*, passed into new ownership with the purchase of the entire \$60,000 capital stock by G. I. Wilcox and associates. The paper had been directed by K. K. Hooper as general manager and was owned by about 85 stockholders, all residents of Sherman.

A. G. (Pat) Mayes, formerly of the *McKinney Daily Courier-Gazette*, will be vice-president and general manager; George Henry Wilcox, former manager of Texas public utilities, will be business manager and treasurer, and J. Newell Johnston, formerly city editor of the *Galveston News*, will be managing editor and secretary. G. I. Wilcox will be president of the corporation.

LEE SYNDICATE ADDS ANOTHER IOWA DAILY

Mason City Globe-Gazette Joins String
Under Reorganization—Muse Re-
mains As Editor—Loomis
Now Business Manager

The *Mason City (La) Globe-Gazette* announces a reorganization by which it becomes a member of the Lee Newspaper Syndicate which now operates the *Davenport Times*, the *Ottumwa Courier* and the *Muscatine Journal* in Iowa, the *Madison State Journal* and the *La Crosse Tribune* in Wisconsin and the *Hannibal Courier-Post* in Missouri.

Will F. Muse, who has been editor of the *Globe-Gazette* for the past 25 years, and who has borne the full burden of the management since the death of his partner, David M. Conroy, a little more than a year ago, will continue as editor of the paper. Lee P. Loomis, for the past ten years publisher of the *Muscatine Journal*, comes to *Mason City* as business manager. The directors of the new corporation are E. P. Adler of *Davenport*, Mrs. A. W. Lee and James F. Powell of *Ottumwa* and W. F. Muse, Jim W. Conroy, W. G. C. Bagley and Lee P. Loomis of *Mason City*.

At the time the Lee Syndicate was founded 35 years ago by the late A. W. Lee with the purchase of the *Ottumwa Courier*, Mr. Muse came to the *Courier* as city editor and Mr. Conroy assumed the duties of business manager.

Mrs. Anna Conroy and Jim W. Conroy with Mr. Muse retain large stock interests in the new corporation to be formed. Clyde Rabedeaux, advertising manager of the *Muscatine Journal*, succeeds Mr. Loomis as publisher of that paper.

In the news room of the *Globe-Gazette* the present staff, headed by W. Earl Hall, managing editor, and Enoch Norem, city editor, retain their posts and in the business department, Anton Jeppesen, Lloyd Greer, George McElroy, Elmer Ellison all stay on the job.

CHANGES ON WASHINGTON POST

E. B. McLean, Publisher, Now M. E.—
Henry Jones Assistant

WASHINGTON, D. C., April 8.—Several changes in the editorial department of the *Washington Post* took place this week as a sequel to the sudden resignation last week of John J. Spurgeon as managing editor.

Henry Jones, former Des Moines, Ia., newspaper man and for 20 years engaged in newspaper work at the national capital, has been promoted from news editor to assistant to E. B. McLean publisher, who has assumed the duties of managing editor relinquished by Spurgeon.

"Ted" Harris, one of Washington's best known "local" men, has retired as city editor, being replaced by Aubrey E. Taylor, of the Post's Capitol staff.

LOS ANGELES
EVENING HERALD
ESTABLISHED 1880

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months
Ending Sept. 30, 1923, 167,649 Daily. Six
Months Ending Sept. 30, 1924, 174,280 Daily.
Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

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

OSWEGO, N. Y., DAILIES ANNOUNCE MERGER

Daily Times and Palladium to Become
the Palladium-Times Under Re-
organization Plan—Clark
Morrison President

Impending consolidation of the *Oswego Daily Times* and the *Oswego Palladium*, two of the oldest Northern New York dailies, was simultaneously announced by the two newspapers in their issues of April 6. The consolidation will be carried into effect as soon as a new 20 page Duplex tubular press now being installed in the Times building can be made ready for use to handle the combined edition approximating 10,000 copies of the *Oswego Palladium-Times* as the new paper will be known.

A new corporation to be known as *Palladium-Times, Inc.*, will replace the present *Oswego Times Company* and the *Palladium Printing Corporation*. In the new corporation the stock ownership will be equally divided between Edwin M. Waterbury, Clarence T. Leighton and Frederick Leighton, representing the Times holdings and Clark Morrison, Sr., Clark Morrison, Jr., and John M. Gill, representing the *Palladium*. While the internal organization of the new paper had not been definitely determined, it is announced that Clark Morrison who has been connected with the *Palladium* for 62 years will be president of the new company with Waterbury, Gill, Morrison, Jr., and C. T. Leighton serving on the directorate.

Both present newspaper buildings which stand side by side will be retained and utilized for the purposes of the new company. While the new daily will be independent in politics, the *Oswego Semi-Weekly Times* will be continued as a Republican newspaper with E. M. Waterbury and C. T. Leighton as editors and the *Semi-Weekly Palladium* will be continued as a Democrat paper with Clark Morrison as editor.

Palladium-Times, Inc., will have a capitalization of approximately \$200,000 represented by \$30,000 of preferred stock and 1200 shares of stock of no par value.

The *Oswego Daily Times* is the lineal descendant of the *Oswego Daily Advertiser*, founded in 1845 by Daniel Ayer as *Oswego's* first daily newspaper. For many years the Times was conducted by the late John A. Place and his son-in-law, John B. Alexander, recently deceased. In 1922 it was sold to its present owners. Chester S. Lord, for many years managing editor of the *New York Sun*, gained his first newspaper experience on the staff of the Times.

The *Oswego Palladium* was founded as a weekly newspaper in 1819. The daily was established in 1850, but it was tem-

porarily discontinued during the Civil War. The daily resumed publication in 1863 and has since been published continuously.

It is expected that the consolidation will become an accomplished fact on April 20, when it is hoped to issue the first edition of the consolidated publication.

MOBERLY PAPERS MERGED

Monitor-Index Buys and Suspends
Evening Democrat

W. C. VanCleve, editor of the *Moberly (Mo.) Monitor-Index*, and James Taylor of Maryville, his principal associate in the publication and also of the *Maryville Democrat-Forum* this week announced the purchase of the *Moberly Evening Democrat*. It has been merged with the *Monitor-Index* and the combined paper published each week-day from the *Monitor-Index* plant as the *Moberly Monitor-Index and Democrat*. There will be no Sunday issue of the paper.

The purchase of the *Democrat* was made from J. R. Lowell and R. F. Keeler who have been its editors since 1919. Mr. Lowell will retain an interest in the combined papers.

LAWRENCE DAILY SOLD

Telegram Transferred to Pouzzner
Owner of Sunday Sun

Announcement was made April 4 of the sale of the *Lawrence (Mass.) Telegram* to Benjamin S. Pouzzner, publisher of the *Lawrence Sunday Sun*.

Mr. Pouzzner has been owner of the *Sunday Sun* for the last 11 months, and has been owner of the *Lowell Sunday Telegram* for more than four years. The retiring owners of the *Telegram* are Kimball G. Colby and W. H. Bagley.

247,320

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

The Six Months
Ending Mar. 31

For the same period, the average net paid per issue circulation of THE SUNDAY SUN was

182,031

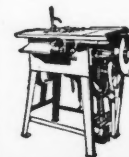
Everything in Baltimore
Revolves Around

THE SUN
Morning, Evening, Sunday

"The Ludlow does all
that you claim for it"

Writes W. C. Dowd, President and General Manager
News Publishing Company, Charlotte, N. Carolina

MR. DOWD further says, "The Ludlow system of display composition has given splendid satisfaction in this office. It seldom needs repairs, and does all you claim for it."



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

San Francisco, Hearst Bldg.
Boston, Mass., 261 Franklin St.

New York, World Bldg.
Atlanta, Ga., 41 Marietta St.

LUDLOW QUALITY COMPOSITION

STUDENTS URGED TO STUDY TABLOIDS

New Phase of Journalism Worth Thorough Consideration, Seymour Tells Pulitzer School Journalism Classes

Thorough study of the tabloid newspaper as typical of the new journalism was urged upon students of the Pulitzer School of Journalism, Columbia University, New York, by George W. Seymour, formerly of the staffs of the *New York Sun* and *New York Evening Post*, in a recent address.

"It is of utmost importance that all newspaper students, old and young, give heed to what is called the new journalism—that is, the tabloid" Mr. Seymour said. "Some veterans do not believe it is destined to endure; others see in the present popularity and amazing growth the ultimate doom of the old form newspaper. Time alone will tell which viewpoint is correct.

"There is good ground for the belief in Lord Northcliffe's prediction of 1904, when he took charge of the *New York World* for twenty-four hours and issued an edition of that newspaper in tabloid form, that the 'bobbed sheet' was to be

the daily of the future. He visualized the economic necessity of the tabloid and the hold it would have on the English reading public. He was not wrong.

"The tabloid, while practically only a novelty in the United States for the moment, has made astounding strides. The sales in the British Empire alone run into billions of copies annually, and the profits to its publishers are almost unbelievable. The British tabloid is well edited and well illustrated. The American tabloid, however, is far from being an ideal chronicle of the day's events.

"With the tabloid in mind, all those who hope to engage in the new or old journalism will find it to their profit to study photography and learn how to keep down the mounting costs of that end of the business. At present there is great and unnecessary waste of time and energy and material."

Mr. Seymour also stressed the opportunity for press public service.

GARRETT HEADS A. P. GROUP

Editor Burlington Hawk-Eye Named President of Iowa A. P. Members

T. Tracy Garrett, editor of the *Burlington (Ia.) Hawk-Eye* was elected president of the Iowa Associated Press Editorial Association at its annual meet-

ing last week in Des Moines, Ia., at which 20 editors and publishers discussed expansion of the Associated Press service in the state. The association voted hereafter to hold its sessions simultaneous with the Iowa Press Association. Milton Garges, New York, chief of the Associated Press traffic bureau; Edgar T. Cutter, Chicago, superintendent; E. T. Wolford, Chicago, divisional traffic chief and members of the association were speakers, pledging every co-operation for the extension of the A. P. service in the state. Mr. Garrett succeeds the late W. H. Powell of the *Ottumwa Courier*, whose death occurred recently.

Among those present were: Thomas Green, managing editor of the *Burlington Gazette*; Carl Davenport, editor of the *Creston Advertiser*; R. J. Leysen, managing editor of the *Davenport Times*; Payson Berg, telegraph editor of the *Dubuque Times-Journal*; John Ball, managing editor of the *Des Moines Capital*; Gerald Cosgrove, telegraph editor of the *Dubuque Telegraph-Herald*; W. W. Waymack, managing editor of the *Des Moines Register and Tribune-News*; Robert Wright, telegraph editor of the *Des Moines Capital*; John Cowles, Associated Press member for the *Des Moines Tribune-News*; Granger Mitchell, managing editor of the *Fort Dodge Messenger*; C. S. Johnson, managing

editor of the *Ottumwa Courier*; H. E. Cody, managing editor of the *Sioux City Journal*; Rodney C. Wells, managing editor of the *Marshalltown Times-Republican*; S. G. Goldweith, publisher of the *Boone News-Republican*; James C. Green, state editor of the Associated Press and L. H. Ingram, Des Moines traffic department representative of the A. P.

Minnesota A. P. Group Elects Schilpin

Minnesota members of the Associated Press and officers of the organization from New York and Chicago held their semi-annual meeting at the Nicollet hotel, Minneapolis, as guests of the *Minneapolis Journal*, on April 4. The news officers are: Fred Schilpin, *St. Cloud Times*, president; H. G. White, *Winona Republican-Herald*, vice-president, and M. M. Opegard, manager of the St. Paul bureau, secretary.

Northwest A. P. Members to Meet

The Pacific Northwest members of the Associated Press will hold their annual meeting in Spokane, April 17. Paul Cowles, superintendent of the western division with headquarters at San Francisco, will explain projected improvements in the service.

The Proposed Standard Newsprint Definition

By the Tariff Act of 1922 the Congress of the United States placed "Standard Newsprint" on the free list. No definition of the term is to be found in the statute. Everyone who knows anything knows that Congress intended that newspaper publishers in the United States should be excused from the payment of duties on standard newsprint paper imported by them for publishing their newspapers; and that it only intended to accord this privilege to publishers and only as to standard newsprint paper. By the same Tariff Law duties are imposed on practically every other kind and description of paper.

The Treasury Department is left to determine what constitutes standard newsprint and in view of the fact that there are numerous ports of entry it is hardly reasonable to suppose that the customs officials at all of these ports are equipped with sufficient knowledge of the paper industry to enable them to properly classify all importations with which they will have to deal.

As the tariff provides duties upon all papers other than standard newsprint, it is the duty of the Treasury Department to collect the proper duty upon all such papers. Of necessity, therefore, some proper definition must be arrived at for the guidance of customs officials, which will result in uniformity in the application of all provisions of the act; which will permit entry at all ports of standard newsprint free of duty, and result in payment of proper duties by all other papers. No honest man can complain if this result is accomplished.

The publishers of this country are dependent upon American mills for approximately one-half of their requirements of standard newsprint paper. Destroy these mills and what will be the result? Under the Tariff Act the book paper, the wrapping paper, and all other paper mills in this country, except those producing standard newsprint paper, are given some protection against foreign papers. If European papers are being imported to compete with their products they have the right to protection given by the tariff, and surely the American publishers cannot claim to be hurt if paper imported and misclassified as standard newsprint for the purpose of being sold and used here as book, wrapping, etc., is made to pay the proper duties.

That attempts are being made almost daily to bring in European paper under misclassification cannot be denied. And that such practices have resulted and are resulting in creating serious disturbance is a well-known fact. So much harm has resulted that it became necessary for the American manufacturers to organize to protect themselves against the consequences of such illegal practices. Accordingly the Import Committee was organized and now has the support of a very substantial part of the American Paper Industry.

This Committee is working with the single view to seeing that all importations of paper are properly classified and that

those subject to duties are required to pay such duties and those entitled to free entry are admitted duty free. This Committee has the support and backing of many manufacturers of standard newsprint paper, as well as of the other branches of the industry.

In applying to the Treasury Department for the adoption of a definition of standard newsprint it has had no desire to impede the movement of any paper that may legitimately be said to be standard newsprint.

The Treasury Department now has under consideration a definition approved by the Department of Commerce, Bureau of Standards. The Import Committee urgently recommends this definition.

The adoption of this definition will, it is believed, accomplish the purpose of Congress as manifested in the Tariff Act. It will not, in anywise, interfere with the free importation of any paper that legitimately may be described as standard newsprint paper. It will put an end to a flood of European papers which are in nowise affecting the standard newsprint market but are causing irreparable injury in other branches of the industry. It will establish a standard whereby all papers entering the United States, at all ports of entry, will be uniformly classified and thereby a condition of certainty will be established which must result in stability in all branches of the industry to the benefit of all concerned.

Through some misunderstanding there seems to have developed, among certain importers of standard newsprint paper, the idea that coupled with this proposed definition is to be a regulation requiring the stoppage of Canadian newsprint shipments at the border, opening of the cars and taking of a number of samples. No such regulation has ever been suggested by the Import Committee, nor has any such regulation any relation whatsoever to the proposed definition of standard newsprint paper. The Committee does not advocate or approve of any such regulation, nor does it believe that any such regulation is contemplated. Inquiries have been made at the Treasury Department in the effort to ascertain whether any such regulation has been promulgated or is in contemplation, with the result that the Committee feels justified in saying that there is not now and there is no likelihood of any such regulation. And any attempt to create the impression that such is contemplated must be with some ulterior purpose.

The Import Committee would gladly lend its assistance to prevent any undue burden being imposed upon any legitimate importation. Its purpose is to assist all branches of the paper industry in every legitimate way and especially to aid the industry and every branch of it by striking down every illegitimate practice having a tendency to foster unfair competition.

Import Committee of the American Paper Industry.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



William F. Reynolds—"Advertising is 95% Perfect"

"WHILE advertising isn't perfect today, it is 95 per cent perfect."

From 40 years' experience in advertising, watching its progress from the patent medicine era of yesterday to the department store age of today, William F. Reynolds, advertising manager of the *Brooklyn Standard-Union*, made this observation this week.

In retrospect he went over the changing years of advertising and pronounced the accomplishments good.

"We may never have 100 per cent perfect advertising," he said. "There may always be human mistakes, unintentional misstatements.

"But the change in 40 years has been remarkable. In 1885, newspapers gave little heed to what was said in their advertising columns. It wasn't until 15 years ago, that fake nostrums were thrown out. Since then the greatest changes have taken place."

Mr. Reynolds declared he thought the outstanding advances in advertising progress were:

"Truth in statement; size of copy; appearance of advertising; and method of solicitation.

"In the old days, the department store and specialty shop were most concerned with amazing people by bargains," he continued.

"Now the greatest care is taken. For example, a sample of cloth which a department store wishes to advertise for

sale must be given to the advertising writer, who in turn gives it to the comparative department, where it is judged for comparative value. Every effort is taken not to overstate values.

"The change in the size of newspaper advertisements has been most striking. When I started work the big department stores thought themselves extraordinarily extravagant if they purchased 150 lines double column space. Patent medicine advertisements were a little larger. A big advertisement was, I remember, the 75 line copy for Pratt's Astral. In those days the evening newspapers averaged only four pages daily, with the morning papers averaging 10 or 12. When a department store took a whole column of space for advertising it caused quite a sensation.

"Now department store advertising has become an essential part of the daily newspaper. People buy the newspaper which carries the biggest department store lineage. Care is taken in its preparation.

"Personality counted more than anything else in obtaining advertising accounts for the newspapers of 30 or 40 years ago. Of course there were no circulation statements. A solicitor promised everything. He was more important than his medium.

"Put your ad in my paper and you'll sell out tomorrow," he would tell a prospective advertiser.

"Today personality is still an important factor in selling space, but it is not the most important factor. Personality, I should say, counts 25 per cent and the newspaper 75 per cent."

When he was 15 years old, Mr. Reynolds commenced working for the old *Brooklyn Standard*. His job consisted of printing the bulletins on the black-board outside, and running errands.

From this he went into the circulation department, and for a short while tried reporting. In a few years, however, he settled in the advertising department, and has remained there with the same newspaper ever since. He became advertising manager in 1917, succeeding R. F. R. Huntsman, present president, in that position.

Daily Uses "487,210 Miles of Paper"

Figures compiled by the *Pittsburgh Press* show that white paper used in publication of that newspaper in 1924 would reach nineteen and one-half times around the world, a distance totaling 2,572,500,000 feet, or more than 487,210 miles, according to Harry C. Milholland, vice-president and advertising manager. The appropriation for white paper for the Press was more than \$3,000,000, he said.

"EMIR" FAILS TO APPEAL

Plans for His Second Deportation Under Way at Ellis Island

Preparations for the second deportation of Said Kahleel Zerdecheno, self-styled "Prince" and "Emir of Kurdistan," were begun this week by Commissioner of Immigration Henry H. Curran at Ellis Island.

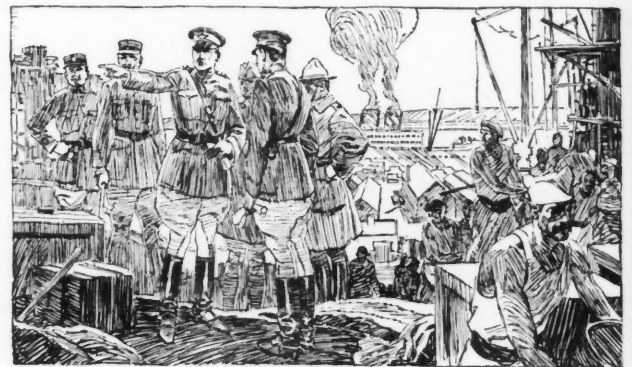
The "Emir" was recently deported but English authorities refused to let him land. His assumed title was exposed by Max Lief, *New York Daily News*, on his first arrival here, more than a year ago.

"Ding" Has Slight Setback

The continued improvement in the condition of Jay N. ("Ding") Darling, the *New York Herald Tribune* cartoonist, suffered a slight check Wednesday, according to attending physicians. A bulletin said that he had "ceased to gain strength as he had been doing for several days."

R. I. Press Club Meets

Rhode Island Press Club held April meeting Saturday, April 4th at Providence.



Americans will not wait

Accustomed to instant communication by telephone and telegraph, our military authorities realized in the late war that the American Expeditionary Forces could not depend on the communication services of Europe.

The necessary plans, materials and engineers were sent over in ship loads. A world record was made by the Signal Corps in establishing lines of communication indispensable to every branch of the army. In a surprisingly short time, every American general in France had at his disposal the communication facilities to which, in America, he had been accustomed.

Europe was sometimes startled by the amazing methods of the telephone workers from overseas. The American-trained Signal Corps units invariably sought the shortest way, overcoming all natural obstacles to extend the needed means of communication.

The Americans were not content to wait. They expected and demanded the same ever-ready telephone connections which they had at home. The Bell System has set a world standard for prompt attention and continuous service.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

YOUR READERS WILL ADORE
"SAM," by E. J. Rath.
Service for Authors, 33 West 42d St., New York
"STORIES"
Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

Fashions

WEEKLY STYLE PHOTO SERVICE.
20 latest fashions and captions weekly.
More than 100 papers use it. Write for low rate.
Styles Service Syndicate, 353 5th Ave., N. Y.

Radio

DIRECT FROM PARIS
All phases European Radio News, sold exclusively by city.
The Delano Service, 16, Avenue de l'Opera

FOR LARGE AND SMALL PAPERS

A non-technical, weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

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



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

MARCH LINEAGE AT NEW HIGH FIGURE IN NEW YORK NEWSPAPERS

MARCH advertising figures for New York newspapers are the highest on record for the month, the total of 14,751,474 agate lines being 567,758 agate lines, or 4 per cent, in excess of the arch, 1924, total. Nine papers show gains, four show losses, and for the *Mirror*, *Bulletin*, and *Graphic*, established since March, 1924, no comparisons are available. The combined lineage of these

papers is 595,426. Partially offsetting this in the 1924 column is the 557,648 agate lines carried by the *Herald* before it was consolidated with the *Tribune* on March 19, 1924. The *Sunday Evening Telegram*, discontinued March 16, 1924, carried 69,752 agate lines, included in the 1924 total. Five Sundays swelled the totals in both years. The comparative totals follow:

1925		1924		Percentage of total space		1925	1924	Gain	Loss
1,456	1,486	American	9.3	1,372,006	1,339,480	32,526	
.....	656	Herald	857,648	
1,374	1,214	Herald Trib.	9.3	1,373,160	1,071,024	302,136	
1,886	1,766	Times	16.8	2,480,584	2,327,798	152,786	
1,276	1,274	World	10.2	1,502,922	1,502,262	660	
792	*Mirror (Tabloid)	2.1	312,890	
1,260	1,064	News (Tabloid)	4.2	627,340	488,578	138,762	
418	Evening Bulletin	1.	156,246	
868	*Evening Graphic	3.9	126,290	
1,254	1,218	*Evening Journal	9.3	1,367,792	1,215,144	152,648	
782	764	*Evening Post	2.9	420,562	356,170	64,392	
730	672	*Evening World	5.	734,020	664,718	69,302	
922	910	*Sun	7.9	1,158,524	1,201,912	43,388	
612	790	*Telegram-Mail	4.2	622,882	1,189,080	274,198	
1,238	1,258	Brooklyn Eagle	10.1	1,496,418	1,493,646	2,772	
590	556	Brooklyn Times	2.8	405,776	407,854	2,078	
636	626	Standard Union	4.	594,062	660,402	66,340	
16,094	14,254	Totals	14,751,474	14,183,716	567,758	Net Gain.	

*No Sunday Edition.
 †Telegram and Mail carried 69,752 lines in the 3 Sunday issues of March, 1924; this lineage is included.
 ‡Sunday edition discontinued March 16, 1924.
 §Herald and Tribune combined March 19, 1924.
 **Evening Bulletin first issue June 19, 1924; first Sunday issue December 7, 1924.
 ††Mirror (Tabloid) first issue June 19, 1924.
 †††Evening Graphic first issue September 15, 1924.
 ††††March 1st to 18th, 1924, incl., Tribune alone; March 19th to 31st, 1924, Herald and Tribune combined.

1925		1924		1923		1922		1921		1920		1919	
American	1,372,006	1,339,480	937,158	925,828	856,818	999,846	852,455
Herald	557,648	969,060	992,714	1,052,778	1,011,764	738,272
Herald Trib.	1,373,160	1,071,024	851,612	828,442	800,714	904,524	595,862
Times	2,480,584	2,327,798	2,153,096	1,982,392	1,850,914	2,041,930	1,491,791
World	1,502,922	1,502,262	1,500,042	1,329,592	1,261,478	1,678,472	1,435,480
Mirror (Tab.)	312,890
News (Tab.)	627,340	488,578	413,020	295,616	182,184
Eve. Bulletin	156,246
Eve. Graphic	126,290
Eve. Journal	1,367,792	1,215,144	1,188,112	1,104,012	999,764	881,622	795,992
Eve. Post	420,562	356,170	349,926	330,822	329,218	437,716	353,048
Eve. World	734,020	664,718	816,196	847,952	890,608	911,514	583,580
Globe	841,576	662,010	614,304	849,540	661,570
Sun	1,158,524	1,201,912	898,566	869,620	742,456	789,264	633,298
Telegram-Mail	622,882	897,080	556,912	596,050	568,682	685,804	749,147
Brooklyn Eagle	1,496,418	1,493,646	1,310,216	1,183,366	1,183,906	1,136,676	913,611
Brooklyn Times	405,776	407,854	322,794	331,756	273,268	289,918
Stand. Union	594,062	660,402	690,628	701,148	638,376	755,974	562,598
Totals	14,751,474	14,183,716	14,433,758	13,661,622	13,028,340	13,940,396	10,664,708

*Figures not recorded.
 †Sun and Globe combined June 4, 1923, name changed to Sun, March 10, 1924
 ††Telegram and Mail combined Jan. 28, 1924.

UNIQUE PROMOTION STUNT

Tulsa Tribune Makes Silk Dresses from Want-Ad Pages

A unique want-ad promotion stunt was worked recently by the *Tulsa* (Okla.) *Tribune*, under the direction of Arthur F. DeMars, classified advertising manager.

Replicas of the *Tribune's* want-ad sections were printed on silk, then fashioned into dresses for four girls, who acted as hostesses at the *Tribune* Gold Medal Cooking School.

"In their costumes," said the promotion story, "they will personify the *Tribune's* want-ads—by rendering every possible kind of service to all who care to invite them to assist."

Veteran Canadian Editor Honored

J. E. B. McCready, for many years prominently identified with Canadian journalism, celebrated his 86th birthday on April 3, at Charlottetown, P. E. I., receiving messages of congratulation from the Governor-General, Baron Byng; Premier Mackenzie King and Rt. Hon. Arthur Meighen, conservative leader. A complimentary address, accompanied by a substantial cheque, was read by the Lieutenant-Governor of Prince Edward Island in the presence of a large number of Mr. McCready's friends. Mr. McCready started his career as a reporter on the *St. John* (N. B.) *Telegraph*, became Parliamentary correspondent for various Maritime Province papers, then for the

Toronto Globe and edited successively the *Moncton* (N. B.) *Transcript*; *St. John* (N. B.) *Telegraph*; and *Charlottetown Guardian*. He is still actively engaged in journalism.

Minister Becomes Newspaper Editor

The Rev. James L. R. Wyckoff, Congregational minister, has accepted a position as editor of the *Woodbury* (Conn.) *Reporter*, a weekly.

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, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,834

Edward H. Butler, Editor and Publisher
 Kelly-Smith Company, Representatives
 Marbridge Bldg. Lytton Bldg.
 New York, N. Y. Chicago, Ill.

What is Quality in a Dry Mat?

Webster's defines "quality" as: Excellence of character; natural superiority in kind.

The excellence of character and superiority of Certified Dry Mats is not a matter of chance. The characteristics carefully controlled in the manufacture of each and every Certified Dry Mat through our exclusive formulæ and processes are:

- 1 Affinity for Moisture
- 2 Impressibility
- 3 Tensile Strength
- 4 Stay-back
- 5 Flexibility
- 6 Fineness of Texture

These characteristics are evidenced in Certified Dry Mats and are reflected in your work with them by:

- (a) Readiness of conditioning without steaming and with UNIFORMITY of shrinkage;
- (b) ease of molding with minimum of wear and tear on form and roller;
- (c) depth of impression without breaking;
- (d) minimum of packing in open spaces;
- (e) adjustment to contour of casting box;
- (f) unsurpassed facility in casting without application of foreign substances;
- (g) fidelity of reproduction through perfection of plates.

There is one final test in which all of the characteristics of each and every Certified Dry Mat are reflected and which is the best proof of every Certified Dry Mat, and that is your printed page.


In the last analysis, Certified Dry Mats are but a means to an end, and are made with but one thought uppermost in mind and that is to give you the utmost satisfaction in the part they play in the production of your newspaper.

All we ask is that you try some Certified in your own plant under your actual working conditions. Compare the printed pages and then you, too, will appreciate why the trade-mark "Certified" on dry mats has come to stand for dependable results in stereotyping, and what it means to be satisfied with Certified.

CERTIFIED DRY MAT CORPORATION

340 Madison Ave. New York, N. Y.

"Made in U. S. A."



NEW AD TECHNIQUE MAKING COMPLEX FINANCIAL STATEMENTS INTERESTING

Insurance Companies Putting "Heart Interest" Into Copy Interpreting What Cold Figures Mean—Bank Copy "Warming Up"

By HAMMOND EDWARD FRANKLIN

TO the average man a financial statement is something to skip over. He has only a hazy idea what it is all about and won't take the time to derive from it the conclusions a banker or economist would garner.

Many banks, insurance companies and other concerns now once a year locally or over a considerable territory publish their financial statements in large space. In some cases this is required by the corporation's by-laws or by some local or state law, especially if the organization happens to be a public service institution. Many companies have occasion to make public such a statement in connection with financing programs.

Must these continue to be dry-as-dust, matter-of-fact, colorless pieces of newspaper advertising with little value other than fulfilling a legal requirement? Tsank heaven, No! For 1925 brings us as guiding stars the best examples yet published of what might be labelled "Putting heart interest into the balance sheet."

Life insurance companies have been accused of being backward as advertisers, but several of them lead all other advertisers in making financial statement advertising more than a hodge-podge of figures.

In its 1925 statement, the New York Life Insurance Company condensed its balance sheet, list of directors and the main facts of the year into an advertisement which appeared in a number of leading newspapers. The facts took up about one third of the total space, which was a full page deep by three columns wide. The rest was real heart-interest copy, which showed life insurance as a beneficial public service. The message was addressed to the policy-holders, which Darwin P. Kingsley, the president, said would form an audience of about seven and a half million, of whom about a million and a half were directly reached by this copy. The copy was signed by the president, who said in part:

"My theme is your relation to each other and to your neighbors through the New York Life Insurance Company. I assume that mere figures about the company have ceased to interest you in the old way. Whether we have assets more or less than a billion dollars or more or do more or less than seven hundred million dollars of new business in a year is interesting now, chiefly because these once amazing facts tell how widely useful you are as part of a vast social enterprise which is both beneficent and beneficial.

"May I in this year of grace try to give you a new thought about yourselves and—if I may put it—about your duty to others. You are the plain people that Lincoln referred to. Few of you are rich; few are very poor. You are always quick to help your neighbor, even at some sacrifice to yourself.

"If your neighbor is ill, you sympathize with him, and if you know of some way in which you can help him you eagerly offer your services."

The copy then by other examples shows that what the other person does affects each individual, and that improvidence is worse than disease. The reader is told the welfare of his neighbor's wife and children and his security in old age are of such concern that one should talk with the neighbor to encourage him to cover his life adequately. Then the president explains how insurance funds are invested in loans on farms, homes, business buildings, the purchase of governmental bonds, railroad or utility bonds.

The man on the street then also is told that as a policy-holder the assets of the company belong to him, since the company is mutual.

The word, "You," predominates. The tone of the message is much the friendly way the president would converse with a policyholder whom he might be visiting at his home. The copy is educational, social. It doesn't sound a bit like a high-hat, cold-blooded corporation. It not only suggests what life insurance

companies could do co-operatively to advertise, but it proves the individual company can do a great deal.

Bank advertising is losing its old-time frigidity. One bank, instead of trying to give its complete balance sheet with its confusing figures, just gives the main

Hearts and Dollars
The Statement—some of which has to do with Health and Welfare, the other with Financial Strength

AN OPEN LETTER
To the Public

What are we doing in 1925? We are doing in 1925 what we have never done before. We are doing in 1925 what we have never done before. We are doing in 1925 what we have never done before.

Public and Welfare Statement

Financial Statement

METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

How the Metropolitan Insurance Company explained the "Heart Interest" behind its financial figures in three-quarter page space.

points and parenthetically explains each item clearly. A large bank recently published a full page in style such as is used by department stores, with boxes separating various departments and the copy written as a department store might present the subject, for a bank is really an institution with departmentalized services for sale.

The merchandising genius, who headed and built from nothing an immense soap company, left some \$5,000,000 to a city to be used for worthy purposes. (He had relied upon newspaper advertising to make an international demand for his products.) In making the gift to the city, whereby the income from his estate might be used, he provided that once each year his will and a report for the year should be published in most or all of the newspapers of the city.

His will made it plain how he intended the money to be handled. The report shows exactly what was done with it the previous year. The annual report in such a case is a strong check on the proper use of the funds. It is a perpetual informant of the public which should be planned for by every wealthy man in making his will, if the public benefit is at all involved in the property to be left.

The financial pages of the newspapers have improved in copy markedly, but still have a long way to go. They still cater almost entirely to the man who is well

informed on finance matters and pass by the great American audience of common folks with a tremendous aggregate purchasing power.

One of the best advertisements this year so far, in which a balance sheet has been humanized, was placed by the Metropolitan Life Insurance Company, New York. The copy, run in large space, was headed "Hearts and Dollars," and subtitled, "Two statements—one of which has to do with Health and Welfare, the other with financial strength."

A man, who had been reading advertising of the company, wrote the president, Haley Fiske, that all he remembered from last year's statement was that the company has several million policyholders and is the biggest life insurance company in the world. He asked for something more than a balance sheet of financial standing,—a welfare or "heart statement" which would summarize facts and figures on how the company is helping people live longer. The letter is reproduced with an open letter to the public answering it over Mr. Fiske's signature. The president explains the annual business statement is published, not because he thinks people will remember the figures, but to offer conclusive evidence of the unusual growth and strength of the 22,000,000 policyholders, who include one out of every six people in this country and Canada.

He points out the great decrease in the death rate among policyholders, citing the case of industrial policyholders among whom there would have been 62,000 more deaths last year had the 1911 death rate prevailed. He shows that the average life span in the United States has been extended 5½ years longer than 12 years ago, but the average for policyholders in the industrial department of his company has increased 8½ years. This increase is attributed in considerable degree to health and welfare work done by the company.

Side by side in a box were printed a Health and Welfare statement and a financial statement, effect and cause. The former summed up lives saved since 1911 in excess of mortality improvement for population in general, saving in death claims, lives saved in 1924 as compared with 1911 death rate, decline in mortality rate for all Metropolitan policyholders since 1911, decline in Metropolitan tuberculosis mortality rate since 1911, as well as typhoid and diphtheria, health information through advertising to 50,000,000, health literature distributed free to 40,474,878, trained nursing care for sick policyholders, (involving 2,500,000 visits), two million people reached by health films, a total of \$3,027,001.25 expended.

The financial statement gave the outstanding points of interest for the year, with salient facts in general of interest not strictly found on a balance sheet. For instance, the company listed the sum of \$213,604,274.13 credited to policyholders since 1892. Mr. Fiske brought out in part:

"The wealth of the Metropolitan belongs to you and to no one else. The Metropolitan has no stock and no stockholders. It is owned solely by its policyholders. You, as one of the policyholders, share in the ownership of all invest-

ments it has in its railroad bonds, its real estate mortgages, its loans to farmers, loans to states, cities and towns for public improvements and similar enterprises.

"You as part owner of over \$1,600,000,000 should read the two statements with a feeling of pride in what your company has achieved. The efforts as well as the assets of the Metropolitan are dedicated to protection against future want—to greater happiness, better health and longer life."

This advertising shows that a proper subject can be imbued with vitality. It is more significant in that it indicates a trend which is to broaden. Large enterprises will find that as they make clear their economic positions in relation to the everyday man and woman (who reads the newspapers), the more satisfactory their position will become with the public. Many firms, which do not use any form of advertising, and should use the press this way.

STUDENTS EDIT DAILY

U. of Iowa Group Publishes Des Moines Register for a Day

Students in the University of Iowa school of journalism edited five editions of the Des Moines (Ia.) Register Saturday morning, April 11. Hazel Samuelson, editor of the Des Moines, official student newspaper at the university, occupied the editor's desk. She was assisted by 35 students, including 15 desk editors and 20 reporters.

The Register extends this courtesy to the school of journalism one day each year. This was the third time University of Iowa students have been in charge of the paper. Summer students in the school of journalism edit the Cedar Rapids Republican for one day.

Anti-Liquor Ad Drive

The Federal Government will spend \$50,000 in an anti-liquor advertising campaign beginning this summer, it was announced in Washington this week.

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

Detroit Times

Evening 220,000

Sunday 250,000



It covers an ideal test market used by

National Advertisers

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives

Marbridge Bldg.
New York

Lyttton Bldg.
Chicago

Bound and indexed reports for the quarter—January, February and March—are now available, and upon request will be sent to prospective clients for examination.

The titles of the reports for the three months are as follows:

- The Stock Market Boom and Public Investment.
- Ile of Pines Treaty
- Party Politics in Europe
- World Court and the Geneva Protocol
- Status of the Child Labor Amendment
- Four Years Under the Budget
- Proposed System of Parliamentary Secretaries
- Recovery in Profits and Wages since 1920-21
- Ten Months Under the Dawes Plan
- Legislative Record of the 68th Congress
- Filibusters and the Senate Rules
- The President's Power of Appointment
- Shifting of Wealth in the United States.

Write to
EDITORIAL RESEARCH REPORTS

1425 G Street Washington, D. C.

REGIONAL CONFERENCE DELEGATES NAMED

Eight Associations Will Be Represented at Dinner to Be Held at Waldorf-Astoria, New York, April 20—Federalization to Be Topic

Federalization of the various regional press associations will be an important subject under discussion at a Regional Conference to be held at a dinner in the Waldorf-Astoria Hotel, New York, April 20.

Delegates who will be present from eight associations have been announced as follows:

Appointed by George D. Lindsay, president of the Inland Daily Press Association, and publisher of the *Marion (Ind.) Chronicle*:

A. L. Miller, *Battle Creek (Mich.) Enquirer & News*; E. P. Adler, *Davenport (Ia.) Times*; F. M. Lindsay, *Decatur (Ill.) Herald*; F. H. Burgess, *La Crosse (Wis.) Tribune*; George M. Rogers, *Cleveland (O.) Plain Dealer*; F. A. Miller, *South Bend (Ind.) Tribune*; and Wil V. Tufford, association secretary.

The Southern Newspaper Publishers Association's president has appointed the following as their delegates, with the authority to add additional names to the list:

W. C. Johnson, *Chattanooga (Tenn.) News*, chairman; Ross A. Reeder, *Miami (Fla.) News*; F. C. Withers, *Columbia (S. C.) State*; Major Powell Glass, *Lynchburg (Va.) News*; Col. Urey Woodson, *Owensboro (Ky.) Messenger*; H. Giovannoli, *Lexington (Ky.) Leader*; Wiley L. Morgan, *Knoxville (Tenn.) Sentinel*.

The president of the New England Daily Newspaper Association appointed the following members as delegates from their association:

Edward T. Carrington, *New Haven (Conn.) Journal-Courier*; Albert W. Fell, association manager; Kendall B. Cressey, *Bridgeport (Conn.) Times*; John W. Haigis, *Greenfield (Mass.) Recorder*; W. B. Howe, *Burlington (Vt.) Free Press*; Buell W. Hudson, *Woonsocket (R. I.) Call*; Donald B. Miller, *Pittsfield (Mass.) Berkshire Evening Eagle*.

The Canadian Daily Newspapers Association's president appointed: John M. Imrie, president, *Edmonton Journal*; Geo. E. Scroggie, *Toronto Mail and Empire*.

The president of the Northwest Daily Newspaper Association has appointed Frank H. Burgess, *La Crosse (Wis.) Tribune*.

The president of the Pacific Northwest Newspaper Association will appoint his delegates on arrival in New York.

Others to be present are John L. Stewart, president of the Pennsylvania Newspaper Publishers Association, and Frank E. Gannett, president of the New York State Publishers Association, representing territory where the organization of a regional association is being discussed.

DAILY BACKS HOUN' DOG SHOW

Madison State Journal Finds It a Live Bit of Promotion

What started out as a small attempt to aid Madison, Wis., boy scouts raise a few hundred dollars toward a \$1,000 fund needed for their summer camp has turned into one of the best bits of promotion the *Madison Wisconsin State Journal* has ever had.

The stunt was a Mongrel Dog Show, announced in the issue of Sunday, March 15. On Monday a Scout executive called the State Journal to say he had sold ten boxes to city society at \$15 a box. By night 50 boys and girls had entered their hound dogs. On Tuesday several hundred calls from men, women and children came asking information about the show. More dogs were entered.

On Wednesday matters speeded up. Merchants of the city announced the donation of \$500 worth of prizes. More dogs were entered. More boxes were

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

A PERSONAL NOTE

By Henry Edgar Warner

Ladies and Gentlemen, Friends of the Craft:

A personal note to the crew!
A little departure to write a few lines
Of personal greeting to you!
To say, "How's the folks?" . . . to wish you all well
And pass you the cheer of the season;
I don't feel like singing a shop song today,
And of course, as you know, there's a reason.

My mind, it is whirling with visions of fish
And a launch, and the Chesapeake Bay!
I'm wishing to go where the violets are—
I'm aching to hurry away!
To hurry away from the City, and feel
The haft of my rod, and out there
To drink in the glory of freedom, and thrill,
With the joy of the wine in the air!

I'm aching to shift from the grind, and to hear
The music of birds in the trees;
To cast off my lines when the tide's running right
And challenge the winds and the seas!
I'm restless and hungry to smell the salt air,
To catch the fresh turn of the sod—
To go far away from the trifles, out there
Where a fellow can radio God!

And so . . . how's the folks? . . . it's Spring in my heart!
And you? . . . Say, I hope you're all well!
Gosh, it's going to be great where I'm going, to shake
The routine of things for a spell!
And I'm writing to say, while the fever is on—
I'm changing the tune of my song
Just to say I'd enjoy it a lot more if I
Could take all you people along!

sold. By Thursday the entire youth of the city began to swamp the Journal with friendly hints on the show.

The stunt is rapidly growing into one of the liveliest promotion features ever put on by the State Journal, and promises to net for the local Scouts more than enough money to defray the expenses of their summer outing.

Alberta Raising Ad Fund

Thirty thousand dollars a year for two years is being raised by public subscrip-

tion in the province of Alberta in order to provide a fund for advertising the agricultural opportunities of Central Alberta.

Newspaper History of the Stage

A rare collection of clippings, representing a complete newspaper history of sixty years of the New York stage will be exhibited at the New York Library, beginning about May 1. Hundreds of volumes collected by the late Robinson Locke, former owner of the *Toledo Blade*, will be included.

ASK "CRIME NEWS SECTION"

Club Women Think Classification Better Than "Glarig Display"

Classification of all crime news of the day into a section of the paper, similar to the sports, society and commercial departments, was advocated in resolutions passed last week by the Des Moines (Ia.) Woman's Club and presented to the club's executive committee for action.

The resolutions urged that young persons are unduly influenced by the "glaring display" of such news and that the emphasis placed upon crime overshadowed the "worth while" news of the day.

Police Honor Veteran Reporter

San Antonio police reporters and members of the police department joined in presentation of a gold watch to Lee Johnson, for years station reporter on the *San Antonio Light*, who recently resigned to become an investigator for the district attorney.

Fire in Italian Daily's Plant

Slight damage was caused April 8, when a fire of unknown origin started in the mailing room of the *New York II Progresso*, Italian-American newspaper. It was quickly extinguished.

ASSOCIATED EDITORS SERVICE

DAILY

Layon McDuff—Comic by Payne.
"Kids" Pantomime—Comic by Striebel.
Quillen's Paragaphs.
"Aunt Het." by Quillen.
"Willie Willis," by Quillen.
Mothers and Their Children.
Golf as Champions Play It.
Color Cut-Outs.
Al Demaree's Sport Cartoons.
Word of Comfort.

WEEKLY

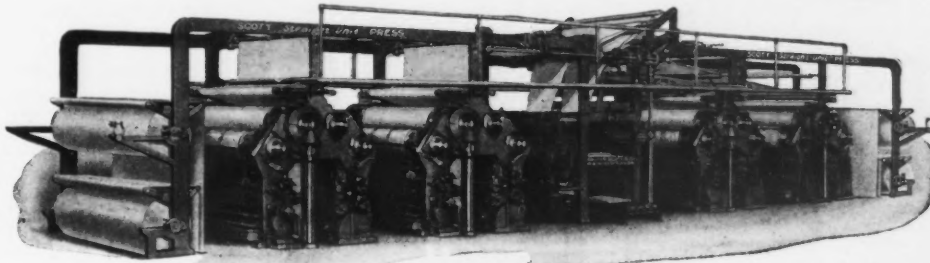
Boys' and Girls' Page.
Economists' Forum.
Auto Sense—Williamson.

SEMI-WEEKLY

Barrie Payne on Golf (Humor).
Individuality of Dress.

ASSOCIATED EDITORS, INC.
440 S. Dearborn St., Chicago

SCOTT — for speed!



The "Straight-Unit" Octuple Press—accessible and fast

Fast—with the paper feeding straight through. Web breaks are rare, very rare. And this press is safe. No platforms nor open space. Men do not have to be acrobats to put on plates or make adjustments.

By adding units these "Straight-Unit" Scotts can be changed to Decuples or Double-Sextuples, as you need.

Full information—or a conference—for the asking.

WALTER SCOTT & COMPANY

Main Office and Factory—Plainfield, New Jersey, U. S. A.

NEW YORK OFFICE:
Brokaw Bldg., 1457 Broadway, at 42nd Street

CHICAGO OFFICE:
Monadnock Block

SCOTT PRESSES ALWAYS CATCH THE MAIL!

COMPLETE ITINERARY OF N.E.A. ANNUAL CONVENTION TOUR ANNOUNCED

Historic Sites of Old Virginia to Be Visited by Editors Following Richmond Meet—\$45 Covers Railroad Trip

THE complete itinerary of the annual tour of the National Editorial Association, which is being held this year through Virginia June 1-18, was announced this week by H. C. Hotaling, executive secretary of the N. E. A., and James C. Latimer, secretary of the Virginia Press Association.

The Virginia tour follows in full: Sunday, May 31—Delegates from Northern and Southern states will begin arriving at Richmond.

Monday, June 1—Convention Headquarters, the Jefferson Hotel. After close of business session, automobile tour to points of interest, including the Crater at Petersburg; dinner at Petersburg, complimentary of Petersburg Chamber of Commerce.

Tuesday, June 2—At close of business session in afternoon automobile tour to points of interest; lawn party and refreshments on campus of Randolph-Macon College, Ashland, complimentary of the College officials and the Ashland Kiwanis Club.

Wednesday, June 3—At close of business session early in afternoon automobile tour to points of interest; buffet dinner upon return from battlefields complimentary of *The Richmond News-Leader*, at its modern plant; banquet tendered by the Richmond Chamber of Commerce and the Richmond City Council.

Thursday, June 4—Special train to Williamsburg, the site of the historic College of William and Mary; automobile trip to Jamestown, where luncheon will be served, and then to Yorktown, thence to White Hall, where train will be boarded for Newport News, where the night will be spent at the Warwick Hotel.

Friday, June 5—Visit to points of interest in Newport News, Langley field, Hampton Normal Institute, the Newport News Dry Dock and Shipbuilding Company's plant; luncheon at Buchroe Beach. Special steamer at night for Norfolk, where night will be spent in hotels.

Saturday, June 6—Automobile tour of Norfolk and environs, a view of Hampton Roads and other entertainment. Spend night at hotels.

Sunday, June 7—Norfolk and Virginia Beach; Religious services Sunday; Beach pleasures. Leave Sunday night special N. E. A. train of Pullmans.

Monday, June 8—Arrive Danville, breakfast complimentary of the Danville Chamber of Commerce. Leave 11:00 a. m., stop thirty minutes at Altavista, arrive Lynchburg, 1:30. Complimentary luncheon by Chamber of Commerce at Randolph-Macon Woman's College, sight-seeing; entertainment at night. Spend night on sleepers.

Tuesday, June 9—Arrive Bedford for breakfast which will be served at Randolph-Macon Academy by the ladies aid societies of the town; auto tour complimentary of the business men of The Mons, affording a view of The Peaks of Otter; Complimentary luncheon 12:30 at the Elks National Home; one hour run to Roanoke, where the afternoon and

night will be spent, the party using the sleepers. Roanoke's entertainment plans not completed.

Wednesday, June 10—Arrive Natural Bridge Hotel for breakfast, two hours visit to the natural wonder—Natural Bridge—the Lace Falls, Lost River, etc. Short run to Buena Vista, where brief stop will be made, train arriving East Lexington, where party detains. Luncheon complimentary of the Virginia Military Institute at the Institute; special drills by V. M. I. cadets; visits to Washington and Lee University, V. M. I., and the tombs of General Robert E. Lee, General Stonewall Jackson, and others. Train ready for passengers at 10:00 p. m. at Lexington station.

Thursday, June 11—Arrive Charlottesville for breakfast. Day will be spent in viewing Charlottesville, the University of Virginia grounds, and buildings, and Monticello, the home and burial place of Thomas Jefferson. Luncheon will be complimentary of the University of Virginia. In evening there will be a musical pageant at the Stadium and a dinner. Sleep on the Pullmans.

Friday, June 12—Arrive Staunton, the birthplace of Woodrow Wilson, once the capital of Virginia, for breakfast. Headquarters at Stonewall Jackson Hotel, where all baggage will be sent. Automobiles tendered by the Rotarians and Kiwanians and the Staunton and Augusta Chamber of Commerce for tour of the city, thence to the Grottoes, thence through the Goshen Pass, a wonderful scenic drive, to the home of McCormick, where the first reaper was built. Buffet dinner, band concert, dance at Gypsy Hill Park, Staunton, in evening; also radio program Stonewall Jackson Hotel, and movie shows at theatres. Spend night at hotel.

Saturday, June 13—Following breakfast Staunton citizens will compliment the editors with an automobile ride over the Valley Turnpike, through the grounds of the Augusta Military Academy, and the Harrisonburg State Teachers College, thence to public square, Harrisonburg. Cars from Luray Caverns, Endless Caverns and Shenandoah Caverns, will carry the party to these caverns, the three divisions assembling at 4:00 p. m., at the Massanutten Academy grounds, Woodstock, for light refreshments and a picture. Refreshments will be served at the caverns. En route to Woodstock there will be a thirty minute view of the famous New Market battlefield and other points of interest. Leaving Woodstock the run will be made to Winchester where the night will be spent in hotels.

Sunday, June 14—Winchester. Program details not completed. There will be a "quiet hour" and worship. Front Royal business men will bring over cars

IZAAK'S DISCIPLE NOW



Chester S. Lord, once "Boss" of the New York Sun, takes his leisure these April days at Easthampton on the Long Island coast.

to carry the party to Front Royal for a complimentary luncheon at 1:15 p. m. The U. S. Remount Station will be viewed. There will be entertainment and auto rides to points of interest around Winchester. Spend the night in hotels at Winchester.

Monday, June 15—Auto tour to Berryville, Charles Town, W. Va., and Harper's Ferry, W. Va., "the gateway to the Valley of Virginia," thence via the

Antietam Battlefield to Frederick, Md. where the night will be spent at hotel. Entertainment features not completed.

Tuesday, June 16—Auto tour to Gettysburg Battlefield, thence to Washington, D. C., where the night will be spent in hotels.

Wednesday, June 17—Leave on special N. E. A. train on R. F. P., for Ocean View where United States Marines will put on a special demonstration, thence to Fredericksburg for a visit to points of interest in that historic city and to the battlefields. Complimentary luncheon return to Washington, D. C., for the night.

Thursday, June 18—Washington—Visits to Mount Vernon, Alexandria, Arlington, etc., entertainment plans not being completed.

Railroad and Pullman fares for the Virginia tour will be \$45 per person, exclusive of charges for hotels and meals. James C. Latimer, P. O. Box 460, Staunton, Va., is receiving reservations.

Sun Censorship

The New York Sun does not knowingly accept any advertisement that would injure the confidence of its readers in reputable advertising, or that would be likely to cause SUN readers monetary loss, injury to health or morals, or that would be otherwise inconsistent with The Sun's rigidly constructive advertising policy.

The Sun

280 Broadway New York

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS of Mount Vernon

THE STANDARD STAR of New Rochelle (Both Members of ABC)

Westchester Newspapers, Inc. Franklin A. Merriam, Pres. Mount Vernon—New Rochelle

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD New York Tribune

Packing your grip for New York? So are we . . .

THE BASIL L. SMITH SYSTEM, Inc. International Classified Advertising Counsellors Packard Building, Philadelphia

Service that Succeeds

Backed by the largest evening circulation in America, the New York Evening Journal's Merchandising Service Department has had a record of more spectacular and profitable campaigns for advertisers than any other Service Department in the country.

450 SUCCESSES

NEW YORK JOURNAL

America's Greatest Evening Newspaper

THE PASSAIC DAILY NEWS

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

TRADING POPULATION 167,395

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

What the South Means to the Advertiser

THE SOUTH IS A TERRITORY

FERTILE FOR AGRICULTURE

When considering a region as a good try-out field for an advertising campaign, two things should be carefully considered.

First, is the region sufficiently developed at the present, to provide a sound financial basis—and secondly—is the region sufficiently endowed with natural resources to insure a continuous, prosperous and stable development.

The former point is assured if we consider that at present the South produces more than half of all the country's cotton, peanuts, sugar cane, sweet potatoes, rice, winter vegetables, peaches, cabbages and butter.

Besides this it is estimated that throughout the South 500,000,000,000 ft. of saw timber are still standing—23 per cent of the country's total. The South possesses almost

FERTILE FOR ADVERTISING

inexhaustible resources. Her fertile soil is unsurpassed or unequalled on this continent.

For effective advertising, — a region should possess—many needs—the wherewithall to gratify these needs — and the power to discriminate. The South, through the very reason of its great and continued industrial expansion—possesses a number and variety of needs that are unparalleled throughout the country. Its present state of productive advancement insures its financial supremacy.

The newspapers listed below have large circulations among the very types of people you wish to reach and to whom you wish to introduce your product. The high type of journalism and the high standards of advertising as employed here reach a reading public possessing all the qualifications that turn them from "see-ers" to "believers" in your product.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
**Birmingham News (E)	76,312	.18	.18
**Birmingham News (S)	86,185	.18	.18
**Mobile News-Item (E)	11,723	.05	.05
**Mobile Register (M)	20,824	.07	.07
**Mobile Register (S)	33,130	.085	.086
FLORIDA			
**Daytona Daily News (ES)	2,648	.035	.035
**Florida Times-Union, Jacksonville (M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald (M)	23,125	.06	.06
**Miami Herald (S)	27,921	.07	.07
**Orlando Sentinel (M&S)	4,473	.035	.035
†St. Petersburg Independent (E)	6,007	.04	.04
**Tampa Times (E)	15,176	.05	.05
**Tampa Tribune (M&S)	30,444	.08(.09S)	.07(.08S)
GEORGIA			
**Augusta Herald (E)	15,095	.05	.05
**Augusta Herald (S)	15,584	.05	.05
**Macon Telegraph (M)	20,822	.07	.07
**Macon Telegraph (S)	27,376	.07	.07
**Savannah Morning News (M), 21,372 (S)	22,971	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	19,395	.06	.06
**Lexington Leader (S)	19,368	.05	.05
**Paducah Sun (E)	8,616	.04	.04
NORTH CAROLINA			
†Asheville Citizen (M)	14,066	.055	.055
†Asheville Citizen (S)	14,540	.055	.055
**Greensboro Daily News (M)	24,423	.07	.06

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA			
**Greensboro Daily News (S)	31,592	.07	.07
**Raleigh News and Observer (M)	29,921	.07	.07
**Raleigh News and Observer (S)	33,403	.07	.07
Winston-Salem Sentinel (E)	14,855	.06	.06
SOUTH CAROLINA			
**Columbia Record (E)	16,107	.05	.05
**Columbia Record (S)	15,907	.05	.05
**Columbia State (M)	24,246	.07	.07
**Columbia State (S)	24,442	.07	.07
**Greenville News (M)	30,190	.065	.06
**Spartanburg Journal (E)	3,940		
**Spartanburg Herald (M)	6,726	.05	.05
TENNESSEE			
**Chattanooga Times (M)	24,189	.08	.08
**Chattanooga Times (S)	24,726	.08	.08
†Nashville Banner (E)	54,189	.11	.11
†Nashville Banner (S)	53,069	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,128		
**Danville Register (Sunday)	7,184	.05	.05
**Newport News Times-Herald (E)	7,326		
**Newport News Daily Press (S&M)	5,622	.06	.05
**Roanoke Times & World-News (M&E)	24,993	.07	.07
**Roanoke Times (S)	16,894	.06	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

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

BELL SAYS PROPOSED PULPWOOD TAX WOULD NOT CONSERVE FORESTS

Vice-President Canadian Pulpwood Association Presents Arguments Against Suggested Export Embargo—Cites Figures to Prove it Would Have Small Effect on Destruction

OPPOSING the proposed embargo or export tax on Canadian pulpwood, Ralph P. Bell, of Halifax, N. S., vice-president of the Canadian Pulpwood Association, explained why such procedure would "fall short as a conservation measure" in a recent address before newspaper editors in Montreal.

Mr. Bell argued that an embargo would have an infinitesimal effect. In support of this he showed that 85 per cent. of the timber lands in Canada are Crown lands and that exportation from these is already denied. This leaves but 15 per cent. to which an embargo might apply. About one-third of this 15 per cent. is owned and controlled by pulp and paper and other interests which would not in any event export any of their raw materials so that in the final analysis only 10 per cent. could be considered as coming under the influence of an embargo.

Of the total annual destruction and loss of Canadian pulpwood resources the advocates of the embargo claim that 90 per cent. is due to fire, wind, insects, and other causes. Of the remaining 10 per cent. less than 2 per cent. is exported, Mr. Bell said. The term, National Conservation, applied to a measure that can only affect such a trifling percentage of forest depletion is, therefore, he urged, a misnomer.

Mr. Bell said in part:

"The majority of Canadian forestry experts, particularly the chief advocate of the embargo, have repeatedly stated that 90 per cent. of the annual destruction and loss is due to bugs, fungi, fire, and wind; and that if we had only the annual cut to contend with, there would to-day be as much timber in Canada as when the country was first settled. Plainly, then, these forest experts admit that cutting, no matter for what purpose, is not the cause of our threatened timber exhaustion.

"This 10 per cent. which is consumed each year through cutting and utilization in one form and another, when divided on the basis of the most reliable statistics—shows that 84 per cent. or 8.4 per cent. of the total was utilized in industries other than the pulp and paper industry; and the balance, 16 per cent., or 1.6 per cent. cut in the total, was cut in the form of pulpwood. Of this 1.6 per cent. cut in the form of pulpwood, about 26 per cent., or say one-quarter, which is but 0.5 per cent. of the total, was exported.

"This, then, is the picture of our total annual destruction and loss from all causes.

"Ninety per cent. destroyed by fire, wind, and insect pests.

"Ten per cent. utilized, of which but 5 per cent., or only 0.5 per cent. of the whole, is exported.

"Applying the same calculation to the main pulpwood species only, it would show like this:

"Ninety per cent. destroyed.

"Ten per cent. cut, of which less than one-fifth or less than 2 per cent. of the total is exported.

"So that we are discussing a measure, which is advocated as one of national conservation, that, at the most, can apply to but 2 per cent. of the total annual destruction and loss of the main pulpwood species, or to but one-half of one per cent. of the total annual destruction and loss of timber of all kinds in Canada.

"But this is not all, this simply illustrates the proportion of our annual loss or utilization which might be affected by such a measure.

"In considering it as a factor in national conservation, we must go a step farther, and see whether or not the regulation that is proposed will, necessarily, keep this wood, no matter how infinitesimal its proportion to the total, from being exported.

"There seems to be a popular belief, but one that is, nevertheless, entirely erroneous, that pulpwood may readily be distinguished from saw timber on the basis of size, and that a pulpwood forest is one of very small trees; and that, this being the case, an embargo would effectually prevent the utilization of this standing pulpwood except for manufacture in Canadian pulp and paper plants.

"So far as the spruce and fir forests of Eastern Canada are concerned there is, practically, no distinction in the standing tree or log as between lumber and pulpwood, so that a restriction which prevents me from cutting my standing wood for export in the form of pulpwood will not prevent me from cutting it for export in the form of lumber, or lath.

"A practical illustration, therefore, of the application of the measure to an individual case would be:

"The Government saying to me, 'You may not operate your woodland or forest area to produce pulpwood for export to the United States; but you may, nevertheless, without any greater expenditure of money per common unit of measurement, operate it to produce rough sawn lumber to sell to possibly the same United States paper mill to turn into boxes in which to pack their paper.'

"While it is pertinent to inquire—Why the discrimination—the significant fact that will be immediately apparent, is that the measure will not, necessarily, then, prevent this wood from leaving the country.

"Summing up under the head of conservation, therefore, the proposed measure can only apply to 10 per cent. of the forest area of Canada, can only touch one-half of 1 per cent. of the total annual utilization and loss of all Canadian woods, or 2 per cent. of the total annual utilization and loss in the chief pulpwood species alone, and, finally, even admitting its theoretical application to these unimportant percentages, it cannot compel me to keep my wood in Canada for Canadian mills.

"The advocates of the embargo present us with the fearful picture of Canadian forests being progressively denuded, and American operators reaping a golden harvest at our expense.

"The suggestion is that export of pulpwood is the cause to be blamed. Impressive—even final—if it were only true. But the weakness of the story lies just here—that the timber loss is, in only the most trifling degree, due to the cutting of pulpwood; that it is due to no appreciable degree, at all, to pulpwood exportation, and that the proposed embargo—so far from stopping American gains at Canada's expense—would rather deprive Canadian woodland owners of a business with the United States no less legitimate than the exportation of wheat from prairie

farms or the exportation of apples from the Annapolis Valley.

"Let me make our position perfectly clear on this point. The policy of an embargo is arbitrary and partial, and quite fails, even as an initial measure, to meet the need of the situation. It condemns cutting and utilization in one quarter but condones it in all other quarters.

"If we are going to talk about conservation at all, let us begin by restricting excessive utilization all along the line, not only in pulpwood operations, but in all forest operations.

Canada Foresees Huge Paper Mill Merger of Five Ontario Companies

The belief is growing in local financial circles, says the *Montreal Star*, that important developments are taking place in New York in connection with the newsprint industry, which, if successfully carried through, will result in the creation of the strongest combination of pulp and newsprint manufacturers in history. Such a combination would rank higher in strictly newsprint tonnage than the International Paper Company after giving effect to the important plans which that corporation has under way for expansion. Ultimately, when the Riordon properties are fully developed, International will be much larger.

The combination would cover the operations carried on from the Upper Ottawa valley westward to the Manitoba boundary. It would take in five of seven companies in Ontario making newsprint, with a daily tonnage of 1,610 tons. The two mills not included are the Booth Company, Ottawa, with 140 tons per day and the Ontario Paper Company at Thorold, owned by the *Chicago*

Tribune, with 300 tons capacity per day. It is understood that the prime movers in the proposed combination are Alex Smith, president of Abitibi Power and Paper Company and George H. Mead, president of Spanish River Pulp and Paper Mills. It has been well-known for some time back that these two had had the merger of the two companies in view, but it was not generally thought until very recently that the merger would go beyond Abitibi and Spanish River. Evidently their ideas have expanded considerably for there have been rumors for several days that the scheme would also embrace the Backus interests of Western Ontario which control two newsprint producers as well as Fort William Paper Mills which are controlled by the Mead interests. Still more recently the Meadtagami Pulp and Paper Company has been mentioned, but this concern manufactures sulphite pulp, though it is doubtless considered a potential producer of newsprint.

These companies among them control very important timber areas and it is doubtful, taking all the present holdings into consideration, whether there would be an opening for any further enterprise in that particular field. The combination would thus be a very strong one and exert a powerful influence on the newsprint market for many years to come. New York paper men questioned by *EDITOR & PUBLISHER* regarding the above reported consolidation movement placed little credence in the report. They said a merger of the Abitibi and Spanish River interests has been talked for two years but as yet nothing conclusive has been done. Mr. George H. Mead, president of the Spanish River Pulp and Paper Mills has been in the South since January, it was stated, and at present is in Aiken, S. C.

The Chicago Daily Journal

announces the appointment of

STORY, BROOKS & FINLEY, Inc.

as

Publisher's Representatives in charge of National Advertising in the East, Effective with April 1st, 1925.

New York City—Pershing Square Bldg.
Philadelphia—Colonial Trust Bldg.

W. FRANK DUNN, Publisher

"PFB"

(Publishers Financial Bureau)

THIS is the hall mark of high authority on daily and weekly business and financial features for newspapers. It is the "Babson signature" on all but Mr. Babson's weekly articles.

For specimen of "PFB" features and terms address

Publishers Financial Bureau—Babson Park, Mass.

"The Largest Statistical Community in America"

All Louisiana and MISSISSIPPI Listens In For **RADIO NEWS** in the NEW ORLEANS STATES



The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York—Chicago—St. Louis
Atlanta—Detroit—Kansas City
San Francisco—Los Angeles

New Orleans States

\$17,000,000 SPENT TO ESTABLISH TRADE NAME

So Washburn-Crosby Company States in Losing Suit Over "Gold Medal" Flour As Applied to Pancake Flour

Judge Hough in Circuit Court, New York, April 6, affirmed a decision of the Federal District Court granting an application by the France Milling Company of Cobleskill, New York, for an injunction restraining the Washburn-Crosby Company of Minneapolis from using the name "Gold Medal" in connection with its prepared pancake and buckwheat flours.

The opinion of the Circuit Court is to the effect that pancake flour is an individual product and that this had been acknowledged by the defendant when it filed the name with the Patent Office as applied to pancake flour. It was also stated that the defendant company must have known of the use of the name by the plaintiff because it sold the latter the flour which was used by the plaintiff in preparing its products.

The opinion says that the term "Gold Medal" like "Blue Ribbon" and similar names, is common and is used to imply the quality of the product, and was therefore different from such trade names as "Kodak," which implies a distinctive and specific product. It was pointed out that the name "Gold Medal" had been registered almost sixty times since the manufacturers of "Gold Medal" flour had used it, and that it had been applied to such products as fishing rods, finishing wax, kidney medicine and beer.

When the case was pending in the lower court it was said that the Washburn-Crosby interests had spent \$17,000,000 in advertising campaigns to establish the trade-mark and that large sums had also been spent by the France Company in marketing 18,000,000 packages of their product under the same trade-mark.

OFF FOR HAWAII APRIL 15

45 Editors, Publishers, and Correspondents Will Sail

Forty-five editors, publishers and correspondents will sail from San Francisco April 15 with the Pacific fleet for the annual naval maneuvers, which this year will take place near Hawaii.

The complete list of those who have accepted invitations to make the trip, corrected to April 8, follows:

Chase S. Osborn, Jr., Fresno (Cal.) Republican; Frank F. Barham, Los Angeles Herald; Frank S. Hoag, Pueblo (Col.) Star-Journal; Paul F. Mueller, Chicago (Ill.) Abendpost; J. M. Stephenson, South Bend (Ind.) News-Times; B. F. Forgey, Ashland (Ky.) Independent; Ernest L. Peterson, Dickinson (N. D.) Press.
J. S. Leach, Bartlesville (Okla.) En-

terprise J. T. Cushing, St. Albans (Vt.) Daily Messenger; Earl Hanway, Caspar (Wyo.) Caspar Tribune; W. D. Adams, Charlotte (N. C.) Charlotte Observer; S. G. Goldthwaite, Boone (Ia.) News-Republican; H. E. Montgomery, Junction City (Kan.) Union; F. K. Boal, representing the editor, Pittsburgh Sun; T. R. Williams, Talladega (Ala.) Talladega Home; Karl Bickel, president, United Press; J. E. Langdon, Sacramento, (Cal.) Bee; V. Y. Dallman, Springfield (Ill.) State Register; Verne E. Joy, Centralia (Ill.) Sentinel; D. W. Stevick, Campaign (Ill.) News-Gazette; R. C. Harbison, San Bernardino (Cal.) Daily Sun; R. G. Breckenridge, Pueblo (Col.) Star-Journal; J. Vance, New Britain (Conn.) Daily Herald; C. F. Renich, Woodstock (Ill.) Sentinel; J. E. Brimblecom, National Editorial Association, St. Paul, Minn.; J. E. Chamberlin, Boston Evening Transcript; F. P. Glass, Jr., St. Louis Star; H. E. Rice, Xenia (O.) Herald; J. A. Ford, Los Angeles Editorial Service, Los Angeles; W. L. Jessup, Bremerton (Wash.) Daily Searchlight.

Robert Armstrong, Washington correspondent, Los Angeles Times; Arthur Sears Henning, Washington correspondent, Chicago Tribune; Carter Field, Washington correspondent, New York Herald Tribune; Hal H. Smith, Washington correspondent, New York Times; Norman Haggood, correspondent, Universal Service; Howell Cullinan, correspondent, Boston Globe; Howard D. Case, Honolulu Star Bulletin.

Harold C. Hendee, San Francisco Call-Post; Charles Henry Grant, Artist; John Snell, Associated Press; W. G. Cayce, International News Service; Arthur F. Degreve, United Press; Albert J. Porter, Universal Service.

YELVERTON RESIGNS

Leaves Post As Managing Director, Current News Features, Inc.

William E. Yelverton has resigned as managing director of Current News Features, Inc., which organization is owned and operated by the Consolidated Press Association. This closes a period of nearly five years of service by Mr. Yelverton in the various activities of the Consolidated Press.



WILLIAM E. YELVERTON

During his service with the C. P. A., Mr. Yelverton was successively its Western superintendent, Southern superintendent and then Eastern superintendent with headquarters in Chicago, New York, and Washington respectively.

JARDINE APPOINTS CRAWFORD

Kansas Journalism Teacher Heads Dept. of Agriculture Press Service

WASHINGTON, D. C., April 9.—Nelson A. Crawford of the Kansas State Agricultural College has been appointed by Secretary Jardine to be director of information in the United States Department of Agriculture. He will take up his duties May 1. F. M. Russell, formerly in charge of the press service of the department, has been made assistant to the Secretary.



N. A. CRAWFORD

For the formation of the office of information the Secretary expects to consolidate all the informational work of the department under one head. The director will have supervision of all publication and informational policies, which will include the work of the present office of publications, and the press service. In addition, he will direct the preparation and distribution of special information for radio broadcasting, a branch of informational work which Secretary Jardine wishes to expand.

Mr. Crawford has been in charge of the Department of Industrial Journalism and Printing at the Kansas college for

ten years and has had a varied experience in editorial and newspaper work. He is a graduate of the University of Iowa and received his M.A. degree at the University of Kansas.

ROSTOCK TO CINCINNATI

Former N. E. A. Executive Now Business Manager, Cincinnati Post

Frank W. Rostock has been appointed business manager of the Cincinnati Post, a Scripps-Howard newspaper, and takes over his new duties immediately. He succeeds Maurice Levy who, on account of ill health, will take a three months' vacation, following which he will undertake executive work to be announced later, it was announced.



FRANK W. ROSTOCK

Mr. Rostock was at one time editor of the Cincinnati Post and later became general business manager of N. E. A. Service, Inc. He now takes over the business direction of one of the oldest and largest of the Scripps-Howard newspaper properties, being exceptionally well qualified for this post through his long acquaintance with the field.

Builds Prestige for Your Paper



The Philadelphia Record is now well in its second year of carrying a page of church advertising. The material is of a general nature, written by local pastors, urging church attendance somewhere.

It has been proved that people read this material, that it has been profitable to the churches, that the mention of the paper in church calendars and bulletins has helped the Record, and that the merchants who pay for the space have been helped in their individual business.

Many other papers have had the same experience.

Your paper can do the same thing.

If you care for prepared copy to start such a page it may be obtained on request to the Church Advertising Department, Associated Advertising Clubs of the World, headquarters, 383 Madison Ave., New York, N. Y. The price for use is merely nominal.

CHURCH ADVERTISING DEPARTMENT

A.A.C.W.

383 Madison Ave., New York, N. Y.

DR. C. F. REISNER, President

Premier DRY MATS

The PREMIER is the BEST DRY MAT.

The PREMIER gives Results.

The PREMIER has been used for over (12) years by American Stereotypers.

Publishers should not supply the Stereotype Department with INFERIOR and IMITATION Dry Mats (Sold at Cut Price) and expect First Class Results.

Samples sent gratis for trial test

Write us if you have a tubular or Standard Casting Box

PREMIER FLOŃG COMPANY

KARL HAGENBACHER

P. O. Box 671

City Hall Station

New York City

Sales Office: 258 Broadway

EIGHT DAY NEWSPAPER AD CAMPAIGN DOES SIX MONTHS' SALES WORK

AutoStrop Safety Razor Company Saves Time by Concentrated Sales Drive in New York Market, Resulting in Net Sale of 590,000 Razors—18,000 Dealers Reached

SIX months time was saved by the Auto Strop Safety Razor Company through an 8-day concentrated sales drive in the New York market, using 21 daily newspapers.

Time, thus saved, will be used for pushing similar sales in other cities, S. E. Stampleman, sales manager, said this week.

The campaign started March 26 and ended April 4.

"We wanted to crowd six month's business into eight days, and we accomplished our purpose," Mr. Stampleman said. "We were concerned with getting quick results in New York. Now we have nearly all of six months left to carry on work in other cities, feeling confident we have New York well covered."

The time-saving element was but one of several outstanding accomplishments claimed for the drive by the salesman. Other points stressed were:

It uncovered approximately 4,000 new dealers in the Metropolitan New York district.

It put the autoStrop razor in the hands of a total of approximately 18,000 dealers, establishing good-will.

It resulted in net sales of between 560,000 and 590,000 razors.

The campaign, declared by backers the biggest in the history of the razor business, was characterized by a number of novel advertising features.

To begin with, a manufacturer took the position of engineering a bargain sale of his product. The Valet AutoStrop razor was to be sold at 49 cents for a limited period, when the regular retail price was \$1.

First copy placed in the newspaper schedule, was designed to appeal to dealers. This was several days before the sale actually commenced.

Then the newspaper space was utilized to bear a combination message to both dealer and consumer. During the eight days of the sale, the copy was aimed directly at the consumer, pointing out the bargain introduction offer.

When the sale ended, another novelty was interjected into the advertising space in the form of a letter reproduced in newspaper advertising columns, written by the company's president addressed to all autoStrop dealers and thanking them for their co-operation during the campaign.

"We consider this an unusual form of advertising," Mr. Stampleman said, "in that it was not designed as a sales message. Of course it gave us a certain amount of name publicity, but the main effect we count upon was to let the dealers and consumers know the sale had been genuine, and to particularly impress the dealers with the fact that we had appreciated their co-operation."

The letter, signed by H. J. Gaisman, president, was worded as follows:

"This is to thank you for your wonderful co-operation in the special sale of Valet AutoStrop razors just ended.

"The tremendous success of the sale is largely due to your assistance and willingness to give your customers a remarkable bargain.

"Hundreds of thousands of men were introduced to the Valet AutoStrop razor during the past week, and you have made many satisfied customers—men who will come to you again and again because of the goodwill you have created.

"For 49 cents you gave a value which was a sensation in razor selling. Never before has our gold-plated razor been sold here at such a low price.

"We stand back of the Valet AutoStrop razor, as you know, and should any of your customers ever experience any difficulty our guarantee holds good.

"This has been the greatest razor sale

in history, and all credit is due you for your splendid co-operation."

The letter carried the note appended to the bottom stating that the sale was over and the regular prices, \$1 to \$5 were to be restored.

"We sent out 650,000 razors to dealers in the metropolitan New York district in response to their requests, following the newspaper advertisements," Mr. Stampleman declared, commenting on the drive. "We expect a maximum return of 110,000."

"The cost we estimate as approximately \$70,000 for newspaper space and \$30,000 for car cards, posters, and window posters.

"This cost per unit sale might be considered high by another business. But we consider it well worth the price.

"The effect on the dealer was one of the biggest things accomplished, we believe. Because of the keen competition in the razor business during the last few years, a great number of dealers held the belief that a real big razor sale was out of the question. This campaign has taught them differently."

In the list of 21 newspapers used, each paper carried about 8,000 lines of AutoStrop advertising. Each paper carried about seven different insertions over a period of about 10 days.

Newspapers used in the drive were: Newark News, New York American, New York Herald Tribune, Bronx Home News, Jewish Daily Forward, Jewish Day, Jewish Journal, New York Journal, Progresso Italiano-Americano, New York Sun, New York Telegram-Mail, New York Times, New York Morning and Evening World, New York Graphic, New York Mirror, New York News, New York Staats-Zeitung, New York Staats-Herold, Brooklyn Eagle and Staten Island Advance.

The drive was supplemented by copy appearing in newspapers in Passaic, New Brunswick and Atlantic City.

PUBLIC PREFERS NEWSPAPER ADS

Store's Questionnaires Reveal Newspaper Copy Predominant

The buying public still favors newspapers as a medium for advertising, replies to a questionnaire sent out by Burkhardt Brothers, large Cincinnati store, reveal.

Out of 1,000 letters mailed out recently by W. T. Armstrong, advertising manager, asking customers to list their favorite advertising medium, 236 replies were received, out of which number 126 favored newspapers. Ninety-nine favored direct mail, 3 billboards, one street car, and none programs.

Old Virginia Cheroots

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

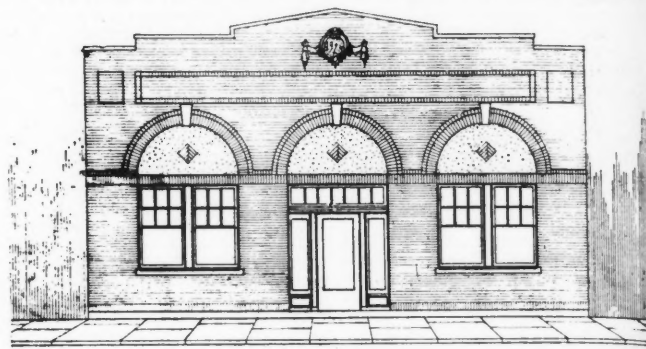
The Washington Times

The utility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston

G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

START WORK ON NEW HOME FOR MAMARONECK (N. Y.) TIMES



How new home of Mamaroneck Times will appear

GROUND was broken this week for the new building of Mamaroneck (N. Y.) Times, new daily newspaper for that town, on Elm street opposite the property of the First National Bank of Mamaroneck.

George P. Forbes, publisher of the Larchmont Times for the past 25 years, is the owner. Joseph Walter is the builder and Arthur J. Kane the architect. Mr. Forbes is a brother of T. Harold Forbes, publisher of the New Rochelle (N. Y.) Standard-Star.

Contracts Let for Press Club Home

Contracts have been let and early construction is assured of a \$25,000 clubhouse for the Denver Press club. Work of razing the old club site has just been launched and it is expected the new home will be available in the late summer.

Stone to Address Canadian Press

On the invitation of the directors of the Canadian Press, Melville E. Stone, counsellor of the Associated Press and its former general manager, has promised to attend the annual meeting of the Canadian organization in Toronto on April 28, and deliver an address on some features of co-operative newsgathering.

Puget Goes to Pacific Coast

Charles A. Puget, who for a number of years back has represented the Wood Newspaper Machinery Corporation, and the Wood Flog Corporation of New York, throughout the East and Midwest, has just been made Pacific Coast representative for these companies with headquarters at Los Angeles California.

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT

OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.


15 WILLIAM STREET NEW YORK CITY

If our service, as a solution to the checking proof problem, was not as successful as we say, then we certainly could not continue to grow as we have been growing for the past five years.

We hold subscribers on "good service"—not contracts

The Advertising **CHECKING BUREAU Inc.**

538 So. Clark St.
CHICAGO



15-19 East 26th St.
NEW YORK

INLAND PRESS TO MEET IN INDIANA IN MAY

Delegates from Many Other Organizations Will Attend West Baden Convention, May 21-27—Planning Important Program

Delegates from many state and regional press associations will attend a convention at West Baden, Ind., May 21-27 under the auspices of the Inland Daily Press Association, according to an announcement made this week by Wil V. Tufford, secretary.

"The meeting may assume national significance and mark a new stage of development in newspaper organized work in this country," Mr. Tufford said. In addition to Inland members, representatives from the Southern Newspaper Publishers Association, the Indiana Republican Association, and the Illinois Press Association, will also attend, according to present plans.

A list of important speakers has already been prepared, including: Frank T. Carroll, of the *Indianapolis News*, and president of the Association of Newspaper Advertising Executives; Dr. Walter Williams, dean of the University of Missouri School of Journalism and president of the World Press Congress; J. W. Piercy, of the Indiana University School of Journalism, and H. L. Williamson, secretary of the Illinois Press Association.

Other speakers are to be chosen by the management of the *Cleveland Plain-Dealer*; S. E. Thomason, of the *Chicago Tribune*; and Hopewell Rogers of the *Chicago Daily News*.

WEEK'S AD TIPS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Has secured the Fownes Bros. & Company, gloves, New York, account.

Blackett Sample & McFarland, 58 East Washington street, Chicago. Southern newspapers are receiving contract schedules on Royal Miller Company (Rex Flour). It is reported that a few towns may be tried out on Green Circle Products Company, Chicago.

Brandt Advertising Company, 7 South Dearborn street, Chicago. A few cities where sales and distribution warrant being used on advertising of Hough Shade Company, Janesville, Wis.

Campbell-Ewald Company, 290 Madison avenue, New York. Reported to have secured account of Chapin Sacks Corp. "Velvet Kind" ice cream, Washington, D. C.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Newspapers in the western states receiving orders on the Whole Grain Wheat Company, Chicago.

D'Arcy Advertising Company, International Life Building, St. Louis. Reported to have secured account of the Oliver Oil Burner Corporation, St. Louis.

Erickson Company, 381 4th avenue, New York. Reported to have secured account of the Silver King Mineral Water Company, New York.

Ferry-Hanly Advertising Company, 507 Gleen Building, Atlanta. Reported to have secured account of the Thatcher Medicine Company, Chattanooga.

Albert Frank & Company, 11 Avery street, Boston. Reported to have secured account of Paine, Webber & Company, investment bankers, Boston.

Charles Daniel Frey Company, 30 North Dearborn street, Chicago. A general list of newspapers has been prepared on the Crane Company (Premier heaters), Chicago. A list of metropolitan newspapers also receiving one time orders on Karpen Brothers Company (Furniture), Chicago.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sunday.

Glaser & Marks, Inc., 234 Boylston street, Boston. Placing orders with newspapers in selected cities for the New York Mattress Company, "Red Cross Mattress," Boston.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has secured the Bijou Dress Company, New York, account.

Charles W. Hoyt Company, 116 West 32nd street, New York. Again placing orders with newspapers in various sections for the Russell Mig. Company, Russoo brake lining, Middletown, N. Y.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Southern papers receiving schedules on Orange Crush Company, Chicago.

Arnold Joerns Company, 26 East Huron street, Chicago. Schedules for April and May being distributed to middle western newspapers on Hanley & Kinsella Company (Coffee and Spices), St. Louis, Mo.

Thomas F. Logan, Inc., 680 5th avenue, New York. Placing orders with newspapers in various sections for the Radio Corp. of America, radio, New York.

H. K. McCann Company, 61 Broadway, New York. Now handling account of the Maine Development Association.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Reported to have secured account of the Jefferson Electric Mfg. Co., automotive equipment, Chicago.

Mathewson & Snelair, 45 West 45th street, New York. Now handling account of Churchill & Alden Company, "Trupedic" and "Ralston" health shoes, Brockton, Mass.

Miller, Black & Vanderbilt, 36 West 44th street, New York. Now handling account of the Van Zile Ventilating Corp. "Ventador," New York.

Mitchell Faust Advertising Company, 7 South Dearborn street, Chicago. A general list of newspapers receiving copy on Armour & Company, Chicago.

Osten Advertising Corporation, 25 East Jackson boulevard, Chicago. Schedules being issued to a number of newspapers on the Griffin Drug Company.

Picard, Bradner & Brown, 16 West 46th street, New York. Now handling account of the Dunn Pen & Pencil Company, New York.

Fred M. Randall Company, Book Building, Detroit. Reported to have secured account of the Irwin Auger Bit Company, Wilmington, Ohio.

William H. Rankin Company, People's Savings Bank Bldg., Akron, O. Six metropolitan cities have been selected for advertising of Goodyear Company, Akron, O.

Carl Reimers Company, Inc., Gotham National Bank Building, New York. Conducting advertising campaign for Brown's Physical Training Camp, Garrison, New York.

Stack Advertising Agency, 29 East Madison street, Chicago. Copy is being distributed to a general list of newspapers on the Sante Fe Railway, Chicago.

F. R. Steel Company, 201 East Ontario street, Chicago. Newspapers generally receiving page copy on the Western Specialty Company, Sioux Falls, S. D.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Schedules on Chicago, Burlington & Quincy Railway, advertising summer tours, being issued to a general list of newspapers.

Vanderhoof & Company, 530 Rialto Building, St. Louis. Gradually extending newspaper list of the Eisenstadt Mfg. Company, fountain pens, St. Louis.

Central N. Y. Press Convenes

The annual meeting of the Central New York Press Association was scheduled to be held at the Onondaga Hotel, Syracuse, this Saturday, April 11. Among the speakers on the program are Lee McHenry of the *Oneida Democrat-Union* who is to tell of his correspondence page and how he handles correspondents, and Clayton I. Burch of the *Earleville Standard*, who will discuss classified advertising.

The Market--Kansas

The state that raised the biggest crops in 1924—154,253,000 bushels wheat and 137,241,000 bushels of corn, plus other big grain yields.

The state where the cash gain on wheat and corn alone is \$160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.

The Medium--Daily Capital

The only Kansas newspaper that covers the entire state.

It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka territory. Circulation 36,000. Member A. B. C.

Topeka Daily Capital

Topeka, Kansas

Arthur Capper, Publisher
Marco Morrow, Asst. Pub.

West Virginia's

PLACE AMONG THE STATES IS
40th in Area
27th in Population

But it is first, second or third by very many comparisons.

Only one State exceeds it in total tons of coal produced annually, in tons of coke manufactured, in number of glass factories.

It leads them all in its available coal, white sand petroleum of the Pennsylvania grade, natural gas marketed, production of carbon blacks and glass sand available.

It has the largest number of home owners per capita of any State in the Union.

Also do not overlook the fact that it ranks second in the value of its mineral production while remaining, primarily, a farming territory.

It is a "market by itself" and can be economically influenced your way by the use of these daily newspapers.

They completely blanket the state.

		Rate for Circulation lines	Rate for Circulation lines
Bluefield			
*Telegraph (M)	11,605	.06	
*Telegraph (S)	15,752	.06	
Charleston			
*Gazette (M)	19,619	.07	
*Gazette (S)	23,493	.08	
Clarksburg			
Telegram (E)	9,479	.04	
Telegram (S)	11,797	.045	
Huntington			
Advertiser (E)	11,176	.04	
*Herald-Dispatch (M)	14,803	.04	
*Herald-Dispatch (S)	14,482	.04	
Martinsburg			
*Journal (E)	4,830	.03	
Morgantown			
†Post (E)	5,805	.025	
Parkersburg			
*News (M)	7,261	.03	
*News (S)	8,840	.03	
*Sentinel (E)	7,751	.03	

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



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

ONE chapter in "The Road to Paris" (Nicholas L. Brown) by Michael Monahan deserves mention in this department. I refer to the chapter on "Journalism."

Mr. Monahan thinks that the only visible mark of superiority of American newspapers over their French contemporaries is that the former make more money.

Another comparison of the press of the two countries is found in the following paragraph:

The French newspaper is written for educated people who possess a highly literate language—the most classical and refined of existing tongues, and unfortunately America has no language, properly speaking, of her own, and no very great fraction of our people are fully capable of literary English. Hence the "newspaper English," slipshod and formless, and the abuse of slang in American newspapers which aim at a popular circulation. Which again suggests an extraordinary point of unlikeness: French journals appeal to and are preoccupied with the approval of educated people; our newspapers, the best known and most successful of them, make their play to the ignorant, because the most numerous element—a far worse indictment than any that might be brought against the foreign press.

Another bouquet which Mr. Monahan gives to French newspapers may be seen in the following quotation:

In France the women who plot for a divorce, who betray their husbands, who murder them or their lovers, or commit other crimes, have no public press to support them; and consequently, as a class, they are far less numerous than such women are in America. Thus, a most scandalous abuse of journalism which has grown to such a towering height of infamy with use, and from which few of our newspapers are exempt, is absolutely unknown in France. I fear we have nothing to brag of on this head.

In comparing the advertising columns Mr. Monahan makes this observation:

Newspaper advertising, as developed in our country, is all but unknown to the French, and my guess is that we shall retain our "superiority" on this head. The Paris merchant is one of the shrewdest of his class anywhere, but he will not be wheedled or dragooned (not to say blackmailed) into sharing his profits with the newspapers.

The chapter contains other matter in a similar vein. The author is extremely critical, not only of American editors in general, but also of Paris editions of American newspapers in particular.

One may question the accuracy of statements made and may doubt deductions reached, but even the most seasoned newspaper man will read the chapter with a mixture of interest and indignation.

One fact which Mr. Monahan overlooks and which, in my opinion, outweighs everything else scored against the American press is that the French newspaper, in absence of support from advertising, sells its editorial and news columns to the highest bidder.

HOWARD ALLEN BARTON, chief of plan, Albert P. Hill Company, Inc., Pittsburgh, will publish this spring "How to Write Advertising" (J. B. Lippincott Company). Mr. Barton was formerly instructor in advertising at John Hopkins University and New York University. The book, according to an announcement made by the publisher, will

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42d Street New York

deal exclusively with copy and layout and will show, step by step, the mental, as well as the actual, methods of preparing copy that pulls.

H. F. HARRINGTON, Director of the Medill School of Journalism at Northwestern University, will shortly publish through Harper and Bros. "Chats on Feature Writing." The first part of the book centers around a fictitious club which Mr. Harrington calls The Blue Pencil Club. It contains the replies of a questionnaire which he sent to such actual writers as Frank Ward O'Malley, Samuel Crowther, Samuel Hopkins Adams, W. P. Beazell, and a score of others who give their opinions on certain phases of feature writing.

The second part of the book contains specimen feature stories with editorial comment. The third part is composed of practical guidance to writers, such as advising them about the preparation of manuscripts, a list of manuscript markets and such facts. Harrington has the reputation of covering stories well.

THE shelf to be used by the mechanical department certainly should contain "Linotype Instruction Book" (Mergenthaler Linotype Company, Brooklyn) by John R. Rogers. The title is sufficiently descriptive to outline the contents which obviously deal with the maintenance and care of linotypes. Mr. Rogers is to be congratulated upon the way he has so clearly set forth the mechanism of what seems to be a complicated machine.

THOMAS F. MEEHAN is possibly the best informed man in the country about the Catholic press. In *America* for April 4, he has a charming chat about *The Truth Teller*—the first Catholic weekly in New York and the second Catholic paper published in the United States. The article also contains interesting information about other Catholic periodicals. It shows page 1 of Vol. 1, No. 1 of *The Truth Teller*.

ABOUT the best thing I have seen on the subject of libel is "The Law of Libel" by Henry Woodward Sackett, attorney for the *New York Herald Tribune*. It gives specific advice, not only on how to guard against libel suits, but also how to be prepared to defend them when brought.

This little booklet was originally prepared some 30 odd years ago. The late Whitelaw Reid thought so highly of it that he consented to its use by various other newspapers in different parts of the country. The text has never been revised or changed, but in a preface to the latest

reprint the author says that even in the light of thirty years in the defense of libel suits he finds no errors in the original statement of the law.

The pamphlet contains all that is essential for the newspaper man to know and is so boiled down that it almost fits the vest pocket. The author does stress in the latest preface a word of caution to makers of headlines:

Accept it as a fundamental rule that no headline should impute unchastity to a woman or a crime to any person.

WILLIAM ALLEN WHITE, editor of the *Emporia* (Kan.) *Gazette*, turns the spotlight on President Coolidge in the current issue of *Collier's*.

FOR the art department the big story in current periodicals is "Gunning with a News Camera" which Edward Jackson prints in *Collier's Weekly* for April 4. In this article Mr. Jackson mentions the game which he has shot during fifteen years of active newspaper work.

In his scrapbook, which he calls the game bag, he says that there are five presidents of the United States, an equal number of kings, three queens, four princes, one pope, to say nothing of 10,000 beautiful women, about 300 murderers, most of the world's great diplomats and generals, pickpockets, gunmen, society women, chorus girls—in fact, almost all those who have had first page position.

He says his most difficult assignment was photographing little John Jacob Astor—the son of Mrs. Madeline Force Astor and John Jacob Astor who went down with the Titanic.

According to Mr. Jackson, the late J. P. Morgan was the world's greatest camera dodger, while the most photographed young man is, of course, "Wales." He regards his photograph of the Big Four—Lloyd George, Orlando, Clemenceau and Wilson—as a news picture masterpiece.

DURING the week ending April 4, the periodicals contained several features that ought to receive at least passing mention in this department. *The Inde-*

pendent, for example, had a worthwhile article on the courts and the newspaper. *Life* printed the prize-winning paper's contest on the subject "Crime and the Newspapers." These replies are entertaining if not constructive. *The Outlook* had an editorial on "The Way the Public Wants It"—news about crime.

The editorial in *The Outlook* compares the newspapers in England with those of the United States in the matter of treatment of crime—to the discredit of the American press. The only comment I care to make is that what *The Outlook* says in the editorial about newspapers in England does not agree with what I actually find in the London newspapers on the desk before me as I write. It is my personal opinion that the *Hartford Courant* covered the Chapman case in a way that reflects great credit upon American newspapers in general and the *Courant* in particular. As everybody else seems to be writing about crime in the newspapers I may take a hand at myself.

DURING 1924
The
Plain Dealer
published
51%
of ALL the National lineage appearing in
ALL Cleveland Newspapers
The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

THE First thought of those who advertise to Texans is usually
The Dallas Morning News
—the paper of Prosperity Zone

Norristown Times Herald
Delivered and READ in the HOMES on R. F. D. routes and small towns in
Montgomery County Pennsylvania
the same day it is printed

THREE MONTHS' LEADERSHIP
The New York Times in three months this year published 6,705,262 agate lines of advertising, 353,670 lines more than in the corresponding months of last year and an excess over the next New York newspaper of 2,624,164 lines. In important advertising classifications The Times led all New York morning newspapers:

	Next New York	Morning Newspaper
Dry Goods and Women's Specialty Shops	1,551,034	825,716
Real Estate	685,962	419,214
Financial	759,836	383,132
Automobiles	387,992	252,816
Books and Periodicals	270,706	85,362
Men's Wear	219,190	155,372

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that *The Chronicle* following has the buying power.
National Representatives
Williams, Lawrence & Cresmer Co.
36 N. Michigan Ave., Chicago
225 Fifth Ave., New York

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

MILLION WORDS FILED AT BOWLING MEET

Buffalo Tournament Draws 20 Special Correspondents—Obenauer Chairman of Press Arrangements—2,200 Teams Entered

More than 1,000,000 words were telegraphed to newspapers during the American Bowling Congress tournament at Buffalo, information obtained for Editor & Publisher reveals. The tournament came to a close on April 6, after continuing for four weeks.

The Western Union Telegraph Company alone sent 824,761 words over its lines in the tournament building, while the Postal files brought the number well above the million mark. More than 20 special correspondents were engaged at different times in filing reports for their papers. On a number of days copy was filed for more than 100 individual newspapers.

With a battery of six operators to assist him, C. G. Spear, operator manager at Buffalo, and press telegrapher of many years experience, handled the entire files of the Western Union without missing an edition. In view of the fact that often only 15 minutes elapsed between the time when bowlers left the alleys and the deadlines of editions.

A chief operator in Chicago arranged circuits for all files from Buffalo sometimes sending them hundreds of miles out of the way to obtain immediate set-ups.

Covering the tournament, with its 2,200 five men teams, representing three-fourths of the states in the union was an unusual assignment even for veteran newspaper men. George Obenauer, sporting editor of the *Buffalo Evening Post*, was named as chairman of the press committee and supervised the reporting arrangements.

P. D. Fahnestock and F. T. Turner filed for the *Christian Science Monitor*, the *Cincinnati Enquirer*, *Cleveland News*, *Newark News* and a number of other large papers. Harry Yorke represented the *Buffalo Courier*, *Rochester Democrat Chronicle* and several others. The *Chicago News*, *Journal and American* were represented by Mort Luby of the *Bowlers Journal*.

J. Pollikowski represented several Pittsburgh newspapers and Glen Birchard had a number of files in the bowling territory. Newspapers sending their own men to cover the tournament and those drawing these assignments included: Harold George, *Detroit News*; Billy Sixty, *Milwaukee Journal*; R. J. Stirck, *Fort Wayne Gazette-News*; Ed. Bolan, *Erie Dispatch*; Don B. Reed, *Hamilton (O.) Journal and News*.

for compilation and composition, but, we think, the added expense is well worth while."

Two additions to the financial staff under Mr. Schneider were announced this week. Harold R. Bunce, formerly

of the *New York Herald Tribune*, has joined the Sun to cover investment banking, and Michael Goldstein, in charge of stock and bond quotations, has transferred from the *New York Evening Post*.

Kobbe Company Has Scott Account

Philip Kobbe Company, Inc., of New York have been appointed as advertising agents for Walter Scott & Co., manufacturers of printing presses, Plainfield, N. J.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

KANSAS CITY STAR

Kansas City, Missouri

We refer you to them for their opinion

MAIN OFFICE: Conway Bldg., 111 W. Washington St., CHICAGO
EASTERN OFFICE: Marlbridge Bldg., Broadway at 34th St., NEW YORK

For Sale.

One Goss "Straightline" newspaper printing and folding press. Two-plate wide, 4 to 12 pages inset, 24 pages collected; eight columns 13 ems. Folders for either two or three folds. Samples of product furnished upon request, together with any other information sought by any person interested. This press is now taking care in colors of the Comic and Magazine Sections of the St. Paul Sunday Pioneer Press, and can be released about July 1, 1925. Price and terms on application to Comptroller, Dispatch Printing Co., St. Paul, Minn.

Wanted—

To purchase Ludlow ester. Also cabinet and mats if suitable. Give full description and lowest cash price to Charlotte News, Charlotte, N. C.

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.

MODERNIZE your COMPOSING ROOM with HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by

The Hamilton Mfg. Co.

Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

For Sale.

Practically new Goss Comet flat bed web press—has run less than three months—new owner of paper will install 16 page web press latter part of May—\$3,700.00 of the purchase price is in notes at \$100.00 per month which may be assumed, balance cash. Ask for details No. 657. Baker Sales Co., 200 Fifth Ave., New York.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

N.Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.

417 South Dearborn St. Chicago Ill.

THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Company

Hammond, Indiana
Warehouses in Principal Cities

NEW BOND TABULATION

New York Sun Lists Bonds in Replica of Stock Tables

A new departure in bond tabulation has appeared in the financial section of the *New York Sun*, of which Franz Schneider Jr., formerly of the *New York Evening Post* is editor.

The bond listings are now in a form which is the exact replica of the stock tables.

Keats Speed, managing editor, said the innovation was the result of several months study and preparation and was aimed to make the bond table more legible to the average reader.

The complete bond market, set by hand, shows the name of the issue, the high and low for the year, the number of bonds traded in for each issue, the dividend, and the high, low, close and net change of each day.

"It represents the natural development of financial tables," Mr. Speed said. "The Sun was first to take the step."

The old style bond table set in three column measure, recorded the sale of each individual bond. We considered it was of use only to the bond broker. The new system takes up a column of more space, and costs a great deal more

GOSS STEREOTYPING MACHINERY

Carried in Stock

Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Pedestal Saw Table

A compact, convenient and efficient Saw Table with a world-famous Hoe Saw that has the requisite number of Teeth properly set for cutting Wood or Metal. The Table is adjustable as to height to vary the protrusion of the saw while the Side Gauge can be set quickly through a Hand Wheel and a Lock Nut.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC.

504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."
18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.
6c per word per insertion, cash with order, for advertisements under any other classification.
36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Bookkeeper.

Experienced; capable; A1 references. Now employed Pacific Slope. Available reasonable time. Write or wire Box C-872, Editor & Publisher.

Advertising—General Manager.

Now employed seeks change for excellent reasons. Thoroughly experienced, all phases newspaper front office work and with excellent working knowledge mechanical requirements. Good mixer. Makes friends wherever he goes. Can produce the goods. Do you need him? Wire or write your proposition to C-895, Editor & Publisher.

Advertising Man

for newspaper or agency office work. Age 35. Seven years' eastern experience, nine years on Pacific Coast. Qualified to take full charge National Advertising Department. References. Box C-873, Editor & Publisher.

Advertising Manager

with eleven years' successful experience on leading dailies, desires a permanent connection as an advertising or business executive. I am a man with broad vision and high standards, with ability to produce and hold the confidence of both publisher and public. Age 32, married. College education. Address Box C-900, Editor & Publisher.

Advertising Manager.

Young married man with eight years' experience in newspaper advertising wishes to make connection as Advertising Manager on good live newspaper in city of 25,000 to 50,000. Can write and sell copy, plan campaigns and know the classified and foreign field. Have been employed in present position seven years. Available after April 15th. C-880, Editor & Publisher.

Advertising Solicitor—Copywriter.

A producer. Advertiser says, "He shows a desire to give real service for every dollar's worth of business he solicits us for." Age 33. Seven years' experience. Available May 1. Indiana or Ohio preferred. \$45 minimum salary. Write or wire. R. B. Miller, 217 Lakeview Ave., West Palm Beach, Fla.

All-round Newspaperman.

Can you use a man who writes, draws cartoons, speaks French and can work a press wire in an emergency. C-901, Editor & Publisher.

Assistant to Publisher.

My 15 years of newspaper experience—reportorial, desk and advertising—coupled with a state university law degree and several years law practice and business activity, qualify me, I believe, for a position as assistant to some large publisher, either newspaper or magazine. Now advertising manager of daily. Made lineage record in 1924 but have reached salary limit where now employed. Protestant; sober; energetic; family; age 40. Available June 1st. Box C-904, Editor & Publisher.

YOUR CLASSIFIED

AD

in

EDITOR & PUBLISHER

is read by the man
you want to reach

Situations Wanted

Business Manager and Advertising Manager of exceptional ability and character will consider making change in near future for more desirable and permanent opportunity. Thorough executive, unquestionable producer, with long successful record, Metropolitan and Provincial experience. Bonus proposition preferred. Will be at the A.N.P.A. meeting. Box C-906, care Editor & Publisher.

Circulation Manager

City or Assistant, 6 years' experience wants position. Can show good record as to results. Married, 31 years of age. Prefers middle west. C-897, Editor & Publisher.

Circulation Manager.

Now Circulation Manager in town of 200,000 wishes to make change. Has had experience on both morning and evening daily and Sunday. Can furnish the very best of reference. C-879, Editor & Publisher.

Editorial Man.

Rewrite man, news executive, editorial writer, desk man, thirty-one, capable, experienced on leading dailies. C-842, Editor & Publisher.

Editorial Writer,

highly identified, now with large, nationally known publishers, desires change. Strong foundation of news and executive experience. Effective paragrapher. Address C-907, Editor & Publisher.

Editorial Writer.

Widely experienced newspaper man, forceful writer, hard worker, loyal to interests of employer. Age 44. Can put the human touch in editorials. Ready to go anywhere. Can be seen in New York convention week. Box C-910, Editor & Publisher.

Editorial Writer.

Another Minister's Son. Ever try one? When they're good, they're extra special. "Write an 'ethical editorial' every Sunday," said F. W. Harting to me on the old Tacoma Tribune 1912. I did. "You're a better reporter and editorial writer than you'd have opportunity to be here," said Mr. Hunter. Went to Columbia, studied under Dr. Williams and MacAlarney; graduated in first Pulitzer class; read copy on Philadelphia Ledger; streptococcus eukered me out of job on New York Tribune; recuperated in West; became city editor, state capital daily; publicity man for state university six years; teaching journalism and publicity; have writer's itch again; would write editorials or syndicate features or take fellowship in journalism or might get backing to buy a paper. My stuff has high moral tone, traceable to paragonage. Humor also. Can send clippings. Must give several months' notice. Age, 37. C-896, Editor & Publisher.

General Manager—Publisher.

I know a newspaper doctor—a publisher of rare experience and proven successful record who has never become connected with a really successful newspaper and has never left an unsuccessful one. His experience has been East, West and South. He is neither too young nor too old. He knows newspaper organization and operation as a human should. He gets the maximum out of the force and tool at hand. His character is established and leaders in each city where he has been publisher or manager will testify to his ability and his personality making lasting, worth-while impression on those communities. He has been owner or part owner of several newspapers—Morning, Evening, Sunday—but it is not absolutely essential to let him have a stock interest to get his services as publisher or general manager, though, having sold for associated owner the property he last brought to success, he wishes a connection as publisher or general manager with a bonus arrangement and merely nominal salary. He is no glad hand artist, but a man of education and refinement capable of making and holding real friends. His thorough experience and his personal integrity mark him as a worthy associate by other publishers. He is a Christian and is married. If you know where such a man is needed let me put you in touch with this man. Box C-875, Editor & Publisher.

Linotype Operator.

Fast, clean, willing worker; can care for machine; non-union, steady. C-899, Editor & Publisher.

Mechanical Engineer for Publisher.

Will assume entire responsibility for mechanical operations, labor and production of large publishing organization. Young, practical, technical and all-around executive; member Typographical Union. Now with largest newspaper corporation in America, but desire connection where initiative, ability, reliability, energy, loyalty, honesty and Merits mean something to employer. C-886, care Editor & Publisher.

Mechanical Superintendent or Pressroom Foreman.

A Practical Pressman, with a knowledge of Color Printing, Photo-Eng., Composing Room and Stereotyping. Desires connection with a newspaper anywhere. Address C-902, Editor & Publisher.

Situations Wanted

Metropolitan Editorial Writer

Wants to reacquaintance of publisher preparing for reorganization. I have unusual record of responsibility in proportion to age in work that has developed me each year. Now ready for permanent connection. Prepared to take charge of editorial page, assist in development of news and features, relieve an overburdened editor and publisher. Will go anywhere; first consideration, good home city for small family; second, opportunity to prosper with paper in proportion to services. Before changing from present employment want time to study paper, city and prospects, and to put my record, work and suggestions under scrutiny. I am looking for a lifework, not for a job. Address C-898, Editor & Publisher.

News Desk Man.

High grade, industrious telegraph or cable editor. Many years on New York papers; also South and West. Highest references. Can supervise news and write strong editorials. Age 45. Not afraid of long hours. Available at once. Box C-911, Editor & Publisher.

New York Representative.

Are you satisfactorily represented in the New York field. If not let me submit a proposition. Box C-912, Editor & Publisher.

Publisher or Business Manager,

43. Capable of assuming entire responsibility of daily paper ten thousand or more circulation. Successful record but no capital. C-881, Editor & Publisher.

Reporter.

Young man, 30, nine years' experience, desires position as reporter on constructive daily; salary \$40. Might also do some editing. One year Rochester Herald, court reporter; two years Plattsburgh Press, reporter-editor; Poughkeepsie Eagle-News, eight months; also worked on Detroit Free-Press and Schenectady Gazette. Can report immediately. Lester S. McWilliams, 58 Linden avenue, Middletown, N. Y.

Syndicate Executive

with a good sales record. Is well known to Managing Editors and Business Managers, having been connected with a nationally known newspaper syndicate. Has produced for years and directed campaigns that made some of the greatest of newspaper syndicate features. C-882, Editor & Publisher.

Telegraph Editor.

Young man, 7 years' experience, full wire and pony, desires job handling telegraph report. Also good sports writer. References. Single, 32 years old. Address C-903, care Editor & Publisher.

Young Man.

Experienced circulation field, desires connection Eastern newspaper. Capable of organizing and operating Branch System. Box C-908, Editor & Publisher.

HELP WANTED

Circulation Managers.

Two ambitious circulation managers, must be over 30 years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities of \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, circulation director, Butterick Publishing Company, Butterick Building, New York City.

Woman Solicitor Wanted.

Prominent small city evening newspaper; exceptional opportunity for young woman willing to start modest salary; must prepare advertisements for retail stores; four in advertising department; delightful city 25,000. Write The West Virginian, Fairmont, W. Va.

SALES—APPRAISALS

Newspaper Properties

You have a newspaper property which you wish to sell profitably?
 Your newspaper property is not making enough money?

You wish to make a sound investment in a newspaper property?

You wish to know the scientific value of any newspaper property?

WE HAVE BEEN SUCCESSFULLY ENGINEERING NEWSPAPER SALES AND APPRAISALS AND PURCHASES AND CONSOLIDATIONS FOR THE PAST THIRTY YEARS.

Palmer, DeWitt & Palmer

350 MADISON AVENUE, NEW YORK
 Telephone: Murray Hill 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
 of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

AGRICULTURAL WRITER AND EDITOR seeks position with newspaper, farm journal or house organ. Knows farming, livestock and poultry; well up in cooperative marketing; expert in organization and publicity. Possesses writing, executive and promotive ability, backed by lowa college degree and a dozen years in two responsible positions. Would add the prestige of authority to your farm pages. Our No. 1039.

FERNALD'S EXCHANGE, INC.
 THIRD NAT'L BLDG., SPRINGFIELD, MASS.

INTERNATIONAL PAPER COMPANY.

New York, March 25, 1925.
 The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of the company, payable April 15th, 1925, to preferred stockholders of record at the close of business April 7th, 1925. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer

BUSINESS OPPORTUNITIES

April Bargains.

Semi-weekly and job office, desirable eastern exclusive field, new building, modern, adequate equipment. Gross business \$40,000; net profit \$8,000; price with building \$40,000; ¼ cash; without building \$30,000; 1/3 cash. Weekly and Job office Western Pennsylvania; exclusive field, modern plant, doing nice business; earning handsome profit. Price \$15,000; ¼ cash. J. B. Shale, Times Building, New York City, N. Y.

Syndicate or Newspaper—Attention!

Author and owner of original features, news editorial, other humorous; successful on paper connected with in city sixty thousand. Enough faith in them to believe if properly promoted will prove money makers. Are fully protected and willing permit first class syndicate or newspaper to promote without cost until proven successful. C-905, Editor & Publisher.

Wanted—

to lease semi or tri-weekly or daily newspaper plant by responsible, thoroughly experienced newspaper man. State your proposition first letter. Box C-894, care Editor & Publisher.

EDITOR & PUBLISHER

CLASSIFIED ADS
 Get Quick Results

TEST JOURNALISM STUDENTS

Business for Profession to Be Probed at University of Illinois

An examination to test the qualifications and preparations of student journalists is being planned by Prof. Lawrence W. Murphy, in charge of the courses in journalism at the University of Illinois.

The examination, as planned, will occupy two days. The first day will be devoted to rhetoric, American and comparative literature, reporting, copy reading, headline writing, history and ethics of journalism, editorial writing.

The examination is open to students in advanced journalism at the University, and is voluntary. The results are expected to be indicative of the average knowledge of newspaper men, and to set a standard for those expecting to enter newspaper work.

Prof. Murphy was formerly with the department of journalism at the University of North Dakota. He is the editor of the Journalism Bulletin, official quarterly of the American Association of Teachers of Journalism.

FORESHADOWED EVENTS

- April 13—Tax Publication Case before Supreme Court, Washington, D. C.
April 15-17—U. S. Navy Entertaining Newspaper Men on Trip from San Francisco to Hawaii.
April 16—Sphinx Club, "Ladies' Night," Waldorf-Astoria Hotel, New York.
April 17-18—Pacific Slope Newspaper Conference, Portland, Ore.
April 20-21—Associated Press, annual meeting, Waldorf-Astoria Hotel, New York.
April 22-23—American Newspaper Publishers' Assn., annual convention, Waldorf-Astoria Hotel, New York.
April 25-28—Georgia Press Assn., annual convention, Savannah, Ga., with trip to New York.
April 25-May 2—League of American Pen Women, Inc., annual authors' congress, Washington, D. C.

Daily Asks Radio Service

The Canadian Press has received a request from the Dawson News, an evening daily, and from a tri-weekly paper published at Mayo, Yukon Territory, for a news service by radio from Edmonton, Alta., land toll rates being prohibitive.

Cavendish Promoted

Henry Cavendish was this week made night city editor of the Washington Herald. He came to Washington a few weeks ago from New York, where he was formerly connected with the New York American and the Daily News.

Daily Conducting Old World Tour

Sixty people will take the Old World tour, conducted by the Brooklyn Eagle,

which will extend from April 27 to July 20, this year. The trip includes a visit to all the leading countries along the Mediterranean, Southern France, Spain, and a motor journey through England and Wales.

DAILY CONDUCTS CITY POLL

Yonkers (N. Y.) Statesman Finds Sentiment on City Manager Plan

The Yonkers (N. Y.) Statesman has just completed the taking of a poll on the question "Should Yonkers Have a City Manager?"

The poll was carried out by the paper without any outside aid and 36,190 enrolled voters in the city were sent double postcards. The poll was secret and answers were received from 6,954 voters, about one-fifth of the total enrollment.

At the final counting the tally stood 4,026 favoring a city manager and 2,928 in opposition. The counting of the ballots and tabulation was done by J. Noel Macy, poll editor, and a staff of assistants.

Eleven prominent persons, including city officials, acted as official tellers and checked up on the work of the Statesman staff. They then issued a formal statement confirming the election results.

The poll attracted considerable attention in all sections of the city since the subject had been discussed by a majority of the civic organizations there.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF EDITOR & PUBLISHER

published weekly at New York, N. Y., for April 1, 1925.

State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared J. B. Keeney, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, business manager, promotion manager and circulation manager are:

- Publisher, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.
Editor, Marlen E. Pew, Wading River, L. I., N. Y.
Managing Editor, Arthur T. Robb, Jr., 175 Linden St., Rockville Centre, L. I., N. Y.
Business Manager, J. B. Keeney, 609 West 173d St., New York, N. Y.
Promotion Manager, Fenton Dowling, Deuville, N. J.
Circulation Manager, George Straub, Y. M. C. A., 8 E. 3rd St., New York, N. Y.

2. That the owners are: THE JOURNALIST CO., 63 Park Row, New York, N. Y.; James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

J. B. KEENEY, Business Manager. Sworn to and subscribed before me this 1st day of April, 1925.

HENRY F. REALANDER, Notary Public, Bronx County No. 16, Reg. No. 2626. Certificate filed in N. Y. Co. 204, Reg. No. 6198. Commission expires March 30, 1926.

NO WONDER ILLINOIS IS RICH

Within the boundaries of Illinois lies the mineral center of the United States. It ranks fourth for total mineral output.

The chief mineral output of Illinois is coal, the producing coal fields having an area of about 42,900 square miles. It also produces lead and zinc ore and has the largest zinc smelters in America. Illinois also has extensive deposits of sand and gravel, and also vast deposits of clay and limestone.

Illinois has come to be one of the leading states in the manufacture of cement and clay products. Deposits of ganister glass, sand and oil shale are also found which may ultimately become of considerable economic importance.

Petroleum and natural gas rank second in importance to coal, this fact placing Illinois ninth among the states in this industry.

These you understand, are natural resources again, do you wonder that Illinois is rich?

These Illinois daily newspapers are the intimate home papers. Use them regularly.

Table with 3 columns: Publication Name, Circulation, Rates for 2,500 Lines, Rates for 10,000 Lines. Includes entries for Aurora Beacon-News, Chicago Herald & Examiner, Chicago Daily Journal, etc.

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

DOLLAR \$ \$ PULLERS

BUSINESS TICKLER



Double trucks may be built around this idea.

A NOVEL circulation stunt is used by the *Bronxstoner* (Ind.) *Banner*, a weekly. When a reader pays his subscription or when a new subscriber pays, he is not given a receipt, but instead his name is printed in the paper in a column headed "Here's Your Receipt." A star is printed in front of the names of all new subscribers. The plan has many advantages. People like to see their names in print. People read the column to see who takes the *Banner* and to see if people have changed their addresses, and in every way it is good promotion policy for the newspaper.—Norman J. Radder, Bloomington, Ind.

New England newspapers are planning to tie up local advertising with the campaign now in prospect, since the recent widespread earthquake, of insurance companies doing business in that territory to popularize earthquake insurance, written at attractively low rates as an adjunct to the policies already in force covering other hazards. There are some 15 or 16 states, all in the so-called earthquake zone, in which the same idea is applicable, since the same need exists. Tactfully handled, it should boost local line for the next few months.—A. S. Beane, Albany, N. Y.

Why not run as a weekly feature a page of advertisements of merchants who are in a position to take good care of telephone orders? The idea would be to get a good cut of a telephone, and feature it down the center of the page with a few choice words calling attention to the advantage of ordering by phone from merchants who are organized to handle such orders. Many diversified businesses are good prospects for a page of this nature and it should not be difficult to put over for a good long run.—Harold

ATTENTION PUBLISHERS

C. B. HOLLISTER can be reached at the Ambassador Hotel, New York City, until further notice. Newspapers confronted with circulation problems and desiring large immediate paid-in-advance circulation gains are invited to communicate. In position to conduct one more big campaign before July 1st.

HOLLISTER
CIRCULATION ORGANIZATION
711-715 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

Nuttall, c/o *Bellaire Daily Leader*, Bellaire, Ohio.

Inasmuch as National Garden Week and Forest Protection Week will start this year simultaneously on April 27, a most excellent opportunity is afforded for special ads from the shrubbery, flower, seed and hardware merchants, calling attention to their offerings at this time.—C. M. L.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

WAR is now being waged on salacious magazine dealers in Denver, as a result of a campaign instituted recently by the *Rocky Mountain News* in its news and editorials columns. Wide comments are being heard on the streets, and the district attorney has given out an interview on the penalties imposed for sale of indecent magazines. Women's clubs and numerous pastors have taken a progressive stand on behalf of the campaign. Perhaps this campaign would be welcomed in your town. It is certain to make friends for your paper.—F. J. McEniry, Denver.

Why not try publishing photographs of the announcers at the various local radio stations in your town? The *Philadelphia Evening Bulletin* began it and the radio editor was so besieged with requests for insertion of aerial favorites that after the announcer's photos were used, those of weekly speakers were used and after that, since interest had not abated, as shown by letters and telephone requests, occasional speakers' photographs were inserted.—M. S. Maloney.

Night clubs, private dining rooms, etc., always thrill the public. In our

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th floor OCCIDENTAL BLD.
INDIANAPOLIS, IND.

There are numerous stores in your city that cater strongly to credit trade. What are these stores? Perhaps they will come in on a page of ads with a heading reading like this: "YOUR CREDIT IS GOOD AT THESE STORES." Such a page would be different from the usual run and so should not be difficult to sell.—Frank H. Williams, Santa Ana, Cal.

Ever try this stunt? Send out some letters to rural non-subscribers on a "blank form," with a sample copy and a stamped, self-addressed return envelope, and ask them to check off the points they like and those they dislike about the paper. Most of them will respond and the data they provide you will be valuable. In addition, you will find many appreciating the fact that you are trying to please the reader and these will enclose orders with their replies.—B. A. T.

day and age such forms of recreation are extremely popular and many stories as to the wild times held in these places are always current. In view of this a reporter might pay an unknown visit to each of the clubs in your town and get the facts of the case and his findings will make a mighty good feature and also may result in a real public service.—C. E. Pellissier, Boston, Mass.

"If Rip Van Winkle Came Back" is the overline under which the *Richmond (Va.) Times-Dispatch* is publishing a series of pictures showing business and residential blocks as they were 25 or

A New RUBY M. AYRES SERIAL "Broken Off"

Furnished in Daily Instalments with Synopsis
RELEASED BEGINNING MAY 18

Write for Sample Instalments

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Thomas W. Briggs Company
Memphis, Tenn.

Originators of the Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

DOWN THE ROAD

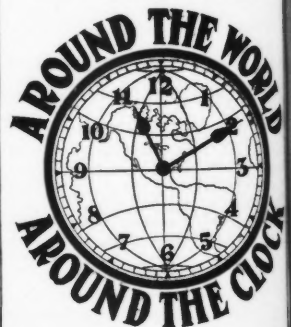
Direct Humor
Unflagging Human Interest

This weekly cartoon by Beck with a motor car background is served in 3-col. as well as 4-col. size and is the companion release to Beck's strip "Gas Buggies" but may be taken independently.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York



GUS and GUSSIE
By JACK LAIT

Great new daily comic strip will amuse millions. Don't watch it grow—grow with it!

KING FEATURES SYNDICATE, Inc.
241 W. 58th St. New York City

Better Than Statistics!

“Great figures, those,” said one of our good advertisers in Baltimore when we showed him our latest circulation figures—“but I don’t need them.”

“Why?” we asked.

“Because I know where my results come from,” was the answer.

The overwhelming local advertising patronage of the Sunpapers is the result of a day-to-day checking of definite results from definite items.

The wise national advertiser follows the local one as closely as the detective assigned to the President follows him.

It’s a safe system.

The Sunpapers have plenty of impressive figures, but what pleases the advertiser most is the impressive results he gets from his Sunpaper advertising.

Average Net Paid Circulation for March, 1925

Daily (M. & E.) . . . 248,663

Sunday 183,957

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

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

THE
MORNING



EVENING

SUN
SUNDAY

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

Some Day You'll Do It Why Not Now?

The good plan on the opposite page was proposed first in 1919 and its logic stands the test of time.

If advertising is good for you to *sell*, it is just as good for you to *buy*.

Won't you as a publisher introduce this plan or a similar one for discussion at the A. N. P. A. convention in New York?

Read it. Improve it. Then *act!*

Your trouble will be repaid a thousand fold.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco



TO THE A. N. P. A. CONVENTION, NEW YORK, APRIL, 1925

An Invitation to Newspaper Publishers and Representatives to Subscribe Money for a Campaign to Advertise the Advantages of Newspaper Advertising

To start the ball a-rolling the E. Katz Special Advertising Agency will contribute \$1,000.
The primary object is to increase national advertising in Newspapers.

The Plan

We propose that a campaign be laid out to include advertising trade papers, periodicals appealing to the big executives (including bankers) not likely to be reached otherwise, newspapers in advertising centers, trade papers for retailers and jobbers, and direct by mail advertising, all to co-ordinate with the personal work of the Bureau of Advertising of the A. N. P. A. To avoid irrelevant controversy it is best not to suggest names of periodicals at this time.

Newspapers to Subscribe \$5 per Thousand Circulation

An appropriation of \$100,000 is reasonable but if only \$25,000 can be collected now, let's start with that.

We propose that Newspapers subscribe on the basis of \$5.00 per thousand circulation or fraction thereof, as of March 31st, 1925, 6 months' daily average, paid, as per P. O. statement. Thus if only 100 newspapers subscribe, ranging from 5,000 circulation to 500,000 and more giving a general average of 50,000, the fund will be \$25,000. For instance, a paper with 10,000 circulation would contribute \$50.

Representatives to contribute any amount they choose.

The handling of the funds, the preparation and execution of the campaign, to be under the direction of the Bureau of Advertising co-operating with a committee of publishers and representatives appointed by the Bureau. The final authority to be the Director of the Bureau. All mediums to be selected impartially on a business basis without regard for personal friendship or contributions.

Development

The effective personal work of the Bureau of Advertising has proved its value. The Bureau today has a splendid working organization with offices in New York, Chicago and San Francisco. The pioneering for Newspapers deserves wholehearted support.

The Bureau has demonstrated that "the machine works." Further results will be in proportion to money contributed by publishers. The next and logical step is to give the Bureau of Advertising the support of a properly balanced advertising campaign.

The situation is somewhat like that of a manufacturer with his good product already

on the market, with his personal sales organization now functioning properly and with distribution expanding logically, and so his next step is an advertising campaign that will best co-ordinate with his sales organization.

The Bureau of Advertising through personal work can reach only a limited number of prospects and cover a comparatively limited territory.

An advertising campaign can multiply the Bureau's splendid work many fold. Advertising would reach countless executives, all of the principal trade centers, in fact it would be working everywhere, all the time.

For Example

Newspapers want to convince the financial men who know nothing or little about advertising. And pretty soon you will find that some bankers, some Boards of Directors, will no longer authorize money for advertising in territory where the Company has no distribution or where the Company cannot sell at a profit.

Newspapers want to convince the sales managers who understand zone merchandising and show them how best results can be obtained through zone advertising.

Newspapers want to convince the advertising manager who is buying color in magazines merely for color's sake. He should first outline the job he has to do and then buy the form of advertising which will best attain the object.

Newspapers want to convince the national advertiser who sends to his retailers and jobbers a list of five women's magazines he is using and makes this unqualified statement: "This advertisement goes into five out of every eight homes in every community in the United States, which includes practically all of the best homes in your town." (sic)

Newspapers want to give the retailers and wholesalers a better idea of what advertising can do and what it can not, and what form of advertising can best help them.

Why, the opportunity for the Newspapers is unlimited. What to say, how, where and to whom, are obvious to the man who knows what Newspaper advertising can do. This is not the place to point out the myriad advantages of Newspaper advertising—its timeliness, its complete coverage, its saturation, its adaptability, its quick action, its flexibility, its low cost, its big results, its

dual consumer and trade effect—this is not the place to amplify those things. You Newspaper publishers know them. It is your daily business, your stock in trade.

Commercial Research Possibilities

And ultimately this little start will surely lead to the establishment of a Commercial Research Organization second only to departments of the United States Government. There is only one really great research department in advertising circles today, and, to his credit and profit, fostered by one publisher. Everyone knows that his organization can present to most manufacturers facts about markets and selling not only convincing, but nothing short of amazing.

Now if one lone publisher can do that, balance his opportunity and success against the combined resources of the Newspapers of America!

Advertising is not on trial here. What publisher will deny that the same selling force through advertising properly directed, can do at least as much for Newspapers as it can do for the advertisers in the publisher's own Newspaper?

Appeal for Action

The question is, what is an equitable subscription basis and who will put up the money?

Many will contribute and few will immediately benefit, and some will gain who give nothing. But if we are in a good business, let's show our faith in it.

There is not the slightest doubt in our mind that such a campaign to develop National Newspaper Advertising will be not only a paying investment in lineage, but also a definite factor in raising the standard and understanding of advertising practise.

Our check for \$1,000 has been forwarded to Mr. William F. Rogers with the respectful suggestion that this plan be submitted at the April, 1925, session of the A. N. P. A. This contribution is contingent upon the collection of a minimum of \$25,000 to be spent in various forms of printed advertising to start as soon as possible in 1925 and to cover not more than 12 months.

Therefore, we urge that the A. N. P. A. adopt in principle this or a similar plan, the details to be worked out by a committee duly appointed, and that an effort be made to start the subscriptions in open meeting at the present session.

E. Katz Special Advertising Agency

Established 1888

West 40th Street
NEW YORKHarris Trust Building
CHICAGOWaldheim Building
KANSAS CITY22 Marietta Street
ATLANTAMonadnock Building
SAN FRANCISCO



The Big Market's Big Paper

THE paper which most people read is the paper in which the most people have confidence. The reader-confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is so much greater than that of any other Philadelphia paper.

The Bulletin goes into practically all of the 412,000 separate homes of the city and 100,000 more outside of the city limits.

Philadelphia is a huge market of nearly three million people—third largest in America—instantly available through one newspaper, at one cost.

With over half a million copies daily The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.



The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

