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No. 3

Billions the Tax Collector Doesn't Touch Can Buy Nationally Advertised Goods

Fallacy of Coincidence Between Circulation Figures and Income Tax Roster Exposed by Bureau of Advertising Analysis of Market Cultivation Through Daily Papers

"MARKET CULTIVATION" has become a standardized phrase in national selling.



WILLIAM A. THOMSON

It marks a comparatively recent realization that it pays to sell merchandise where and when people want it—and have the money to buy it. Changes in national advertising methods have come with this newer objective in distribution. The sales manager who searches the continent for good markets, works with the advertising man who seeks the best means of "covering" these markets.

Those who sell advertising, quick to grasp the needs of the hour, turn their energies toward compilations that prove "market coverage" for their several mediums.

Economists encourage careful market study as a means of combating higher selling costs. Secretary Hoover gave weight and impetus to the idea by declaring to the National Distribution Conference that one notable cause of economic waste was expenditure of "effort and money in advertising and sales promotion without adequate information on which to base" the effort.

Experience with competition constantly spurs the national advertiser to intensify his search for "logical markets."

Advertising, therefore, like selling, goes on a specific rather than a general mission today. Its job is to sell the goods where the goods are offered for sale.

It may be argued that many advertisers still use advertising for "general results" to "impress the trade," to "influence the dealer." Yet this advertising usually is made to represent a very definite consumer objective. It may appear to be merely a gesture for the retailer's benefit, a "flash" to arrest his interest in a product he is asked to stock. Yet it is interpreted to him in figures purporting to show its influence upon portions of his trade—his own customers. Sometimes he is induced to "tie in" with it in his own advertising.

A few years ago there began much discussion of the "trend toward newspapers" in national advertising. This trend has gone hand-in-hand with the movement in merchandising toward market cultivation. One after another, national advertisers have admitted the soundness of basing sales activity upon market analysis and have called upon newspaper advertisements to sell their goods in the sections chosen for their operations.

Whatever differences of opinion may exist among national advertisers concerning mediums, the value of newspaper advertising is universally recognized. Whether the advertiser buys newspaper

This clear and masterly exposition of the elasticity, range and penetrative quality of newspaper advertising is taken from a book to be issued next week by the Bureau of Advertising of the American Newspaper Publishers Association. The book was written by William A. Thomson, director of the bureau. Extensive statistics supplement the chapter quoted on this page, several pages being credited to EDITOR & PUBLISHER International Year Book. A survey of the Canadian market by Arthur Partridge, manager and secretary of the Canadian Daily Newspapers Association, is also included.

advertising or urges his dealers to buy it, he sees in it the almost indispensable medium in the modern program of market cultivation.

In 1925, approximately \$220,000,000 was invested by national advertisers in newspaper campaigns.

Important as newspaper advertising has been in the development of this modern idea in selling, it is becoming even a greater factor as the study of markets progresses and as distributors learn more about buying habits and buying power.

A new army of purchasers is abroad in the land. Old indices showing the ability to buy are constantly being revised. Great groups of the population, classed in the past as non-purchasers of articles once considered luxuries or semi-luxuries,

are now absorbing impressive quantities of this merchandise.

Now more than ever it pays the advertiser to reach newspaper readers because—

The vast majority of all who buy is included in the millions who read a newspaper every day, and because

The localized character of newspaper circulation permits market cultivation (a) in the sections where sales resistance is least (b) at the time when the market is able to absorb the product.

There are many ramifications of this situation which emphasize the unique character of the newspaper as a modern advertising medium. It may be interesting to discuss some of these in detail.

It is safe to assume that the people who

pay income taxes also read newspapers. But it is dangerous to proceed on the theory that only this portion of the newspaper reading public does all the important buying.

Economists generally agree that the income tax payer was never a true index to the buying power of the population. And yet, a great deal of advertising has been sold on the suggestion that the circulation offered represented "an income-tax-paying clientele." As a matter of fact, there is more than a suspicion that the income tax payer as an index to buying power was largely the invention of advertising solicitors who saw a numerical similarity between the circulation of their publications and the number of income tax payers in certain localities.

An early awakening to the "income tax index" fallacy was the fact that there were over twice as many automobile owners as there were income tax payers. The possession of an automobile in itself suggested a purchasing power that could not well be overlooked.

Perhaps a more specific revelation came through studies of states and market groups. Some of these studies showed that certain states listed as poor markets according to the number of income tax payers stood very high in average individual earning power. Furthermore, it was clearly demonstrated that the buying power of the family with less income than the taxable minimum depended somewhat upon where that family lived. This was particularly true of rural communities in which any attempt to judge purchasing power by the number of tax payers resulted in a very inaccurate picture of true conditions.

It is obvious that the farmer's dollar of income may well go farther than that of the city dweller, whose expenditure for things which the farmer gets for little or nothing adds to his overhead and reduces his budget for fluctuating expenditures. Also it is difficult for the average farmer properly to compute his income. With approximately 48 per cent of the people living in the rural districts, an index to buying power which does not clearly reckon with this element of the population cannot be worth very much. And in passing, let us remember that the farmer, like the city dweller, is a newspaper reader.

With the new income tax law in effect, which exempts individuals with \$1,500 incomes and families with \$3,500 incomes the number of income tax payers promises to be reduced by about 2,500,000 or about one-third of the previous total. This still further discounts the income tax report as a buying index.

Returns based upon 1923 income tax payments showed that the estimated total income of tax payers was something over \$24,000,000,000, while the estimated total income of individuals, tax-payers and non-tax-payers, was approximately \$70,000,000,000.

A consideration of these figures in the light of the above mentioned facts has turned the attention of market analysts to

MAY ADVERTISING REACHED RECORD TOTAL

MAY advertising in Greater New York newspapers totaled 16,324,002 agate lines, a gain of 1,484,650 lines, of 10 per cent over the same month in 1925. All records for the month were broken by the grand total and by the lineage of seven papers. Losses were shown by six of the 15 papers listed. Comparative tables follow.

Pages	1925	1926	Percentage of total space	1926	1925	Gain	Loss
1,432	1,436	American	7.6	1,246,514	1,305,710	59,196
1,720	1,440	Herald Tribune	10.8	1,755,726	1,420,874	334,852
2,208	1,870	Times	17.2	2,804,854	2,468,638	336,216
1,532	1,342	World	10.6	1,741,064	1,517,238	223,826
844	832	*Mirror (Tabloid)	1.8	297,460	342,240	44,780
1,428	1,212	News (Tabloid)	4.1	671,102	560,910	110,192
1,144	1,222	*Evening Graphic	2.0	328,988	1,286,218	42,770
1,178	1,220	*Evening Journal	8.0	1,300,282	1,306,756	6,474
804	888	*Evening Post	2.6	417,030	439,756	22,726
818	726	*Evening World	5.2	840,992	758,388	82,604
1,102	906	*Sun	8.5	1,379,052	1,224,274	154,778
606	586	*Telegram	3.1	510,600	614,762	220,466
1,362	1,282	Brooklyn Eagle	11.2	1,834,446	1,613,980	104,162
740	608	Brooklyn Times	4.0	655,606	425,146	230,460
510	598	Standard Union	3.3	540,286	554,462	14,176
17,428	16,168	Totals	16,324,002	14,839,352	1,484,650

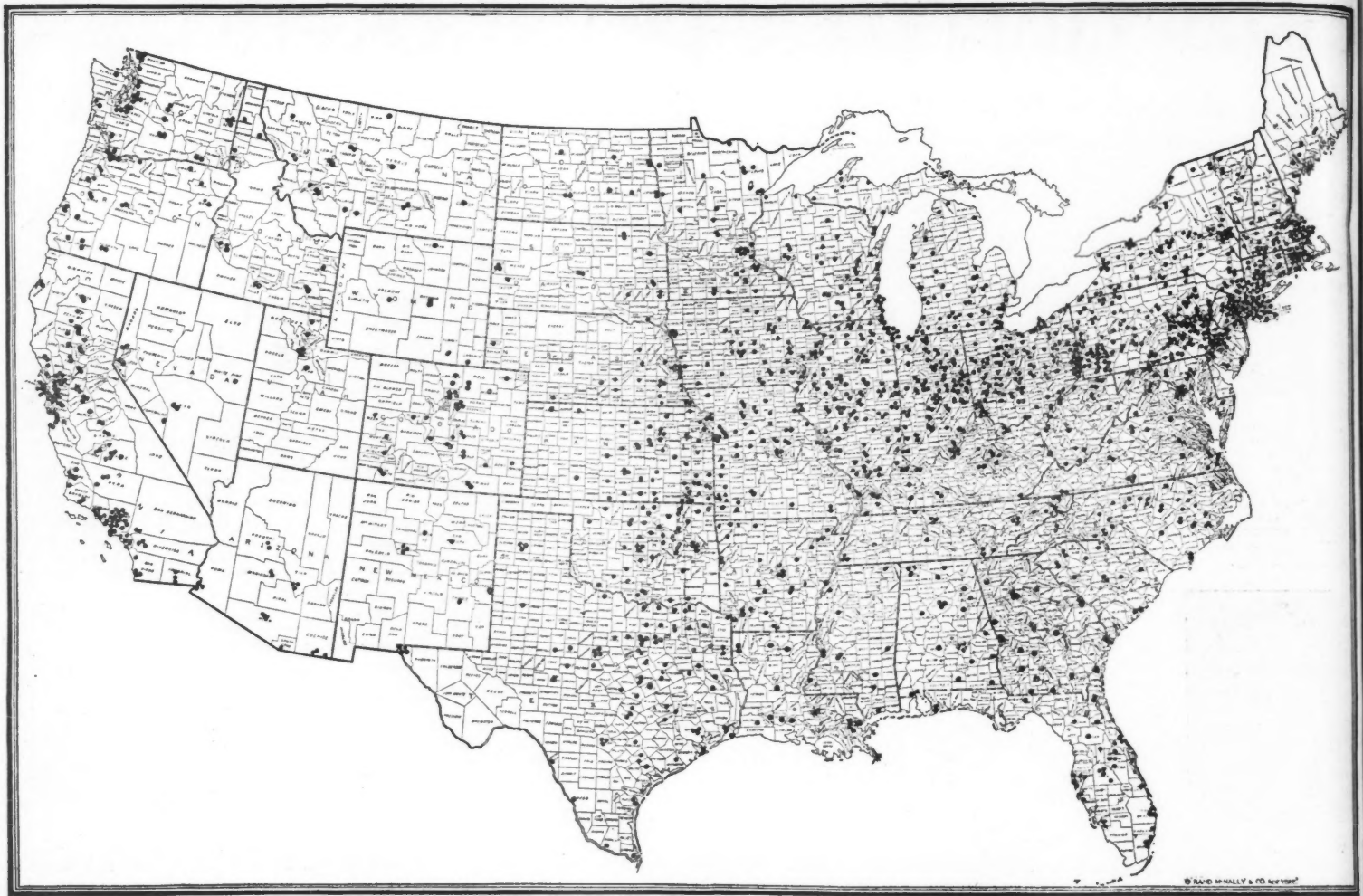
* No Sunday edition.

† Sunday Graphic discontinued September 1, 1925; 146,790 lines for 5 Sundays included.

	1926	1925	1924	1923	1922	1921	1920
American	1,246,514	1,305,710	1,373,016	1,098,586	953,808	976,780	1,046,262
Herald Tribune	1,755,726	1,420,874	1,155,880	879,172	768,392	1,172,520	1,214,588
Times	2,804,854	2,468,638	2,327,628	2,261,944	2,162,080	2,092,816	2,315,637
World	1,741,064	1,517,238	1,509,218	1,659,338	1,459,432	1,355,588	1,748,420
Mirror (Tab.)	297,460	342,240
News (Tab.)	671,102	560,910	520,318	369,148	283,848	225,780	146,922
Evening Graphic	328,988	286,218
Evening Journal	1,300,282	1,306,756	1,326,084	1,255,888	1,092,622	972,914	857,792
Evening Mail	539,638	540,384	526,602	608,468
Evening Post	417,030	439,756	381,770	394,472	347,628	507,784	539,344
Evening World	840,992	758,388	672,730	765,230	808,762	766,590	919,444
Globe	782,358	642,466	572,700	725,218
Telegram	1,379,052	1,224,274	1,176,648	966,206	945,362	738,274	748,400
Brooklyn Eagle	1,834,446	1,613,980	1,656,552	1,639,608	1,450,720	1,336,286	1,334,474
Brooklyn Times	655,606	425,146	379,998	358,436	314,752	291,874	295,894
Standard Union	540,286	554,462	642,554	713,394	706,818	595,898	783,090
Totals	16,324,002	14,839,352	13,938,118	15,345,674	14,152,412	13,648,686	15,059,423

†† Sun and Globe combined June 4, 1923; page changed to Sun March 10, 1924.

††† Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.



Location and number of daily newspapers in the United States—each of the 2,000-odd dots represents a newspaper.

the wage earner. Merchandising study is more and more directed toward this all-inclusive group which takes in not only the artisan and the clerk, but the executive who draws a salary.

The vastly improved condition of the wage earner since the war, the steady increase in wages paid, brought with it the creation of a new class of buyers who had the desire to enter certain fields of purchasing and the ability to gratify that desire.

In this connection consider for a moment a few significant figures from the booklet "Installment Buying" by the Farmers Loan & Trust Company.

In 1920 there were 20,915,612 savings bank depositors. In 1925 this number had increased to 43,850,127—more than one-third of the entire population. The total amount of life insurance in force in 1920 was \$35,091,538,279 as against an estimated \$72,000,000,000 in 1925. The total wages and salaries paid by all branches of industry in the continental United States in 1918 amounted to about \$32,076,000,000 as against \$40,000,000,000 in 1925.

It is estimated that in the past ten years the number of persons holding stock in the United States has been increased by 3,500,000 and the number of persons holding bonds by 2,500,000, so that today it is believed more than 15,000,000 persons own securities.

It is said that 7,000,000 families live in homes which they own free of encumbrances, while 4,000,000 are purchasing homes on which they still carry mortgages. The building and loan associations are credited with assets of \$5,000,000,000.

Out of the improved position of the wage earner has grown one of the most important factors in modern merchandising—installment buying. Whether or not installment buying as practised today represents a sound economic condition for all products need not be discussed here. The fact remains that it is a condition which must be reckoned with by the

manufacturers and sellers in an ever-increasing number of fields.

It is estimated that 17 per cent of all merchandise sold at retail is now sold under the installment system. But this general percentage only remotely suggests the enormous sales on credit in certain lines of industry.

*The following table shows the sale of products during 1924 in eight important industries, including necessities, semi-necessities, and luxuries, together with the estimated percentage of sales made under the installment plan:

	Retail Value	Sold on Installment	Per cent
Automobiles	\$2,910,082,505	\$2,182,561,878	75
Wash'g mach.	88,000,000	69,000,000	75
Vac. cleaners	69,000,000	44,850,000	65
Phonographs	70,000,000	56,000,000	80
Furniture	765,000,000†	..
Pianos	100,000,000	40,000,000	40
Jewelry	400,000,000	100,000,000	25
Radio	300,000,000	39,000,000	13
	\$3,937,082,505	\$3,293,411,878	

**"Installment Buying"—The Farmer's Loan & Trust Company.

†Estimated.

Automobile sales in 1925 amounted to \$3,750,000,000, as compared with sales of \$2,791,000,000 in 1920. Just what percentage of the 1925 sales were made on the installment plan is not determined as this book is printed but it is believed that more than 75% were so disposed of.

Newspaper advertising has played an important part in building up the enormous consumer sales in all these lines. This is particularly true of the automobile industry. The past two years have seen a concentration of advertising appropriations by the leading manufacturers in newspaper advertising, so that today the bulk of all money invested in motor car advertising goes to daily and Sunday editions. And it is doubly significant to note that this policy has been adopted by the makers of the highest priced cars, as well as those who produce the inexpensive lines.

The policy of the General Motors Company is interesting in this connection. This vast enterprise, which turns out motor cars to meet every class and income, has steadily increased its investment in newspaper advertising because the newspaper advertisement fits its policy of market investigation and cultivation and drives for sales timed to meet the market's ability to absorb cars. The importance it places upon newspaper advertising is perhaps best illustrated by the following figures, which show the amount spent in advertising some General Motors lines in the newspapers during 1925:

†Chevrolet	\$1,500,000
Buick	900,000
Oldsmobile	600,000
Cadillac	500,000
General Motors (Institutional)	300,000
	\$3,800,000

†Includes dealers' co-operating advertising.

A very large increase in newspaper advertising appropriations has also been noticeable among manufacturers of vacuum cleaners and washing machines. Manufacturers in these lines have relied upon careful market analyses for the development of a volume of sales and are using newspaper advertising extensively to cover the markets they selected.

The Maytag Company, which is estimated to have spent \$1,000,000 in newspapers in 1925, has this to say on the subject:

"One of the greatest values we have found in newspaper advertising, as far as the sale of washing machines is concerned, is in the fact that we can control the distribution of our national circulation to those areas where we have a dominant distribution of machines. Newspaper advertising also is very flexible, making it possible for us to cope with certain situations requiring more or less than the average amount of pressure and special attention.

"The first factor that has been especially valuable is our ability in news-

paper advertising to localize all of the newspapers coming in to a certain section or town by listing at the bottom the local dealer's name as the dealer for that vicinity.

"In some papers the list of our dealers' names at the bottom takes up almost as much space as the ad itself. This shows the prospective purchaser whom the nearest dealer is, in addition to carrying the impression that it is a well represented and widely distributed product."

Among the successful radio manufacturers, market analysis goes hand in hand with newspaper advertising. The wise radio maker has searched not only for markets able to absorb his product, but for localities in which his set gives the best service.

It was inevitable in this newest of industries that a few companies should make rather costly mistakes in trying to "nationalize" their goods without regard to sectional conditions. They "advertised to the map," apparently ignoring local factors governing "reception" and broadcasting, as well as market potentiality. They anticipated sales by over-production and the results have been seen in many cities in the "bargain offers" of radio sets announced by department stores in the newspapers.

But the leaders in the radio industry are building substantially. In this connection a significant statement by the Stromberg-Carlson Company, with special reference to its use of newspaper advertising, will prove interesting:

"One marked advantage which newspapers seem to have over general magazines is that newspaper advertising seems to have a stronger appeal to the dealer than other forms of advertising. This is obvious, considering that a dealer always is willing to co-operate with you on a newspaper advertising campaign, whereas there is little opportunity of getting co-operation on a general magazine campaign. Some advertisers have ob-

(Continued on page 44)

CLAGUE CHAMPIONS "NEWSIES" BEFORE I. C. M. A.

Constant Turn-Over of Boys Is Hurting Newspapers, A. B. C. Director Asserts—Charles Payne, Indianapolis Star, New President—A. N. P. A. Offers Aid—Clubbing Resolutions Tabled

AN earnest plea for better treatment of the American newsboy was made this week by Stanley Clague, managing director of the Audit Bureau of Circulations, addressing the 28th annual convention of the International Circulation Managers' Association in Philadelphia.

Charles M. Payne, circulation manager of the *Indianapolis Star*, was elected president to succeed E. R. Hatton of the *Detroit Free Press*. Harold Hough, circulation manager of the *Fort Worth Star-Telegram*, was advanced from second vice-president to first vice-president, in accordance with the association's tradition. Mr. Hough is in line for the presidency a year from now.

A spirited contest ensued for the second vice-presidency between two Pennsylvanians. J. M. Annenberg, circulation director of the Curtis-Martin Newspapers forged to the front on the fifth ballot ahead of Royal W. Weiler, *Allentown Call*.

Atlanta won the convention's approval for the 1927 meeting, the invitation being presented by John T. Toler, *Atlanta Constitution* and John D. Simmons, *Atlanta Journal*. Memphis also invited the I. C. M. A. for next year.

"The constant turn-over of boys is hurting the newspapers seriously," Mr. Clague asserted. "And you all know the reason for this turn-over—the treatment the carriers are receiving in un-economic efforts to force the sale of papers."

"Subordinates to the circulation managers are chiefly at fault, I admit. But you are directly responsible. You know what is going on. And you should put a stop to it."

Mr. Clague said he had noted himself and had received repeated reports of "padding" the carrier orders. Boys are being made to take out more copies than they can sell and are being refused returns, he claimed.

"Some circulation managers are so zealous to increase their papers' circulations that they slip in two, three, four, five or many more extra copies a day into the bundles of their carriers," he continued. "The boys can't sell them all, but must pay for them. This isn't doing you any good, the paper any good, or the boys any good."

The largest attendance in the association's history, nearly 300, filled the Crystal room of the Benjamin Franklin Hotel, where important circulation problems were discussed during three days of morning and afternoon sessions. The annual banquet was held June 9, with Mayor Kendrick, Cyrus H. K. Curtis, D. B. G. Rose, President Hatton and Sidney Long, *Wichita Eagle*, speakers.

Mr. Curtis traced the history of the *Saturday Evening Post* since its establishment nearly 200 years ago by Benjamin Franklin. He gained control in June, 1897, paying \$1,000, when the circulation was around 2,000.

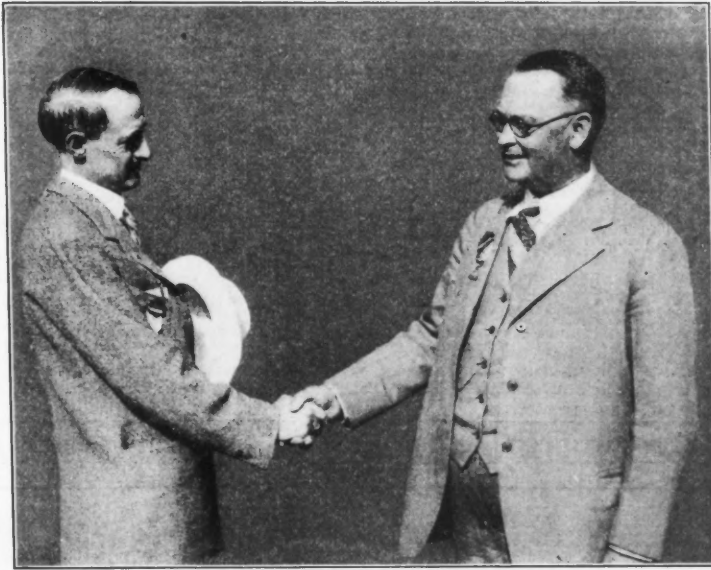
The chief essential of a newspaper, Mr. Curtis said, was its news. And to be of any value it must be accurate.

Wednesday was a busy day on the convention floor.

What looked at first like a fight against magazine clubbing offers fizzled out after a half-hour discussion. Two resolutions on the subject, submitted by John Schmid, *Indianapolis News*, were killed. One was moved tabled, and the second lost by viva voce vote.

L. B. Palmer, manager of the American Newspaper Publishers' Association, made a sweeping offer of service to the circulation managers. He told them about the expansion program of the A. N. P. A., and asked the association to suggest ways in which the growing organization might be helpful.

President Hatton appointed a committee, headed by Royal Weiler of the



Long Live the King! E. R. Hatton, retiring president, greets his successor, Charles Payne of *Indianapolis Star*, who advances from First Vice-Presidency.

Allentown Morning Call, and consisting of Mr. Payne, *Indianapolis Star*; Harold Hough, *Fort Worth Star-Telegram*; John M. Schmid, *Indianapolis News* and Sidney Long, *Wichita Eagle*, to meet with Mr. Palmer to see if there might be any definite help the A. N. P. A. might provide other than that which they had already received.

Mr. Palmer also told the circulators about the fight being made for the reduction of second class rates, and also discussed the present newsprint situation.

"Paper mills have vastly increased their newsprint capacities," Mr. Palmer said, "but newspaper circulations are growing so rapidly, and more pages are being added, that consumption is keeping up with the supply."

"The increase in consumption of newsprint amounts to 13 per cent, while the production has increased 14 per cent."

While he said there was no danger of any shortage, he urged the circulation managers to guard against wasting their newsprint supplies.

The resolutions regarding clubbing offers, which were last, follow:

"WHEREAS, the Audit Bureau of Circulations does not now require a publisher member to declare the prices received from subscribers for his individual publication when sold with one or more other publications in any clubbing offer by mail; and

"WHEREAS, it is the sense of the members of the I. C. M. A. that the price received from subscribers by the publisher for his individual publication—when sold with one or more other publications by mail in any clubbing offer be declared in A. B. C. statements;

"THEREFORE, BE IT RESOLVED that the I. C. M. A. in convention assembled at Philadelphia, June, 1926, recommends to the Audit Bureau of Circulations that some adequate rule be adopted to accomplish the purpose and effect of the following resolution:

"1. That, as to his statements to the A. B. C., it shall be made obligatory upon the publisher:

"(a) To declare the range of the amounts paid by subscribers, for his individual publication when sold with one or more other publications in any club or combination for one total amount which is less than the sum of the regular yearly prices published in the publications themselves, or is less

than the sum of the pro rata rates for odd terms:

"(b) To continue to declare as he now does, the range of the total amounts paid by such readers for such clubs or combinations of two or more publications.

"2. That these requirements shall be made obligatory upon publisher members in all divisions of the A. B. C.

"BE IT FURTHER RESOLVED That this resolution be made a matter of record in the minutes of this organization and copies be sent to the Audit Bureau of Circulations, Chicago."

The second was:

"WHEREAS, the Audit Bureau of Circulations now classifies various articles of merchandise used in the promotion of newspaper circulation as premiums, and places clubbing offers used in like manner, in a different classification, and

"WHEREAS, the International Circulation Managers Association believes that both 'merchandise' and 'clubbing offers' when used to induce non-readers to subscribe should be classified as premiums by the Audit Bureau of Circulation.

"THEREFORE, BE IT RESOLVED that the International Circulation Managers Association in convention assembled at Philadelphia, June, 1926, recommend to the Audit Bureau of Circulation that it classify all clubbing offers, made up of publications other than daily newspapers and when offered as inducements to increase or maintain its circulation of newspapers, as premiums:

"BE IT FURTHER RESOLVED that this resolution be made a matter of record on the minutes of this organization and copies be sent to the Audit Bureau of Circulations, Chicago."

"For example," Mr. Schmid declared, explaining the first resolution, "if I sell my paper at \$5 a year and use four magazines in a clubbing offer, paying \$1 each for a year's subscription to the magazines, whose regular price is \$9, but in combination are put out at \$6, I will show a cut of 33 1/3 per cent. It is unfair to me, I think, to have space-buyers believe that I am cutting my rate, when I am not. The A. B. C. report at present does not make this plain. The resolution is offered as a protection to the newspaper publisher himself. Without it the space buyer will think the newspaper price has been cut, when as a matter of

fact the onus is on the magazines. No newspaper publisher wants the space-buyer to think he is taking a cut in his subscription price, when he is getting the 100 per cent rate."

Mr. Clague and Mr. Chandler of the Bureau took active part in the subsequent discussion. Mr. Clague plainly showed he was against passage of the resolution, although he said he was glad at all times to receive recommendations from the circulators.

Mr. Schmid said he himself was neither for or against the resolutions. When O. O. Scattergood, *New York Evening Graphic*, rose and declared he believed the circulation managers were overstepping their province, and going into a publisher's problem, both were quickly disposed of.

The convention got under way at 10 o'clock Tuesday morning, with Mr. Hatton presiding. A record-breaking attendance of 187 for a first session was announced.

J. M. Annenberg, circulation director of the Curtis-Martin Newspapers, presented the association president with a gavel made from the wood of the old State House, where the Declaration of Independence was signed. It was the gift of Mayor Kendrick to I. C. M. A., he explained. The Mayor was unable to attend and make the presentation in person, as had been expected. He was represented by Dr. Thomas W. Davis, City Statistician, who welcomed the delegates.

J. A. Mathews, *St. Paul Dispatch and Pioneer Press*, responded, informing Dr. Davis of the history of the association, and telling him that in 1910 an I. C. M. A. convention had been held in Philadelphia.

On the motion of Sidney Long, *Wichita Eagle*, telegrams were sent to three past presidents, regretting their unavoidable absence.

The president's address was postponed from the morning until the afternoon session, and then Mr. Hatton spoke in tabloid style, in order to permit completion of the delayed program.

Thanking his subordinate officials for the co-operation during the year, he expressed disappointment that the membership of the association had not increased according to expectations. He said he was still hoping to see I. C. M. A. reach the 1,000 mark, and declared he would retire as "general and work hard in the ranks of the privates to interest more circulation men in the association."

J. J. Lynch, *Cleveland Press*, at this session moved that the date of the annual convention be set for later in the month, after school is over for the year, in order that wives and children might accompany delegates. This matter was referred to the board of directors for consideration.

New members elected to the association at this convention included:

- E. B. Aberle, Calgary (Alta.) Alhertan.
- George L. Adams, Seattle Times.
- E. F. Armstrong, St. Petersburg (Fla.) Times.
- Robert E. Ashley, Lima (Ohio) Morning Star.
- Paul M. Black, Tampa (Fla.) Globe.
- Dan Brown, Chicago American.
- Clyde Burgess, Chattanooga Times.
- John T. Calkins, Elmira (N. Y.) Star-Gazette.
- J. N. Chevrier, Montreal La Patrie.
- Abe Cohen, El Paso (Tex.) Herald and Times.
- F. M. Coker, Jr., Montgomery (Ala.) Advertiser.
- Roy E. Coker, Clearwater (Fla.) Herald.
- William T. Corbin, Greensboro (N. C.) News.
- Ralph B. Corn, Asheville (N. C.) Times.
- O. L. Cross, Oklahoma City News.
- Edward C. Davis, Beaumont (Tex.) Enterprise-Journal.
- W. P. Dyer, Houston Press.
- Jack Estes, H. L. Beck, Pittsburgh Post.
- Joseph A. Finster, Cleveland Press.
- Charles H. Gaston, Canton (Ohio) News.
- Edward G. Gay, Tucson (Ariz.) Star.
- William Giesman, St. Petersburg (Fla.) Times.
- F. Goldschmid, Memphis Commercial Appeal.
- John F. Greene, Cleveland Plain Dealer.
- W. H. Greene, Tampa (Fla.) Tribune.
- James E. Hennessy, Fall River (Mass.) Herald.

(Continued on page 36)

SAY TABLOIDS ARE STILL BUT "VOICES CRYING IN CIRCULATION WILDERNESS"

Standard Size Paper Circulators Sit in Haughty Silence While Tiny Gabriels Trumpet Their Doom—Experience of Louisville Herald-Post

TABLOID Gabriels trumpeted loudly at the I. C. M. A. Philadelphia meet this week. And for the most part silence greeted their blasts.

One man, H. W. Stodghill, Louisville Herald-Post, stood up bravely for the standard-sized paper. He alone refused to permit the tiny Gabriels with their shiny new circulations to trumpet his doom. His paper, he said, jumped with much ballyhoo into the tabloid class, and then, after losing many, many readers, jumped back to blanket size to win them back again.



H. W. STODGHILL

"Make ye the way! Make ye the way!" cried the tabloid men like new voices crying in the wilderness. "The tabloid is the new newspaper, the newspaper of today, the newspaper of the future—the standard sized paper is doomed."

Three "tabloidiers," like Dumas' men, thrust "straight to the heart." Two others were inclined to believe that after all the standard sized papers were not "doomed." The tabloids were simply developing new readers hitherto untouched by the old-fashioned press.

James Sullivan, New York Daily News; O. O. Scattergood, New York Evening Graphic; and Robert S. Weir, Buffalo Courier.

Those discounting doom were: Joseph Rowett, Washington News, and Nathan Sherry, Baltimore Post.

"The million circulation of the News is the only necessary answer to the question: 'what is the newspaper of the future?' was the contention of Sullivan in a paper read by M. W. Halmbacher, of the Oklahoma City Oklahoman and Times. Mr. Sullivan was unable to attend.

"They are like airplanes compared with the big gunboat standard newspapers," Mr. Scattergood said.

"Not long ago men were saying man will never fly; but man has flown. When the early automobiles sped along at eight miles an hour the old cry was 'Get a horse.' Now when tabloids are mentioned, you standard size circulators sing that song: 'It Aint Going to Rain No More.'

"Why, it's only begun to sprinkle tabloids."

Mr. Scattergood said he thought tabloidism's success lay chiefly in the small size and its condensation of news features.

"Tabloids are the airplanes of journalism," he concluded, "with enough speed now to carry them to even greater heights."

Rowett said the Washington Post and the Baltimore Post were the first tabloids to feature news over pictures or sex appeal, and have been successful.

Weir, Buffalo Courier, in a paper read, said that a year ago he was not sure that tabloids would succeed in small towns as they had in the larger centers.

"But I have found that they have remarkable sale even in country towns," he said.

Stodghill read the announcement published in the Louisville Herald Times when it changed into a tabloid from standard size Nov. 1, 1925.

This announcement was in effect that the tabloid was as different than the standard size paper as an automobile was from the old-fashioned stage coach.

"Lincoln's Gettysburg speech was a tabloid," the Herald-Post contended. "It

will live forever. Long speeches are out of date, so are the long articles."

The Herald-Post lost circulation as a tabloid, and on June 1, 1926, reverted to standard size without saying a word about it, Mr. Stodghill concluded.

TABLOID EDITION DROPPED

Louisville Herald-Post Returns to Standard Size on All Issues

Without previous announcement or subsequent mention in news or editorial columns the Louisville Herald-Post last week discontinued its morning tabloid edition and returned to standard size. Circulation of the morning edition after returning to the old form, showed an immediate increase in street sales of several thousands daily, it was stated.

The reasons for the change back to

standard size, according to an authoritative source, were that neither readers nor advertisers in Louisville liked the tabloid, and that Louisville was "too conservative" to welcome the new form and that awkward situations were encountered in carrying advertising over from the standard evening edition to the morning tabloid. Immediately after abandoning the tabloid size the Herald-Post added a night "Bull Dog" edition.

THE EARLY BIRDS

Entertained at a Party by Mr. and Mrs. J. M. Annenberg

Early arrivals at the annual convention of the International Circulation Managers Association in Philadelphia were guests at a dinner party June 6, given by J. M. Annenberg, circulation director of the Curtis-Martin Newspapers, Inc., and Mrs. Annenberg.

Those attending included: Charles Payne, Indianapolis Star, and association vice-president; Mr. and Mrs. A. Newman, New York Evening Post; Mr. and Mrs. L. M. Hammond, Boston Transcript; Mr. and Mrs. Tom Dowling, Cleveland Press and Pittsburgh Press; and Bert Pfaff, Indianapolis Star.

RETURN TO RAILROADS PREDICTED BY HIXON

Syracuse Post-Standard Circulator Sees United Effort Ending Excessive Rates by Carriers—Urges Careful Following of Postal Fight

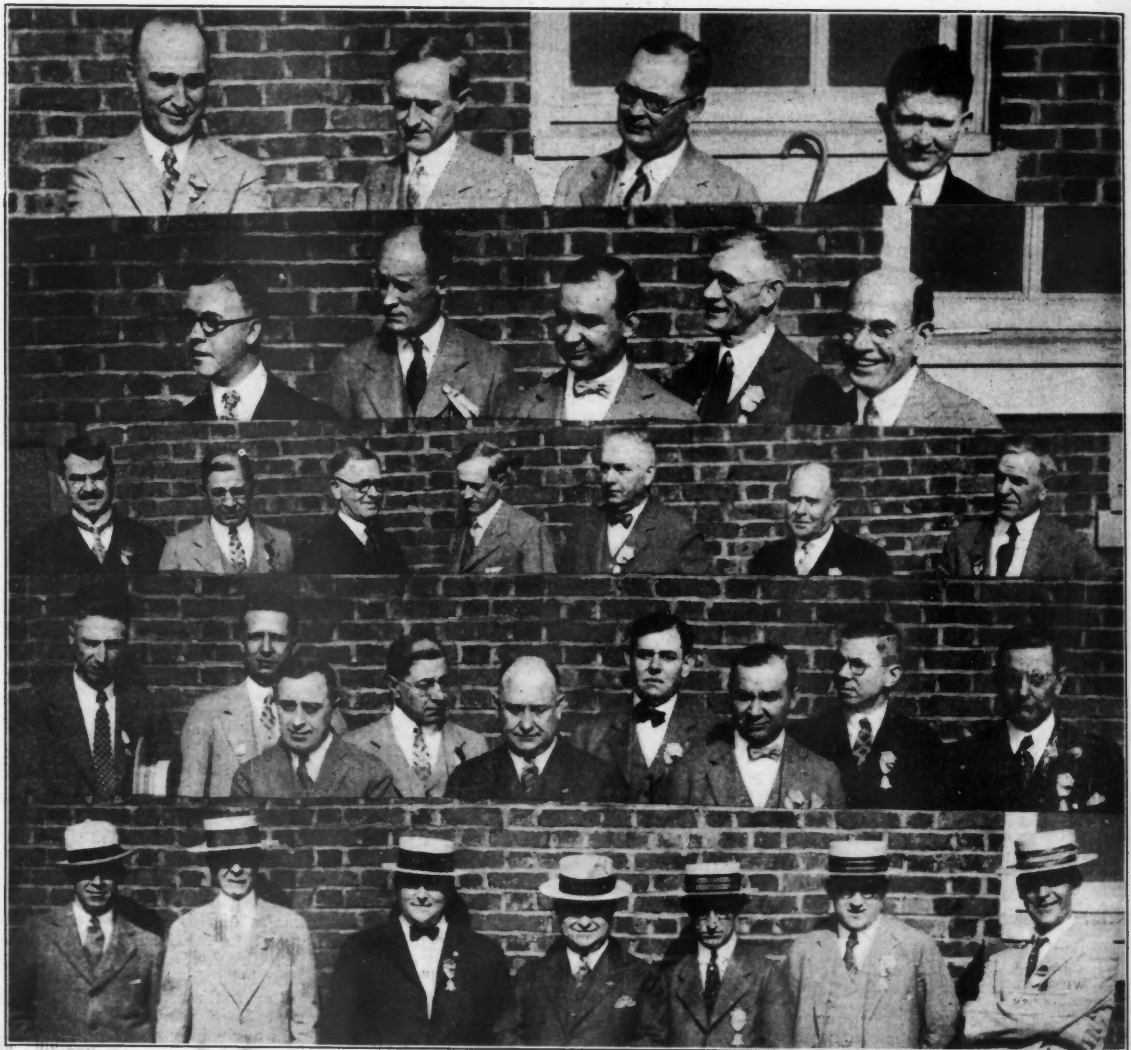
W. C. Hixon, circulation manager of the Syracuse Post-Standard, and chairman of the Railway Mail and Postage Committee of the International Circulation Managers Association, this week predicted a lowering of the railroad rate and a return of the newspaper transportation business to the carriers.

He pointed out how the increased railroad rates had caused Philadelphia newspapers to employ trucks and busses to transport their bundles, in this way operating at a lower cost than entailed by railroad transportation.

But he was confident, he said, that the railroads would eventually lower their charges.

Mr. Hixon in concluding his report urged the circulation managers to follow carefully the reports of the publishers postal and railroad rate committees as published in EDITOR & PUBLISHER.

LEADERS OF THE CIRCULATION WORLD AT PHILADELPHIA



Top Row—1925-1926 officers were (left to right) Clarence Eyster, Peoria Star, Secretary-Treasurer; E. R. Hatton, Detroit Free Press, President; Charles Payne, Indianapolis Star, First Vice-President; Harold Hough, Fort Worth Star-Telegram, Second Vice-President.

Second Row—I. C. M. A. Philadelphia committee included (left to right) J. J. Abbott, Record; W. C. Cotton, Inquirer; J. M. Annenberg, Curtis-Martin Newspapers; C. L. Stretch, Bulletin; John A. Young, Inquirer.

Third Row—Past Presidents of I. C. M. A. (left to right) J. N. Chevrier, Montreal La Patrie; J. M. Schmid, Indianapolis News; J. J. Lynch, Cleveland Press; E. R. Hatton, Detroit Free Press; W. L. Argue, Toronto Star; J. D. Simmons, Atlanta Journal; Sidney D. Long, Wichita Eagle.

Fourth Row—Chairmen of Convention Committees (front rank, left to right) T. J. Dowling, Cleveland Press and Pittsburgh Press; J. A. Mathews, Cincinnati Post; J. M. Annenberg, Curtis-Martin Newspapers; rear rank, left to right, J. C. Montgomery, Detroit News; Walter Rauck, New York World.

Bottom Row—I. C. M. A. directors (left to right) Ted Booth, Grand Rapids Press; John T. Toler, Atlanta Constitution; George M. McTaggart, Toronto Mail & Empire; James A. Mathews, St. Paul Pioneer Press; Wey B. Baker, Knoxville Sentinel; H. W. Stodghill, Louisville Courier-Journal; Vattier Snyder, Pittsburgh Gazette-Times.

POST OFFICE OFFICIAL PRAISES U. S. PRESS

Robert S. Regar, Third Assistant Postmaster General, Notes Many Improvements in Newspaper Field During Last 20 Years—Explains Postal Requirements

TRIBUTE to the American press was paid this week by Robert S. Regar, Third Assistant Postmaster General, addressing delegates to the 28th annual meeting of the International Circulation Managers Association in Philadelphia.

Mr. Regar was introduced by Tom Dowling, circulation director of the *Cleveland Press* and *Pittsburgh Press*.

"There are no words of praise too high for the earnest, high-purposed newspapers and periodicals," Mr. Regar said. "They have done and are doing a great work for the general uplift of the nation. They constantly battle for the right, defend the weak, champion reforms, promote intelligence and inspire patriotism.

"Writers acclaim the last twenty-five years as the most wonderful and epoch-making quarter century in history. Much credit is due the newspapers and other publications of the country for the important part they have taken in bringing about this unusual development and progress.

"I have just referred to the progress and development of the last twenty-five years. The press has more than kept the pace in this respect and it is gratifying to note the changes for the better in the publishing field. There has been a noteworthy improvement in the practices and ethics of journalism. This is true not only with respect to the contents of publications generally, both in their reading text and their advertisements, but their methods of circulation and other business practices are on a much higher plane. In portraying the news of the day and disseminating information concerning the multifarious activities of mankind, there is a notable effort to stick to the truth and to curb these tendencies to sensationalism which caused serious concern twenty-five years ago.

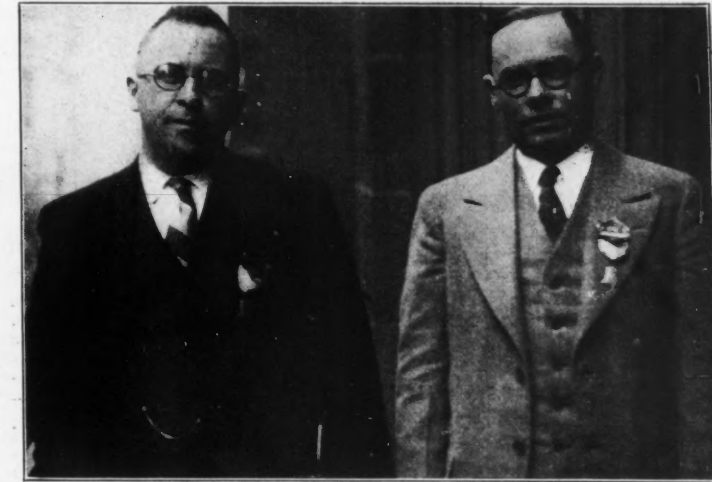
"The write-up or free publicity feature is also being greatly curtailed, and many other changes for the better are noted in the editorial and advertising departments generally.

"At the same time there has been considerable improvement in the methods of obtaining and maintaining circulations. Twenty years ago it was a common practice of many publishers to distribute as many sample copies as subscribers' copies; in fact, the postal laws and regulations specifically authorized this. Even with this liberal provision as to the circulation of sample copies, some publishers paid little or no attention to the matter of obtaining paid subscribers, but circulated their publications almost entirely free. As you know, the law governing the mailing of sample copies at the publishers' second-class pound rates of postage now permits the acceptance at these rates of but 10 per cent of the weight of the mailings to subscribers. Nevertheless, this has been found ample for the legitimate needs of publishers, and as a matter of fact many publishers do not mail any sample copies at all, while others distribute merely a fraction of the number they are entitled to mail at the pound rates.

"This is illustrated by the figures showing the weight of the mailings of second-class matter during the fiscal year ended June 30, 1925, during which year the mailings as sample copies at the pound rates aggregated only 6,313,956 pounds out of total mailings of 1,417,491,573 pounds, the sample copies, therefore being less than one-half of one per cent of the total mailings. Similarly, there has been a considerable curtailment of the use of premiums. In days gone by premiums were very largely depended upon to promote circulation. Although their use has not been eliminated, the flagrant abuses formerly incident to the practice of giving premiums to induce subscriptions have been practically done away with.

"All of this has served to elevate the publishing industry as a business, placing it on a more substantial and honored basis than ever before and resulting in continued healthy increase in circulation and influence, as indicated by the fact that the total mailings amounting to 663,107,128 pounds for the fiscal year 1905 have grown to the amazing

total of 1,417,491,573 pounds for the fiscal year 1925. "Today the unprecedented volume of newspapers and periodicals sent through the mails is due very largely to the fact that their circulation is based upon the merits of the publications. As I have already indicated, publishers are coming more and more to realize this. As experience gradually discloses that a successful paper must be made good enough to sell on its merits and that it requires no artificial stimulant or dope to secure and retain a satisfactory class of readers, publishers are as a result discontinuing those practices.



Bruce N. Walker, *Johnstown (Pa.) Tribune* and J. T. Calkins, *Elmira (N.Y.) Star-Gazette*.

"I take it that you want to hear about those requirements of the postal laws and regulations governing second-class matter which have a bearing on these features. Introductory to the more or less technical phases of some of the points involved along this line, it may be well to state in a general way the principal provisions of the law insofar as circulation is concerned under which the second-class mailing privilege is accorded to publications. These are that a publication shall have a 'legitimate list of subscribers' and shall not be 'designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates.'

"As to the prohibition of the statute against free circulation and circulation at nominal rates, I may say that a publisher is free to fix the subscription price for his publication, having fixed the price it is expected that he will receive substantially that price. When subscriptions are received at less than 50 per cent of the regular or basic price they are regarded as at a nominal rate. A publisher may, of course, have different prices for different classes of subscribers according to the manner in which they are served, that is, whether by the publishers' own carriers, by mail, or otherwise.

"A publisher is likewise at liberty to have more than one price for mail subscribers, as, for example, for subscribers residing in the farther zones where the graduated zone rates of postage on the advertising portion of his publication

illustrate, let us assume that a daily newspaper within the urban and suburban territory which it naturally serves and the publisher desires to make a lower price for persons in such territory residing on rural routes. Under these conditions \$6.00 constitutes the regular annual subscription price, that is, the basic price to which, in considering the effect of reductions in price, must be applied the provisions of section 400 of the Postal Laws and Regulations, which prescribes that subscriptions obtained at a reduction to the subscriber of more than 50 per cent of the regular advertised annual price are at a nominal rate and therefore in contravention of the law governing second-class matter. Consequently, in such case, a price of \$3.00 a year for rural route subscriptions would be all right. Anything less than \$3.00 would, in such case, be a nominal rate.

"Although, as I have just stated, a

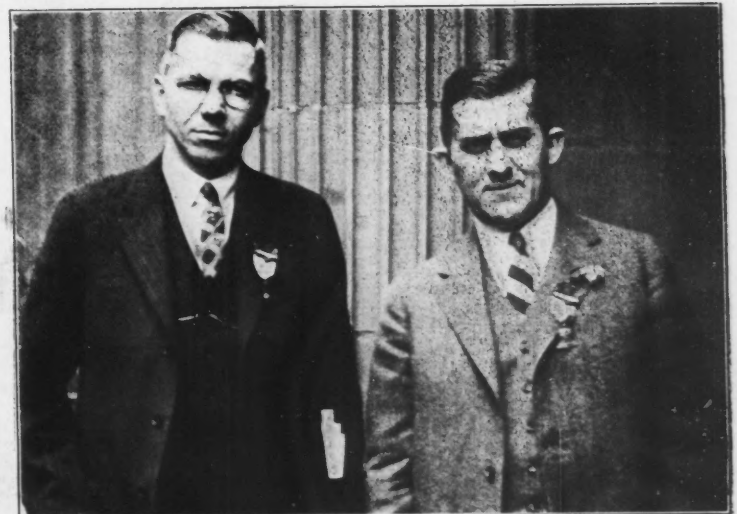
publisher may have several subscription prices and he is at liberty to make certain reductions therein, the basic price is the one to be taken into consideration in determining whether subscriptions obtained at less than such price are in harmony with the requirements of the law. It will be seen, therefore, that when subscriptions are taken within the basic price territory, or elsewhere, at a price, whether regularly advertised or in connection with a special offer or subscription campaign, which is less than 50 per cent of the basic price, they are at a 'nominal rate' and consequently are not in harmony with the law governing second-class matter.

"Of course, it is not expected that a publisher will reduce this basic price with the view of increasing the circulation of his publication by conducting a subscription campaign during which the subscriptions will be solicited at a further reduction in such newly established basic price, and after the campaign is over or before the expiration of the subscriptions obtained in the campaign, restore the basic subscription price.

"I wish to say here that in matters of this kind it is the practice and policy of the Department to be as liberal and helpful to publishers as is consistent with the law. In pursuance of this policy, when it is found that a publisher, in entire good faith, enters into an arrangement for obtaining subscriptions which is not in harmony with the postal laws and regulations governing second-class matter, and he shows that it is his purpose to conform thereto by promptly discontinuing such arrangement upon learning that it is the practice to be helpful to the publisher by co-operating with him along correctional lines, rather than to pursue harsh measures.

"Before concluding, I want to call attention to some features in connection with the distribution of publications the observance of which would be helpful to both publishers and the postal service.

"Among these is the addressing of the copies. Some difficulty is experienced in the postal service because of the poor address labels borne by copies of some publications. It will, of course, be realized that when address labels are poorly written or printed, not only is delivery of the copies retarded but in many cases the copies can not be delivered at all, thus resulting in complaints from subscribers as to the non-receipt of the copies. All such cases coming to attention are taken up with the publishers, but there is room for a material improvement along this line."



"They call 'em Sunpapers." Left to right: C. O. Reville, circulation manager, and Frank K. Wilson, city circulation manager, *Baltimore Sun*.

HOW SPORTING PAGE ADDS CIRCULATION

E. W. Cochrane, Sports Editor, Kansas City Journal Post, Tells of Two Experiments Which Sold Papers—Bowling Edition and Baseball

How the sporting page could best be used to add circulation was told recently by E. W. Cochrane, sports editor of the *Kansas City Journal Post*. He was addressing members of the Inland Daily Press Association. He said in part:

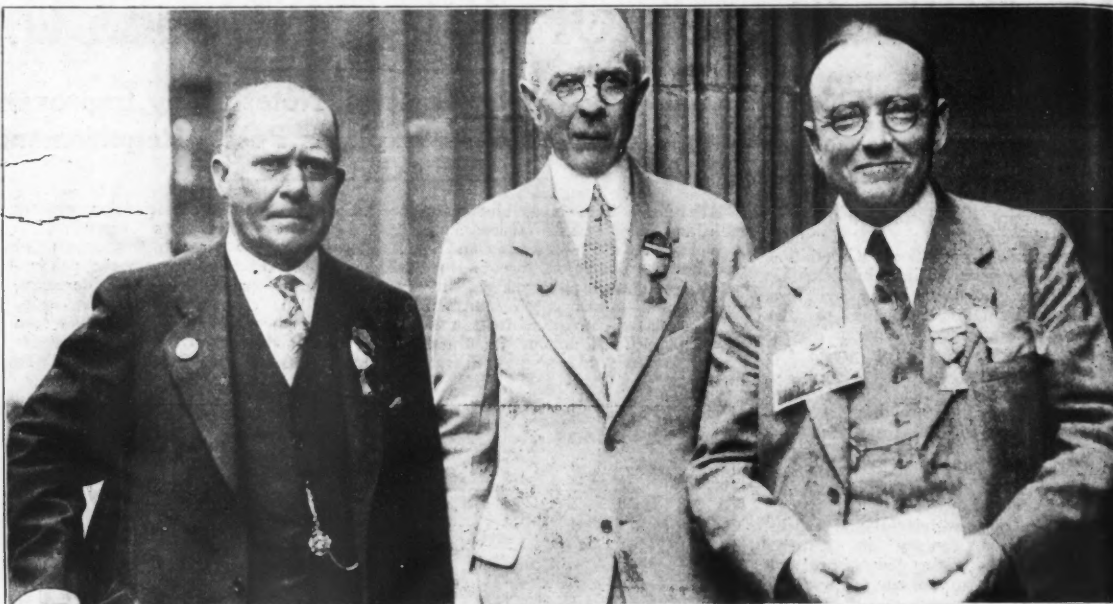
"On the *Journal-Post* we have tried two experiments the past year that should be of interest to every publisher of a city newspaper because of the success of each. The first was a distinct innovation—a bowling edition. Last fall we found that we needed something after baseball season closed to keep up circulation of the pink editions sold out on the streets. I conceived the idea of publishing on each Saturday afternoon—the afternoon when street sales were lightest, two pages of bowling news, the first and second pages of the pink extra.

"We did not spend one cent to gather the news for it. We made a bargain with the owners of bowling alleys that if they would furnish the news we would devote the space, but stipulated that the news must be written and edited by an experienced newspaper man, not a man employed by us, but working under my direction. They were delighted to do that.

"We got out a splendid bowling edition. In Kansas City there are 12,000 league bowlers. On the first Saturday we published that edition the street sales were boosted 1,400 copies. Each week it increased. That means that it put the *Post* in the hands of thousands of people every Saturday who had not been buying it on the streets. The circulation department immediately solicited every bowler in town, getting the names from the registers of the leagues, and added a large number of them to the regular subscription lists. We believe it was one of the best circulation builders and promotion stunts we have tried.

"This year we decided to try to increase the circulation of the sports extras in the regular baseball season. We added another page, making the first and second page of the pink exclusively sports, also running the regular sports page, making a total of three or four every day.

"We used live news on these pages, made possible by having five news services in the office. The pages are well illustrated. The first week our street sales increased about 1,200 daily and steadily has increased."



"We want you to come down to Georgia"—was the greeting from this trio from Atlanta. Left to right: John D. Simmons, *Atlanta Journal*, John T. Toler, *Atlanta Constitution*; and Fred Houser, Atlanta convention bureau.

FEATURE PROMOTION IS TOPIC OF I. C. M. A.

Bands, Reprints, and Other Stunts Used to Tell Public About "Flapper" Features — Impossible to "Circus" News Is Opinion

Circulation imagination runs wild thinking up ways to promote flapper serials, but it is impossible to "circus" news, according to speakers at the I. C. M. A. convention.

Walter Rauck, *Cincinnati Post*, told of using clowns, balloons, and bands to "cash in" on features. Following him, J. N. Eisenlord, *Chicago Daily News*, related experiences he had had promoting serial stories when he was circulation manager of the *Chicago American*.

"In picking features it is wise to look for those that have the widest appeal. Judge the value of syndicate offerings on the popularity of the song-hit the 'Prisoner's Song,' and 'Abie's Irish Rose'" he said.

Mentioning well known syndicated serials of the jazz type, Mr. Eisenlord called them "stories of today." At one time there was a period of two weeks between the running of two different serials

he said, and circulation dropped 18,000. When the second was resumed, however, this drop was built up again and held. He said he considered distributing reprints of serial stories bringing the installments up-to-date was a very efficient promotion venture.

An effective box placed at the end of serial installments, Mr. Eisenlord declared read: "How do you like it? You do like it? Well, tell your friends."

The *St. Louis Times* in promoting one serial engaged a band to march up the main streets followed by a girl dressed as a bride in a limousine.

Robert Dyer, *Columbus Citizen*, said it was impossible to "circus" news.

"We've tried it in big murder cases, and it didn't help at all," he said. "The 'extra' is the only possible way to promote news."

Mrs. Annenberg Hostess

The women were well taken care of by Mrs. J. N. Annenberg, wife of the circulation director of the Curtis-Martin newspapers, Inc. A boat ride on the Delaware, furnished by the Mayor, a bus trip to Valley Forge, and a bridge tournament at the Manufacturers' Club were among features of the entertainment program. Dancing followed the annual banquet.

REGULATING BUS RATES EASY, SAYS SCHMID

Indianapolis News Business Head Tells How He Gained Co-operation of Public Service Commission for Standard Charge

Bus rates are easily regulated, John M. Schmid, circulation manager of the *Indianapolis News*, said he has learned, and he passed on his knowledge to other circulation managers at the annual I. C. M. A. convention in Philadelphia this week.

"We were having considerable trouble with our bus rates in Indiana," he told delegates, June 8, during discussion of mail and baggage rates presided over by W. C. Hixon, *Syracuse Post Standard*. "The bus companies were charging anywhere from 50 cents a hundred pounds, to a maximum of \$4 a hundred pounds.

"We waited a year, and then we went before the public service commission to ask for a rate corresponding with that in force on interurban lines.

"The result came much more easily and more quickly than we expected. We were granted our request—a standard rate of 50 cents per cwt. for transportation of newspapers by busses, regardless of distance. I am confident that if circulation men in other states are troubled by excessive omnibus rates they will obtain relief in the same manner just as easily."

Mr. Schmid said the bus lines used by the *News* traveled distances averaging 75 miles. If transfers to other busses were necessary, a second charge of 50 cents had to be paid. He did not, however, object to this extra charge, stating that the mail rate was \$2.27 per cwt., and that a bundle of newspapers would have to be sent over a route requiring the services of four busses before this sum would be reached.

Last January the Indiana legislature passed a law requiring all bus lines to adopt the standard rate, Mr. Schmid said.

Newspapers keep track of the tonnage transported by busses and settle with the different carrier companies every month.

Planning Breakfast for N.E.A. Group

Liberal, Kan., will entertain the National Editorial Association special train for California, where the annual meeting will be held late in June. The Liberal Chamber of Commerce will provide breakfast for the 250 editors on their arrival the morning of June 26.



Carolina's Triumvirate (left to right): H. L. Strickland, *Charlotte Observer*; W. L. T. Cooper, *Charleston Evening Post*; J. R. Marks, *Asheville Citizen*.

CIRCULATION MEN FAVOR WELFARE WORK AMONG CARRIER NEWS BOYS

Walter Hoots, Quincy (Ill.) Herald-Whig Presents Results of Questionnaire Answered by 200 Circulators—Fifty Per Cent Co-operate with Y. M. C. A.

RESULTS of a questionnaire announced this week at the International Circulation Managers Convention in Philadelphia showed that the majority of 200 circulators favored welfare work among carrier boys. The questionnaire was sent out by Walter Hoots, Quincy (Ill.) Herald-Whig, who reported the returns June 8.

Mr. Hoots, in making the report, as chairman of the welfare committee of the association, declared his own opinion was summed up by the reply to the questionnaire sent in by Oliver King, Phoenix (Ariz.) Republican, and by an editorial appearing recently in EDITOR & PUBLISHER entitled "The Kid at the Back Door."

Answering the question: "What Do You Think of Newsboy and Carrier Boy welfare work?" Mr. King replied:

"A circulation manager should conduct himself in such a way that it will reflect credit to himself and to his institution. To be as honest with the carrier or the newsboy as he expects the newsboy to be with him. To surround the working conditions and environment of the carriers and newsboys with clean and wholesome influence. Give the carriers and newsboys only such entertainment, etc., as is clean, refined, and that will tend to build up character of the highest type. Employ only such men to work with your carriers and newsboys who are wholeheartedly in sympathy with and who will efficiently carry out your views on the subject."

The EDITOR & PUBLISHER editorial follows:

"THERE'S a kid coming day by day to the back door of your newspaper office. A canvas bag is slung over his back and in his pocket is a book which contains a list of your newspaper's best assets—satisfied subscribers. When winter winds nip the ears, when March rains flood the streets, when midsummer sun scorches the pavement, the kid comes each morning or evening to your back door for his bundle of papers.

"The last house on his route looks far away, when other kids are beckoning from the swimming hole. It is a tedious business when added to the tedium of five or six hours in school. But the kid is faithful. His type furnishes one of the finest examples of American business integrity and thrift. The boy may be the ambitious son of well-to-do parents, or his newspaper route may be the slender thread supporting a widowed or neglected mother. The earnings may be for the savings bank or for the day's bread and the youngster may be the product of a good or bad home environment, but by loyal, patient service he wins our hearts.

"Some conspicuous instances exist of newspaper managements that have genuine appreciation of the carrier and soundly, with affection like that of a parent, minister to his needs and set standards that shall be the guides of his life. Not only do such publishers perform wholesome social service, but sensibly attend to their own business.

"Every publisher should be conscious of the kid who calls regularly at his back door. He is not a match to be lit and thrown away, another to be found and used when needed. He is an individual, earning a right to considerate treatment and participation in the achievements of the newspaper. It is a crime against nature and business folly to put a crowd of sensitive youngsters under the command of a man who does not understand boy nature or is merely an exploiter of a child's willingness or a parent's necessity. Select the man to manage carrier boys with as much pains as you would a managing editor, somewhat for his knowledge and somewhat for the example he will set for his subordinates!

However liberal may be the pay of the kid who comes to serve your paper each morning or evening his just due includes recognition as a member of the staff. Do not slight the kid!"

Thirty per cent of the papers replying to the questionnaire have organized carrier associations which meet twice a week, weekly, twice a month, and monthly. Practically all of these carrier associations combine pep and entertainment with sales and inspirational talks, and other interesting arousing activities.

Nearly fifty per cent of the newspapers give regular shows and parties for their carrier boys and think it a good investment. Among the high spots in the boy welfare work accomplished during the past year were inspirational talks by prominent business men in the organization of a band; the organization of a basket ball league; camping parties; gymnasium classes; athletic programs and hikes; the teaching of thrift in the home; a savings club; carrier boy and parent banquet; the payment of sick benefits to carriers; the employment of orphans when possible; active co-operation with the Boy Scouts and the out of school gymnasiums. Surely out of this mass of suggestions every member can get a new idea for use with his carrier boys.

The welfare committee found that 75 per cent of the I. C. M. A. members collect for their papers weekly; 15 per cent collect monthly, and that about 10 per cent collect daily.

Approximately 25 per cent require cash deposits, while something over 50 per cent do not require a deposit. About 10 per cent require a bond.

"A very interesting fact to this committee," Mr. Hoots said, "is the names of the newspapers who are systematically using the columns of their newspaper to sell their carrier organization to the public. I have no doubt but that many members of this association will want to correspond with some of the papers listed below, in order to follow in their footsteps, and make the public appreciate more fully the service given by their carrier organization:

"The Baltimore Sun; the Hollywood Citizen; the San Pedro News; the Danville (Ill.) Commercial News; the El Paso Herald and Times; the Oklahoma Publishing Company, Oklahoma City; the Fond du Lac Reporter; the Mansfield (O.) Journal; the Port Huron (Mich.) Times-Herald; the Kitchener (Ont.) Daily Record; the Halifax Herald and Evening Mail; the Sacramento Union; the Long Beach (Cal.) Press-Telegraph; the Redlands (Cal.) Daily Press; the Santa Monica Outlook; the Chicago American, and Pottsville (Pa.) Evening Republican."



Left to right: Vattier Snyder, Pittsburgh Chronicle-Telegraph, and Alfred Zimmerman, special representative of the New York World, charter member and former vice president of the Association.

CURTIS MAGAZINES SPEND A MILLION ANNUALLY IN NEWSPAPER SPACE

"And We Never Ask for Free Publicity" M. E. Douglas Tells Circulators at I.C.M.A. Meet—Describes Saturday Evening Post's Carrier System

MAGAZINES published by the Curtis Publishing Company, the Saturday Evening Post, the Ladies Home Journal, and the Country Gentleman have spent between \$500,000 and \$1,000,000 annually for the last six years in newspaper advertising, M. E. Douglas, circulation manager of those publications, told members of the I.C.M.A. at their annual convention in Philadelphia, June 8.

"And we never have and never will ask for free publicity," he declared.

For the first four months of 1926, Mr. Douglas disclosed, these magazines have spent \$360,000 in the newspapers. He described the daily press as an important medium for the promotion of magazines.

"We do not ask the newspapers to assist us in merchandising our product," he said. "We don't ask for free notices. And we will not ask the newspapers to

assist us in distribution of our copies."

Mr. Douglas described for the newspaper circulators the distribution system employed by the Saturday Evening Post and the other Curtis magazines.

He strongly endorsed welfare work among carrier boys, and said that his organization considered it of practical benefit to the magazines. He told of the organization known as the Curtis League of Salesmen, headed by a former teacher and Better Business Bureau secretary.

The League, he explained, was made up of five ranks:—junior, senior, expert, master, and graduate master. To join the League, a boy must be in school, and must be obtaining good marks in his class work. Teachers send in school reports to the head of the League in Philadelphia. A junior must serve one year before he is entitled to be a senior; two years to become a master; and three years to become a graduate master. For graduate masters, the Curtis Publishing Company has pledged itself to loan amounts up to \$1,500 to assist them in going to college.

The publishing company also pays Y. M. C. A. dues for League members, opens a bank account for those in the expert class, and guarantees employment to graduate masters.

"Today the League numbers 10,000 members," Mr. Douglas said, "each member selling an average of 44 Saturday Evening Post's weekly and 32 Ladies Home Journals, monthly."

Mr. Douglas maintained that quality and quantity in circulation are more desirable than quantity alone.

"To have quality in advertising," he said, "the publishers' circulation methods must be adapted to the need of the advertising constituency. The conception that one consumer's dollar is as good as another, however true it may be in merchandising generally, is not true in our merchandising."

WHAT SOME CIRCULATORS THINK ABOUT CARRIER WELFARE

CIRCULATION managers expressed themselves as follows about welfare work among carrier and newsboys:

John Schmid, Indianapolis News:—"Give the carrier boys a business training. Help them find employment when they leave you. Treat them kindly, when sick and see that they are never in need."

J. B. Taylor, Kitchener (Ont.) Daily Record:—"Welfare work is good, beneficial, and practical."

Harry V. Wheat, Lexington (Ky.) Herald:—"By intelligent use of welfare work the efficiency of the organization is bettered."

J. N. Eisenlord, Chicago Daily News:—"Welfare work helps greatly in maintaining the interest of the boys."

H. J. Smith, Waterbury (Conn.) Republican:—"We believe in direct personal touch with our boys, keeping as far away from the boss idea as possible."

C. J. Toot, Grand Rapids (Mich.) Herald:—"Call it promotion work as it really is, and it is very profitable. It is pure bunk to describe it as welfare work."

FRENCH A. A. C. W. DELEGATES GREETED BY N. Y. CITY AND AD CLUB CHIEFS

Busy Program Arranged for Dr. Marcel Knecht, Representing, with Renier of Havas, the French Press—Serious Mission Emphasized

NEW YORK CITY and its advertising and publishing fraternity this week greeted the French delegates to the Associated Advertising Clubs' convention on their arrival aboard the "Paris" Wednesday afternoon. President C. C. Green of the Advertising Club of New York and Paul Meyer of the club boarded the liner at Quarantine, while the general reception committee escorted the ship up the bay on the municipal steamer "Macom," the police band playing national and popular tunes.

Words of welcome were uttered on the pier by Jesse H. Neal, secretary-treasurer of the Associated Advertising Clubs of the World, representing President C. K. Woodbridge; President Green of the Advertising Club of New York, and H. H. Charles, chairman of the general program committee of the Philadelphia convention.

Dr. Marcel Knecht responded for the French representatives, who included Leon Renier, Jr., (with Dr. Knecht the representative of the press of France); Adrian Muller, Gilles Duroulet, André Kaminker, and Henri Dumay, Jr.

Dr. Knecht declared that he had come on a serious mission and that he felt that one of the short cuts to more complete and perfect understanding between nations was intercourse, and that the more frequent the meeting of minds and personal-

ities, the more mutually sympathetic would be the resulting attitude. He regretted that France had not been represented at the A. A. C. W. meeting in Houston last year, and stated that he and Mr. Renier of the Agence Havas, as the chosen representatives of the French press, came in the expectation they would be able to have fellowship with the leaders of the press of America and those in the forward ranks of advertising. He felt that out of this intercourse much good would come in an international way.

Dr. Knecht has accepted the invitation of the New York City Publishers' Association to speak at the luncheon tendered in his honor at the New York Athletic Club at 1:00 o'clock on Monday, June 14, and also the invitation of Frank T. Carroll, president of the National Association of Newspaper Executives, to address that department of the A. A. C. W. at the meeting in Philadelphia on Monday, June 21.

Dr. Knecht, Mr. Renier, and the other associates of the French delegation were received by Mayor James J. Walker, of New York in the City Hall at noon on Thursday, when a scroll was presented to Dr. Knecht by the Mayor as the representative of the French newspapers.

In turn, Dr. Knecht decorated the Mayor with a medal that had been struck

off in his honor, but had not been completed at the time of Mrs. Walker's visit to Paris with the Hotel Association delegates.

Dr. Knecht made the principal speech at the dinner given in his honor by the Advertising Club of New York Thursday evening at which Louis Wiley, business manager of the *New York Times*, was toastmaster.

Dr. Knecht's address at the luncheon at the Advertising Club, at noon on Wednesday, June 16, will be broadcast by WEAJ.

He is on the General Sessions Programme of the Associated Clubs, as well as on the International Day Programme, at which Dr. Julius Kline, of the Department of Commerce, will preside.

FALL RIVER PAPERS TO MERGE

Herald and News, Purchased by C. F. Kelly, to Combine June 14

The *Fall River Herald and News*, separate evening six-day papers purchased last week by C. F. Kelly, head of the Kelly-Smith Company, special representatives, New York, will be merged with the issue of Monday, June 14, Mr. Kelly announced this week.

The last issue of the *News* will appear Saturday of this week. The combined paper will be known as the *Herald and News*, and will be printed from the *Herald* plant.

Frank Almy, publisher of the *News* before his sale of the paper to Mr. Kelly, has joined the *Fall River Globe* organization.

Sale of the newspaper properties last week was effected by Palmer, Dewitt & Palmer, newspaper brokers, New York.

RICH SUCCEEDS PERRIN ON HERALD TRIBUNE

Financial Department Man Named City Editor Following Latter's Resignation to Join St. Louis Post-Dispatch

Dwight Perrin, city editor of the *New York Herald Tribune*, resigned this week to join the *St. Louis Post-Dispatch* under contract as an editorial executive. He will take up his new duties July 5.

Endicott G. Rich, veteran New York newspaperman, and a member of the financial staff of the *Herald Tribune*, was named to succeed Perrin by A. R. Holcombe, managing editor. No successor to Rich in the financial department has been appointed.

With his resignation Perrin terminates three years' service with the *Herald Tribune* as city editor, and more than 13 years' service on New York newspapers to return to the city where he first started newspaper work as a cub reporter, on the *St. Louis Times*.

After working on the *Times* for two years, and spending a year as city editor of the *Reno (Nev.) Gazette*, Perrin came to New York in 1912 and joined the staff of the *New York Evening World* under Charles Chapin. He met on the *World*

then a rewrite man, who now succeeds Perrin on the *Herald Tribune*.

After later service on the *New York Morning Telegraph*, and a period as vice-president of a moving picture concern, Perrin joined the old *Tribune* as a reporter. He was promoted to the Sunday staff, and later was named night city editor. In March of 1923 he became city editor. In 1924, six weeks before the *New York Herald* and the *Tribune* were merged, he joined the *Herald* as news editor, returning to the *Herald Tribune* in his old job of city editor after the consolidation.

Perrin's acceptance of the *Post-Dispatch* offer followed negotiations which had been underway for several weeks, it was stated.

Endicott G. Rich, new *Herald Tribune* executive, is 43 years old, and began newspaper work as a cub reporter on the *New York Morning World* in 1904 while still attending Columbia University, from which he was graduated in 1905. All of his newspaper experience has been on New York newspapers. Leaving the *World* in 1906 he joined the Washington bureau of the *New York Times*. In 1907 he was recalled to the New York office to join the rewrite staff. In 1912 he left the *Times* to join the *Evening World*.

He returned to the *Times* in 1914, remaining until December of 1925, when he joined the *Herald Tribune*. For six years of that period he was on the staff of the *Annalist*, published by the New York Times Company.

Fowler Named Promotion Manager

Gene Fowler for eight years with the *New York American and Daily Mirror*, has been placed in charge of the promotion department of the King Features Syndicate. Before joining the syndicate he was managing editor of the *American*.



ENDICOTT G. RICH



DWIGHT PERRIN

FRENCH A. A. C. W. DELEGATES ARRIVE IN U. S.



Left to right: Front row:—Adrian M. Muller, Henri Dumay, Andre Kaminker, and back row, left to right: Charles C. Green, President of the Advertising Club of New York; Marcel Knecht, Paul Meyer, Leon M. Renier, Jr., and Gilles Duroulet, advertising and newspapermen of France, as they appeared on their arrival on the S.S. Paris, Wednesday.

ANNENBERG RESIGNS FROM HEARST PAPERS

President of New York Mirror and Member of Executive Council—In Hearst Service Since 1900—Plans European Trip

Moses L. Annenberg, who has been associated with the Hearst newspaper and magazine interests since 1900, has announced his resignation as president of the *New York Daily Mirror* and mem-



Moses L. Annenberg

ber of the Hearst executive council. Mr. Annenberg came to New York in 1921 to take over the position of circulation director of the Hearst Publications; prior to that he had been publisher of the *Milwaukee Wisconsin News* and for the past year he has been directing the activities of the *New York Daily Mirror*.

Mr. Annenberg is resigning in order that he may take a long needed rest. He plans a trip to Europe with his family July 7, and they are sailing on the Olympic for a three months' stay. On his return he will devote his entire time and attention to his own extensive interests.

YOUNG DANE IN U. S. TO STUDY NEWSPAPERS

Tage Henius, Son of Publisher of Copenhagen Berlingske Tidende, Attended I.C.M.A. Convention—Surprised at Frank Discussion

Tage Henius, son of the publisher of the *Copenhagen Berlingske Tidende*, attended the I. C. M. A. convention, representing his father's newspapers. Henius is in this country to study American newspaper methods. He is 21 years old. At present he is associated with the *New York World*, going through many of the departments. Since arriving in this country a year ago last March he has found much to interest him.

But the I. C. M. A. convention particularly was an eye-opener for him. "I never thought that such frank discussion of circulation matters was possible," he declared. "There is no similar organization in Denmark, but I wish there was."

Henius expects to work later on newspapers in Detroit, Washington and Chicago, before returning to Copenhagen. Before coming to this country he had experience in every department in his father's paper from errand boy up. On his return, he is to be appointed assistant publisher of the *Berlingske Tidende*.

EDITOR & PUBLISHER CALENDAR

- June 16-17—New York State Publishers' Assn., summer meeting, Ithaca, N. Y.
- June 16-17—New York State Press Assn., summer meeting, Ithaca, N. Y.
- June 18-19—Associated Dailies of New York, summer meeting, Ithaca, N. Y.
- June 18-19—Oregon State Editorial Assn., annual session, Prineville, Ore.
- June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia, Pa.
- June 19-26—American Golf Assn. of Advertising Interests, Spring tournament, Cooperstown, N. Y.
- June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Ky.
- June 26-28—New Jersey Press Assn., summer outing, Lake Minnewaska.
- June 28-29—Pennsylvania Newspaper Publishers' Assn., convention, State College, Pa.
- June 20-July 1—National Editorial Assn., 41st annual convention, Los Angeles, Cal.
- July 2-4—Amateur Press Assn., meeting, Philadelphia.
- July 5-8—Twelfth District, A. A. C. W., meeting, San Francisco.
- July 6-8—Southern Newspaper Publishers Assn., annual meeting, Asheville, N. C.

NO MORE STRIKES PACT SIGNED BY PRINTERS

National Agreement Reached in England Eliminating Danger of Another Sudden Stoppage of Work

(Special to EDITOR & PUBLISHER)
Employers and workmen in the British printing industry have signed a national agreement that aims at preventing lightning strikes or sudden stoppages in the future.

On the occasion of the recent general strike the men left work without giving the fortnight's notice called for under the last national agreement, and the consequent disorganization of business was forcibly brought home to the men when the strike was called off for it was not then possible for the same number of men to be re-engaged.

Representatives of the British Federation of Master Printers and the Newspaper Society (provincial newspaper publishers) signed the agreement on the employers' side, with the Printing and Kindred Trades Federation for the printing trade unions.

Briefly the terms of the new agreement are:

That all previous agreements shall remain in force; that there shall be no more lightning strikes or sudden stoppages and no interference by the unions with the contents of any newspaper printed or published by the employers; no chapel meetings during working hours; no interference with apprentices, works or departmental managers during disputes; no stoppage of work in consequence of a dispute in or out of the trade without first exhausting all possibilities of the Joint Industrial Council conciliation machinery; with no interference by the unions with the conduct of businesses or the rights of the management to engage, employ, promote or discharge union members.

The post-strike agreement is made without prejudice to the legal rights of either side, and its strict observance is to be regarded as a matter of honor affecting individual employers and workmen.

ORATORICAL WINNER PICKED

Herbert Wenig of Hollywood First in Contest Backed by Dailies

Vice-President Dawes and Walter A. Strong, publisher of the *Chicago Daily News*, were principal speakers at the finals of the Third National Oratorical Contest, held in Washington, D. C., June 4.

The winner of the contest, which was sponsored by 20 daily newspapers in various parts of the country, was Herbert Wenig, of Hollywood, Cal. Miss Myrtle Posey of Washington was runner-up, while Helen Byland of New York, finished third.

The contest was promoted among school children, and this year it is said 2,000,000 took part.

Newspapers sponsoring the contest this year were: *New York Times*; *Pittsburgh Sun*; *Los Angeles Times*; *Chicago Daily News*; *Indianapolis News*; *Philadelphia Bulletin*; *Washington Star*; *Atlanta Constitution*; *Birmingham Age-Herald*; *Des Moines Capital*; *Montgomery Journal*; *Mobile News-Item*; *Kansas City Star*; *Mobile Register*; *Louisville Courier-Journal and Times*; *Oklahoma City Oklahoman*; *Chattanooga Times*; *Seattle Times*; *Rochester Democrat & Chronicle*; *Hartford Courant*.

RENAUD NEW MANAGING EDITOR OF N. Y. POST

Herald Tribune Executive Joining Mason, His Former Chief on Curtis Daily—Bond Returns to Ledger

Ralph E. Renaud, in charge of the Sunday edition of the *New York Herald Tribune*, tendered his resignation Thursday of this week to join the *New York Evening Post*, July 1, as managing editor.

He was appointed to his new position by Julian Mason, former *Herald Tribune* managing editor, who resigned recently to become editor of the *Post*. Merritt C. Bond, *Post* managing editor since Cyrus H. K. Curtis purchased the paper early in 1924, will return to the *Philadelphia Public Ledger* in an executive capacity. No successor to Renaud has been named on the *Herald Tribune*.

Previous to Mr. Mason's resignation, Renaud was assistant managing editor of the *Herald Tribune*. In the change which followed he was placed in charge of the Sunday edition and coordinate with the managing editor.

Renaud was born in Washington, D. C. In 1899, while still in high school he worked in the Washington bureau of the *New York Tribune*. He attended Leland Stanford University in California, where he was editor of the *Chapparal*, undergraduate humorous magazine, and the college annual. Upon being graduated he joined the *San Francisco Examiner* staff as a reporter. He remained on *San Francisco* dailies for nine years becoming dramatic critic on the *Bulletin* and also on the *Chronicle*.

After the *San Francisco* earthquake he came east, and 1912 found him on the staff of the *New York Globe*. Some time later he became a free lance. He wrote short stories and plays, one of which "Behave Yourself" had a lengthy *New York* run. In 1916, he joined the *New York Tribune*. In 1922 he was night managing editor of the *New York Herald*. He returned to the *Tribune* before the *Herald-Tribune* merger in 1924.

Daily Gives \$25,000 to School

The *Atlanta* (Ga.) *Journal*, John S. Cohen, publisher, recently made a gift of \$25,000 to the State College of Agriculture, Athens, toward a fund to be used in promoting a national egg-laying contest, and to educate Georgia farmers in poultry raising. It is believed by college officials that returns from poultry will more than offset the farmers' annual losses from the boll weevil.

CAMPBELL MAKES PEACE WITH CANADIAN PRESS

Withdraws Suit and Printed Charges Against Service, Woods, and Imrie—Is Elected to Membership

TORONTO, Ont., June 10.—At a meeting of the board of directors of the Canadian Press the application of Charles E. Campbell on behalf of *Edmonton* (Alta.) *Bulletin* for an evening paper membership in that city was granted unanimously. The president, J. H. Woods, presided, other directors present being E. H. Macklin, honorary president, John Scott, first vice-president, E. J. Archibald, W. J. Wilkinson, W. B. Preston, A. R. Ford and W. J. Taylor. The *Bulletin* today published the following statement signed by Mr. Campbell:

"On Dec. 3, last, in a publisher's statement in the *Edmonton Bulletin* and subsequently in an action for damages in the Supreme Court of Alberta, I made certain charges against the Canadian Press, J. H. Woods, of the *Calgary Herald* and John M. Imrie of the *Edmonton Journal*. "These charges were made in good faith on information which I believed to be true but which I have since found was incorrect.

"With reference to the Canadian Press, I have settled my difference with that organization and have applied for membership in it. I have found on further enquiry that the directors of the Canadian Press, in dealing with my application for a morning news service last fall, exercised their functions according to their by-laws and are desirous of facilitating newspaper publication in Edmonton to the fullest extent within these by-laws.

"It has been shown to my satisfaction that the *Edmonton Journal* and Mr. Imrie personally did not oppose but actually supported my application; also that such conditions as were proposed by Mr. Woods as president of the Canadian Press were suggested in good faith. They were in fact such as to be subsequently approved by the directors of the Canadian Press, as proper under the circumstances, covering an interim news service in advance of consideration of an application for membership. That part of my statement of claim alleging conditions proposed was based in part on memory and I have since found was incorrect in certain respects. None of the conditions suggested had any relation whatever to trades unions or agreement with same.

"I desire therefore to make a complete retraction of the charges made in December last and have instructed my solicitors to withdraw the legal action then taken against the Canadian Press, Mr. Woods and Mr. Imrie."

Mamaroneck Weekly Sold

Raymond Bill, representing publishing interests of New York, who last week purchased the *Mamaroneck* (N. Y.) *Paragraph* from Clara S. Rice, has since resold this property to the Mamaroneck-Larchmont Publishing Company, publisher of the *Mamaroneck Daily Times* and the *Larchmont Times*. For the past year the *Paragraph* has been operated by Henry T. Price under a lease arrangement with Mrs. Rice, who inherited it from her late husband. Officers of the Mamaroneck-Larchmont Publishing Company are: George Forbes, president; T. Harold Forbes, vice-president; Francis Hunter, secretary-treasurer.

Receiver for Mishawaka Enterprise

Phil L. Nicar has been appointed receiver of the *Mishawaka* (Ind.) *Enterprise* by Judge Lewis W. Hammond in superior court following an argument in that court, during which the defendant company sought to have the motion for receivership ruled out. The present officers of the firm, Stanley Stone, president; James H. Cloetingh, vice-president and treasurer, and Benjamin L. Taylor, secretary, took office Feb. 1.

TEXAS COURT UPHOLDS RIGHT TO COMMENT

**Cattleman Connected by San Antonio
Papers With Liquor Violation Who
Won in Lower Courts, Loses
in Highest Tribunal**

(By Telegraph to Editor & Publisher)

AUSTIN, Tex., June 9.—"One of the most helpful means of cultivating a loyal observance and aiding in the enforcement of law is the recognized right of the press to publish a reasonable and fair criticism of crime. It is a public service and makes for order," the supreme court of Texas, Wednesday, declared, in a far-reaching decision of the Texas libel laws, reversing the \$15,000 judgment in favor of Claude A. Keeran, wealthy cattle man against the San Antonio Express Publishing Company, and a similar judgment against the San Antonio Light Publishing Company and rendering judgment in favor of the newspapers.

The judgments were given by the trial court and affirmed by the Civil Appeals Court based on a suit brought following the publication of articles concerning an alleged widespread liquor conspiracy and reciting that charges had been filed against Keeran.

"The right of a citizen to have his good name protected from libelous publication is indeed a valuable one," the court said, "and not to be lightly disregarded. But the upholding of the law is likewise sacred and the right of newspapers to make reasonable and fair comment and criticism upon matters of public concern for general information is at all times to be protected and never denied."

The Supreme Court opinion, which is understood to go farther than any previous ruling of the Appellate Courts in defending the zone of privilege of newspaper articles, said:

"There is no doubt but the articles constitute libel *per se* and the judgment therefore warranted, unless it can be said the truth of the statements therein contained has been shown or that such publications are within qualifiedly privileged matters. We do not think the judgment is supported by the evidence. We think, with respect to the defendant in error they are true, and therefore this constitutes a complete defense to the action. This does not imply that defendant in error was guilty technically of the offense or offenses charged to him directly or by implication, but rather that the discovery, investigation and charges made by the officers in connection with the matter as alleged in the articles are true, at least substantially true.

"The proceedings were official proceedings authorized by law and in the administration of the law and any newspaper had the right to publish a fair, true and impartial account of such proceedings. The public is greatly interested in the observance upon the one hand and the enforcement upon the other of all laws, especially the prohibition laws, which affect so directly the public morals. The statute permits reasonable and fair comment criticism as to such matters, published for general information.

"To permit comment or criticism of a proceeding or act is necessarily to allow reasonable and fair latitude. It necessarily carries with it permission to draw from the facts any reasonable and fair inference or conclusion.

"It is too late to quibble over the wisdom of our prohibition laws; all good people irrespective of their views as to their original wisdom respect them for the law's sake. The Court of Civil Appeals has in a measure palliated the defendant in error's offense by referring to it in some of its parts as homely hospitality, but hospitality to one's friends ceases where hospitality to law and society begins.

"There is no more sacred right of government or duty of a citizen than the observance of law of the helpful means of cultivating a loyal observance, and aiding in the enforcement thereof is the recognized right of the press to publish a reasonable and fair criticism of crime. It is a public service and makes for order."

NEWSPAPER MEN INVADE CANADIAN WILDS



Not a group of lumberjacks, but New York newspaper men on a two weeks' fishing trip at Lake Archambault, in the Laurentian Mountains, Canada. They are, from left to right: Frederick F. Van de Water, Curtis Publishing Company, Denis T. Lynch, reporter, *New York Herald Tribune*; Frederick B. Edwards, reporter, *New York American*; Robert B. Peck, reporter, *Herald Tribune*; Clare Briggs, cartoonist, *Herald Tribune*; and Herbert Westen, reporter *New York American*. The other member of the party, Dwight S. Perrin, formerly city editor of the *Herald Tribune*, took the picture.

LIBEL RETRIAL ORDERED

**Texas Appeals Court Holds Damages
by Wrong Caption Not Proven**

(By Telegraph to Editor & Publisher)

AUSTIN, Tex., June 9.—In the hurry of modern daily newspaper production errors are frequent, particularly those of switching heads on news stories or captions on pictures, and readers are no longer surprised to find such an error in print. The Third Civil Appeals Court of Texas pointed out that such an obvious mistake does not necessarily result in injury to a person whose picture or name is joined with story or caption.

The court reversed the \$7,500 judgment awarded by the trial court in favor of Mrs. Gertrude Isensee of Hays County against the Express Publishing Company of San Antonio, publishers of the *San Antonio Evening News*, and ordered the case retried. The opinion said:

"The proof falls short of establishing all the elements of damage alleged and yet the jury was directed to look to the petition and not to the evidence."

Mrs. Isensee's picture according to the suit was printed under a caption, "Held in Death and Over a story Relative to A Beauty Specialist in Los Angeles, Mme. Electra Lynn."

In the necessary haste and volume of detail required to issue the editions of large daily newspapers, mistakes in the placing and arrangement of type forms, captions or pictures are not infrequent, the court's opinion said.

GIRL WINS LIBEL VERDICT

**Court of Appeals Upholds \$4,000
Award Against New York Daily News**

The New York Court of Appeals in Albany, June 8, affirmed the Appellate Division, Second Department, in upholding a verdict of the Kings County Supreme Court of \$4,000 in favor of Catherine Broderick, publisher of the *New York Daily News*, against the *New York Daily News*, as damages for an alleged libel.

The alleged libel was in the use of a photograph of Miss Broderick, taken as a high school graduate, which was printed under the name of Mrs. Rose Heller in the issue of the *News* of Nov. 19, 1920. The story was to the effect that Mrs. Heller had been granted an annulment of her marriage and at the trial had testified her husband had represented himself to be a hat manufacturer and later admitted himself to be a pickpocket.

The question raised on the appeal by counsel for the *News* was that reversible error was committed by the trial justice in admitting evidence of the mental suffering caused by Miss Broderick by what

members of her family said to her regarding the incident.

DIVORCE NOTICES \$12

**Papers of 70's Charged for Copy That
Often Makes Page 1 Today**

Instead of playing up divorce news on the front page, editors in 1872 charged \$12 to print a divorce notice. This information is disclosed by a copy of the *Bloomington (Ind.) Weekly Democrat* of April 6, 1872, which was found when an old house in Bloomington was torn down recently.

Advertising rates were \$80 a year for one column, \$40 for a half column, and \$7.50 for a quarter column for six months.

Linotype Operates While Plant Moves

A linotype machine in the office of the *Wallingford (Conn.) Times*, weekly, was kept in operation while the building in which it was located was moved four feet last week. A flexible hose was connected to the gas supply line so that the flame under the metal pot would not be extinguished. A worker climbed to the roof of the building and gradually let out the hose while the building was being moved. Morris Levitt, linotype operator, continued his work without interruption.

Canadian Paper Exports

Canada exported in April, 1926, 112,828 tons of newsprint valued at \$7,374,021, as compared with 93,882 tons valued at \$6,654,303 in April, 1925. For the first four months of the year exports totalled 540,963 tons, valued at \$35,689,797, as against 446,804 tons valued at \$31,676,848 in the same period of 1925. Pulpwood exports were, however, smaller than in 1925, being 433,615 cords, valued at \$3,966,043 as compared with 539,861 cords, valued at \$5,040,315 in the first four months of 1925.

New Chicago Special Agency

Inland Newspapers, Inc., a new firm of special representatives has been formed at Chicago with Arthur W. Cooley, formerly vice-president and general manager of Carpenter & Co., special representatives, Chicago, as president. The *Waukegan (Ill.) News* has appointed Inland Newspapers, Inc., its representative.

New Weekly in Milltown, N. J.

The *Milltown (N. J.) Review*, weekly, was scheduled to make its first appearance Friday, June 11. Daniel Crabel is head of the publishing organization.

COURT DENIES PRESS AIDS CRIME'S SPREAD

**Judge Vause of Brooklyn Takes Issue
With Grand Jury Report Blaming
Newspapers—Says Publicity
Helps Police**

Bernard W. Vause, County Judge in Kings County, New York, last week took issue with the Grand Jury which submitted a report to him criticizing the newspapers as one of the "outstanding causes" for the increase in crime because of their presentation of stories about "super-criminals."

"I think the truth is just the reverse of this conclusion," Judge Vause said. "Certainly the cases of Whittemore and Chapman are not in point, for the latter, as the newspaper reports showed, paid dearly for his criminal career and the other is about to pay.

"I can think of no case where newspaper publicity has encouraged crime and very often the newspapers give valuable aid in capturing criminals. I have in mind one specific instance where a young man who had kidnaped a child sent her back home when he noted that every detail of his offense was being reported in the newspapers and followed with interest by the public.

"This man admitted to me that the publicity given to the crime made him pause in what he was attempting to do and to restore the child to her parents. There are countless other cases where newspapers, through printing pictures of criminals and arousing public interest in the search for them, have been responsible for their capture, to a large extent." The report of the Grand Jury referred to the increasing amount of crime among the younger generation, and said that "one of the outstanding causes seems to be that the headlines of our newspapers seem to make heroes of some of those so-called super criminals such as Whittemore and Chapman."

The jurors expressed the opinion that "if the public press would not lay such great stress on their activities, the younger generation would not be led and encouraged to emulate their apparent brilliant achievements."

In commenting on the Grand Jury's opinion, Judge Vause said he knew of nothing brought to the attention of that body to lead to such a presentment.

\$15,000 Fire in S. F. Press Club

Loss estimated at \$15,000 resulted from a fire in the dining room of the San Francisco Press Club, June 2, which destroyed paintings, art treasures and writings belonging to members.

LIBEL STINGS IN SNAKE-LIKE INSINUATIONS

Judge Edwards in Oklahoma Supreme Court Scores Hypocritical and Sarcastic Word Pictures in Affirming Plaintiff's Judgment in Damage Suit Between Two Editors—Reverses Former Court Rule

By PHILIP SCHUYLER

Sitting in Oklahoma Supreme Court recently, Judge Thomas A. Edwards handed down a decision in a libel case that forms a striking lesson for all newspaper men in the use of words.

The whole case is so pertinent and comprehensive, that it is submitted in full in this the 14th article obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage.

SARCASM is a delicate instrument, requiring the deft scalpel touch of a surgeon, when used by a writing man. No ordinary reporter or editor would dare don the white gown of a doctor and enter an operating room, lest deadly germs follow to kill him as well as the patient. Libel is the deadly bacillus in the science of news reporting. Libel threatens the man who makes clumsy use of sarcasm or sordid innuendo.

A successful dealer in sarcasm must be a genius. If he is not born to the use of this purple form of expression, he had best leave it entirely alone.

The direct charge is dangerous enough. At least it is manly. It is the slant-lipped whispers, the winks, the shrugs, the nose-holdings, the hissing insinuations in word pictures, that, passing as sarcasm, have double-poison in their stings. Abused by one lacking the skill of a Voltaire, they become ugly, twisting, cowardly snakes, writhing across the printed page. Double-poison lies in them because they strike both the clumsy stinger and the victim stung.

Judge Thomas A. Edwards, sitting in Oklahoma Supreme Court, not long ago recognized this truism in a decision affirming the \$10,000 judgment of a trial court in favor of the plaintiff in a libel action brought by Andrew C. Martz, editor of the *Okeem* (Okla.) *Record* against T. J. Lewis, editor of the *Okeem* (Okla.) *Leader*, both weekly newspapers.

Judge Edwards reversed a former ruling of the court to strike a blow at "a sordid, hypocritical, sarcastic insinuation."

"To say that one may injure another through insinuation or inference without being held accountable is to license the assassins of good names to do more effective indirectly without risk, that which he could not do directly," he declared in his decision.

Mr. Martz and Mr. Lewis were beating the keys of their editorial typewriters in a good old-fashioned newspaper fight. Personal journalism had come back to life in Okeem.

Mr. Lewis one day made use of the scalpel of sarcasm. Its result, in the form of an adverse libel judgment, followed. Mr. Lewis had compared his record as a private citizen during the war with the military record of the plaintiff. Here is the instrument he used, the editorial he wrote considered libellous by the court:

"The Okeem Record, the 'germ' of literature and logic, last week in attempting to make a reply in defense of the American Legion, of which he boasts he is a member (however, by the act of compulsory army service only), takes a direct slap at the editor of the Leader.

"He tells the folks through the columns of his paper that he is a member of the American Legion and proud of it, and a little further down states that the editor and owner of the Leader is about the same age as he, intimating that the editor of this paper should have been in Uncle Sam's service during the world's war.

"The first thing we wish to call your attention to, Mr. Martz, is the fact that had Uncle Sam come and demanded our services, such as he did yours, we too could have boasted of a few months' service in a training camp, far away from the sound of the enemy's guns.

"Secondly, the editor of the Leader made no attempt to keep out of the service. Long before the draft bill was passed we conversed with an army recruiting officer at Fairview. He was very frank in his assertions, and in practically these words said: 'I have no time to take up with men who have families, we are after a bunch of these yellow-backed single guys who should be here now volunteering.'

"Later on, Martz, the draft bill was passed. In that bill was a proviso that married men would be the last called to the colors. It caused the marriage license clerk to work overtime, the ministers were doing a land-office business. But you remember it was discovered that the men who were married after the declaration of war would be called the same as a single man, thus causing many to leave their war brides and enter into the service with their mere patriotic companions.

"The editor of the Leader was not guilty of any of these acts. We were married several years before the opening of the World's War. Our boy was quite a lad when the draft law came into effect, hence, not like some others, we were not hiding behind the folds of a

woman's garments. We made answer to our questionnaire the same as you, all that was required of any American citizen.

"We made no attempt to evade the draft, and had it been our lot to be called we would have done our bit, expecting nothing in return. When we came back we would have also considered one comrade as good as another, whether he was rich or poor, the same feeling would have existed here as did in the front line trenches, for we are not much on 'society lines' as we have never yet found a man so low that we would not clasp his hand in friendship, nor a man so high up in this life that we considered him better than we were.

"There should be a little distinction, however, between the boys who fought 'over there' and the ones who just entered a training camp. To our opinion the man who served best should be given preference in the selection of your officers for the American Legion post. The Okeem Post, we believe, would have made a better showing had such men as Floyd Fullbright, Ira Towns, John Adams, Bill Marcoux and others, who faced the enemy over there—really did some fighting, and who did not belong to the commissary department or the mule drivers' brigade.

"You speak of being engaged in a more necessary occupation. We were both, practically speaking, in the same line of industry—both printers. The Leader editor managing a newspaper. Did you attempt to volunteer? Was there anything at any time to prevent you from offering your services? Is it not a fact that your constant aim was to some way, somehow, to get by, and that you were among those who stayed out of the game as long as possible?

"We respect the uniform you wore, you are worthy of some consideration for wearing it, but when it comes down to real patriotism, real Americanism, we consider, we will stand the acid test along with some of those whom Uncle Sam said 'come, I want you,' and would have never served under any other consideration.

"Yes, Mr. Editor of the Okeem Record, you should be proud of your membership in the American Legion Post, to the extent of \$15 per month during Trades Day season. That ought to swell you up with pride.

When the subsequent libel action

brought by Mr. Martz against Mr. Lewis went into appeal, the defendant editor based his defense on a former ruling of the court to the effect that it is not libellous *per se* to charge a person of having done that which he might legally and properly have done.

Judge Edwards reversed this ruling in a decision, which, because it forms a striking lesson to all newspaper men in the use of words, is herewith reproduced virtually in full. The court said:

"As to whether the article is libellous *per se*, we must consider in our determination only the thought, idea, impression or opinion conveyed to the reader by the publication, everything appearing in the article, be it inference, insinuation, irony, ridicule, sarcasm, the friendly or unfriendly tone, its arrangement, form and style. The court for such purpose becomes the lay person to whom it is addressed and in arriving at the meaning everything appearing in or from the article which unaided by extrinsic facts or circumstances has a natural tendency to change, color or formulate its meaning must be considered. Conversely, if the aid of innuendo is necessary to make the meaning defamatory it is not libellous *per se*. Innuendo as here used is strictly in its legal application as an averment of the meaning of alleged libellous words.

"If the article, when so considered, engenders in the mind of the reader a conclusion, impression or opinion of the plaintiff that is defamatory and as such tends to expose plaintiff to public hatred, contempt, obloquy or tend to deprive him

of public confidence or lower him in the opinion of men whose standard of opinion the court can properly recognize, or tend to induce them to entertain an ill opinion of him, it is libellous *per se*.

"The publication cannot be measured by its effect when subjected to the critical analysis of a trained legal mind, it must be measured by its natural and probable effect upon the mind of the average lay reader. The fact that the thought conveyed is by way of insinuation or inference of false acts or facts is immaterial, for to say that one may injure another through insinuation or inference without being held accountable is to license the assassin of good names to do more effective indirectly without risk that which he could not do directly.

"The purpose of written words is to convey the thought of the author. The tone of written words is subject to as many variations as the tone of spoken words. The use of a given word or phrase often makes the stroke that of the feather adorning the reputation of a man; the use of another may make the stroke that of a hammer, destroying the reputation of a man. Words quite innocuous on their face may by reason of their peculiar setting and relation with other words be cruel, slanderous and vicious.

"The articles here unmistakably portrays that the tone and the mental viewpoint of the author to be unfriendly and contemptuous of the plaintiff. The author compares his record as a private citizen during the war with the military record of plaintiff. Every statement, fact, inference and insinuation in the article refers to the author or to the plaintiff. The plaintiff is repeatedly charged with deliberately avoiding war service as long as was humanly possible. It states the author did not volunteer because a recruiting officer advised him that married men were not wanted, but that it was 'these yellow back single guys that were wanted,' clearly referring and applying such epithet to the plaintiff. It states that many desperately sought to evade the draft and heartlessly entered into hasty and convenient marriages to aid them therein, but that such avenue of escape was in vain. The author, it boastingly says, was guilty of none of these things. He did not hide behind the folds of a woman's garment. It states that the plaintiff, in spite of all, finally had to go, but that after going he purposely managed to get into the Commissary Department to insure his personal safety. The article makes the pointed inquiry:

"Is it not a fact that your constant aim was to some way, somehow, to get by, and that you were among those who stayed out of the game as long as possible?"

"The publication concludes by charging that plaintiff belonged to the American Legion for the selfish purpose of making \$15 per month out of it and that he ought for that to be swelled with pride. This last, we think rather a sordid, hypocritical, sarcastic insinuation that was intended to picture the plaintiff as an arch hypocrite at the head of a patriotic organization. This thought is made more clear by the reference that deserving members of the Post who had actual service should be placed at the head of the Post instead of the plaintiff. The article naturally conveyed these thoughts and was intended to, and did, have the effect to expose plaintiff to public hatred, contempt, scorn and shame, to deprive him of public confidence and lower him in the estimation of men.

"We pass the facts proven by the record wherein it is shown that plaintiff volunteered five months before the draft, that he did not marry until after the war, that he served honorably in a combat division, and was sincere in his membership in the patriotic organization, the American

(Continued on page 20)

POLITICAL WRITER GOES ABROAD



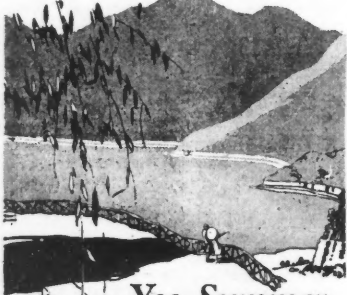
M. E. Hennessy, political writer of the *Boston Globe* and Mrs. Hennessy photographed on the S.S. Baltic when they sailed for abroad recently

ADVERTISERS FIGHTING SUMMER SLUMP WITH NEWSPAPER SPACE

It's "Foolhardy" to Cease Advertising and Lose Momentum Says Agency Man—Slump "Imagination" Says Colgate Co.—California Group Continuing Copy

By HAMMOND EDWARD FRANKLIN

WHEN the temperature is registering 100 degrees in the shade, collars are witing, and many people are vacationing, must sales take a sharp downward drop? Many manufacturers, who formerly took the "summer slump" as a matter of course, now have found that by special summer sales and advertising activities they can keep their sales line on their



Yes, Summer is a "California Season," Too
Light overcoats are worn every evening. The sun shines every day. For 50 years the average mean temperature in summertime has been 69 degrees.

WHY, perhaps, have always we in Southern California, and of course heavily and widely distributed? Here, as you can see in the picture, thousands who come to summer in the city of Orange which is a city of 100,000 people, and many other cities throughout the state that are other sections of the land that the U. S. Weather Bureau knows.

Southern California
All-Year Vacation Land Report
All-Year Club of Southern California
Los Angeles, California
San Diego, California
San Francisco, California
Portland, Oregon
Seattle, Washington
Portland, Oregon
Seattle, Washington
Portland, Oregon
Seattle, Washington

Excellent specimens of vacation advertising with coupon to give direct results.

chart moving along reasonably steadily. A changed attitude is evident in many quarters.

Instead of suspending or cutting down newspaper advertising during June, July and August, a number of far-sighted manufacturers are keeping liberal schedules; moving constantly all summer and having their salesmen merchandise aggressively to the trade. "We sell our securities the year round," comments Frank LeRoy Blanchard, director of the advertising department of Henry L. Doherty & Co., New York City. "Our salesmen do not stop work simply because of the summer slump or vacation period. We believe it is possible to keep sales volume up to a relatively high degree through the use of intelligent and forceful newspaper advertising. In other words, there is no let-down in the activities of our securities department.

"In the oil division, a greater proportion of our advertising appropriation is spent during the summer months, almost exclusively in the newspapers and a few regional farm papers. We adapt our advertising to the season, the amount of copy in our securities advertising being the same from one season to the other."

"There has been a great change in the attitude of manufacturers toward what was hitherto known as the "summer slump." Busy brains have been at work to devise ways and means for lessening it. From what I can learn, advertising

has materially helped over this period in the year's business. A number of manufacturers have found that their sales have held on remarkably well right on through July and even August.

Of course, it cannot be expected that business will be at as high a peak even through the vacation period as in the colder months. No amount of advertising will change the habits of the American people in buying except in a few lines. Advertising, however, can and does stimulate sales even during the vacation period.

To start advertising in the spring and drop it just when it is gathering momentum is foolhardy in the opinion of Thomas E. Basham, president of the Thomas E. Basham Company advertising agency of Louisville, Ky., who states:

"Some of our largest clients and those of other agencies we happen to know about are going to run straight through this summer regardless of the so-called 'summer slump' season.

"Successful advertisers are fast learning what a foolhardy thing it is to run a campaign for the spring of the year and drop it in the opening of the summer just about when it was gaining momentum, and start it up again in the fall with the same results.

"Some advertisers have been cutting down their copy, with a view to running continuously through the year rather than larger units for a short period."

Colgate & Co., one of the country's largest users of space in newspapers and magazines, has come to this conclusion: "In general we would say that the 'summer slump' is largely a matter of imagination and is more apt to be caused by the fact that an article is seasonal in use than by the possible lighter consumer buying during the summer months.

"In the case of our staple products, such as Rapid Shave Cream and Ribbon Dental Cream, there is little variance in sales during the year. In the case of talcs and face powders, however, our summer sales are considerably ahead of the sales during the rest of the year, while the sales of perfumes and novelty extracts are greater at the Christmas season than at any other time of year.

"The so-called summer slump in our opinion is very frequently due to the fact that the items involved are those which have a wide use at other seasons of the year and, consequently, a wider sale."

Several mail order firms have found it policy to "resume speed" with heavy copy starting in August. The Pelman Institute of America is one advertiser which last year spent a sizable amount then.

Special summer contests for stimulating dealers and salesmen to accomplish definite tasks are being operated by many manufacturers as one method to keep sales active.

The Pepsodent Company, maker of Pepsodent Tooth Paste, will conduct a test this summer to see what can be done in newspapers. All of the company's copy is keyed with a coupon calling for a free sample. Harlow P. Roberts, the company's advertising manager, reports:

"As a rule, we have not used newspapers during the summer months, as we do not find them desirable. Our advertising during this period is only in magazines. During the balance of the year, we use both newspapers and magazines. Test campaigns run during the summer have not proven very satisfactory.

"We are trying another test this summer and hope for better results."

Marcus Conlan, advertising manager of Waitt & Bond, Inc., Blackstone and Totem Cigars, Newark, N. J., points out: "Our newspaper advertising is not seasonal, but is carried throughout the year. Sales of cigars do not slump in the summer; on the contrary, the summer

months are best in the cigar business as outdoor activities conduce to smoking."

The fish industry each year experiences a marked slump in demand on the part of the consumer while Lent is the peak. Yet fish affords the wholesaler more margin of profit on certain popular items in the summer and makes an ideal summer food. The dog-day slump, like Friday as fish day, could be overcome by aggressive methods, in the opinion of Capt. Frederick William Wallace, one of the leaders of the industry.

A live merchant on the western coast is keeping up his sales of radio by featuring it for camp and vacation use and playing up a portable outfit at a popular price.

EDITOR & PUBLISHER already has related how Hollywood, Fla., quickly built a summer business in what had been purely a winter resort through newspaper advertising.

Even more remarkable is the achievement of the All-Year Club of Southern California, which in five years has completely changed business conditions for its section by advertising largely in newspapers, which has made assets of liabilities.

Previously, the public had looked favorably on California as a place to go in cold weather, but too hot a climate for warm weather visits. This prejudice has been countered with copy which meets it frankly and constructively.

"Yes, summer is a California season, too," says the heading of a current advertisement, 15 inches by three columns. The subhead continues: "Light overcoats are worn every evening. The sun shines every day. For 50 years the average mean temperature in summertime has been 69 degrees."

The copy then cites the many different forms of fun people may enjoy, urges a visit to all points on the Pacific coast, explains special rates prevail May 15 to October 31 and closes with a coupon for a 47-page book on vacations.

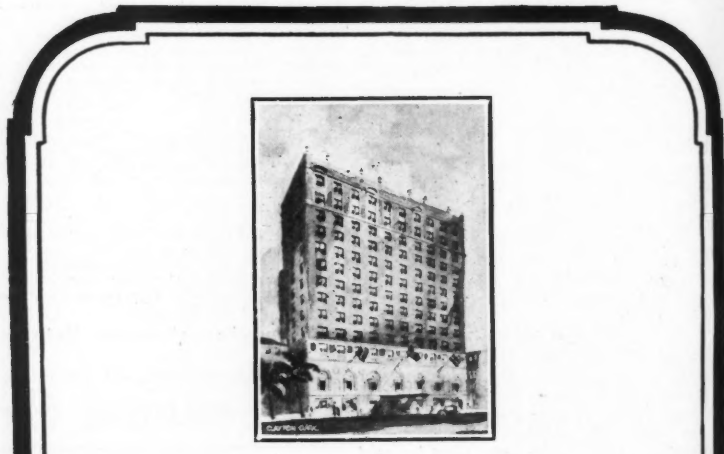
Other advertisements explain further that even if the temperature drops a bit lower occasionally, it is not felt because of the very low humidity. The copy is very suggestive to any advertiser who wants to make a summer appeal.

C. G. Milham, executive secretary of the All-Year Club, has this to say about what has been done:

"Los Angeles and all Southern California formerly suffered from the so-called summer slump. Now, the months of June, July, August and September are practically as active here in a business way as are the other months of the year. This has resulted chiefly, we are told, through the advertising activities of the All-Year Club.

"It is not too much to say that in the last five years our advertising has absolutely changed the business cycle. As one case in point, until our advertising called the attention of the world to our attractive summers, the peak of real estate activity as shown in the records of the County Clerk was reached in March every year. Now, without any diminution in March, there now is a greater peak in October, representing the business accruing from those brought here in the summer. Generally speaking, we will have in California this summer at least two visitors for every one in 1921.

"Since 1921 inclusive, the All-Year Club has spent approximately \$700,000 in newspaper advertising. It most assuredly has been good business."



Today in Jacksonville

About ready to announce its formal opening is the new Carling Hotel. This beautiful structure is 14 stories high, and builded at a cost of \$1,500,000. Convincing proof of the solidarity of Jacksonville, and its growing needs for accommodations.

April's building permits totaled over \$2,000,000. Jacksonville is building for the future without abeyance.

The Florida Times-Union is serving this progressive community with 95% city coverage, and the largest state circulation of any Florida publication.

The Florida Times-Union
~ JACKSONVILLE ~
DAILY 53,000 SUNDAY 70,000



METRO-AREA

The metropolitan district of New York—the country's greatest and richest buying market—concentrates within its boundaries a population of 9,500,000 people, representing over 2,000,000 families. In this metro-area The New York Times holds a commanding position.

This territory offers to all manufacturers of products consumed or used in the home, clothing or other articles for personal wear, automobiles and accessories, sports goods, building material, real estate and investments, their best field for expansion.

AVERAGE NET PAID CIRCULATION OF NEW YORK MORNING NEWSPAPERS FOR THE SIX MONTHS ENDED MARCH 31, 1926

	City & Suburban Week-day	Total Week-day	City & Suburban Daily & Sunday	Total Daily & Sunday
The New York Times.....	285,949	356,471	296,605	392,695
The World	261,064	287,694	295,020	329,860
New York Herald-Tribune..	233,074	285,800	234,524	294,327
New York American.....	204,092	225,081	281,866	347,771

With a net paid circulation larger than that of any other New York morning newspaper of standard size, The New York Times is the leader among all New York newspapers in volume of advertising. In five months of this year The Times published 12,845,318 agate lines of advertising, an excess of 4,767,434 lines over the second New York newspaper and a gain of 1,323,984 lines over The Times record for the corresponding period of last year. This volume was

attained despite The Times censorship which excludes thousands of lines weekly.

The New York Times exerts a constructive influence in the homes of its readers. Intelligent, discriminating and progressive, they constitute a large part of the thinking public. In quality of circulation, in the confidence of its readers, in purchasing power, in production of satisfactory results, The Times is not excelled by any other newspaper in the world.

The average net paid daily and Sunday circulation of The New York Times for the month of May exceeded 400,000 copies.

FOUR GROUPS FOR GENEVA CONFERENCE AGENCIES TO MEET IN JULY

Delay in Preliminary Plans Laid to Lord Burnham's Opposition, Based on Fear of Propaganda and Dictation by Employees

DEFINITE steps are at last being taken during the Fortieth Session of the League Council (week beginning June 7) for the holding of the International Press Conference, proposed by Senor Yanez of Chile at the September Assembly, after a series of delays and seemingly unexplainable setbacks. The Council, which is under the presidency of Osten Unden, Swedish foreign minister who has a reputation for "putting things over" or "messing things up," will authorize the Secretariat to send out a series of invitations to individuals representing at least three of the groups interested in the conference—the press associations, the working journalists and the Government press bureaus. Whether the publishers will be invited to participate in the preliminaries remains to be seen.

The real reason for the delay of several months in getting the preparatory work under way can be attributed to a single man, Lord Burnham, proprietor of the *London Daily Telegraph*, president of the Empire Press Association and the Newspaper Proprietors' Association of Great Britain.

For some months Lord Burnham's hostility to the proposed conference has not been concealed and it was in hopes that he would be won over—and with him the British publishers, inasmuch as he is the most powerful figure in English journalism since Lord Northcliffe—that the League consented to delays. Even now these delays may vitally affect the pourparlers since several agencies whose interest was at first great have lost considerable enthusiasm.

So far as can be ascertained, Lord Burnham obtained the mistaken idea that the conference was designed to put across some kind or other of propaganda, and secondly might become an instrument whereby "working journalists" as correspondents, reporters, editors and others are known, might make demands for additional advantages from the publishers.

Lord Burnham, it is known, not only refused to take part in the Yanez scheme but used his influence with British publishers and the government to "sabotage" the proposal. Believing his opposition was based upon a misunderstanding League envoys went to London and sought to "convert" him.

At the March Council, the British representative, Foreign Minister Sir Austen Chamberlain, it is known, was "instructed" to block any further progress or bring the program into conformity with the views of Lord Burnham. Overburdened with anxieties as a result of the council seat fight and hitch in Germany's admission, and subsequently with the American Court Reservations and other matters, the British Foreign Secretary completely forgot the Press Conference and the question went over until the present session.

While Lord Burnham's opposition has not yet been removed, League officials and other interested parties will take advantage of his presence in Geneva the second week in June, when he will preside over the second section of the International Labor Bureau Conference, to discuss the matter with him and Sir Austen. It is regarded as certain that Lord Burnham will be convinced of the desirability of British publishers participating.

In case agreement is reached, the Council will suggest that the Secretariat send invitations immediately to representatives of the four groups, as proposed in M. Vandervelde's original report. The press association delegates probably will be called together first, perhaps in July. Two will be invited from each country, the Associated Press and United Press from the United States; Reuters and Exchange Telegraph from Great Brit-

ain; Havas and Agence Radio from France; Stefani and another agency from Italy; Agence Americana from Brazil; Tass or the old Rosta from Russia, and so on.

After the press association delegates have met the Government press bureau group will assemble and finally the working journalists and publishers' groups. The advisability of calling all groups together at once is questioned because of the diversity of interests.

The press conference proper probably will be held in 1927.

OCHS GIVEN HONORARY DEGREE

N. Y. Times Publisher Made Doctor of Letters by New York University

Adolph S. Ochs, publisher of the *New York Times* was awarded an honorary degree of Doctor of Letters at the annual commencement of New York University, June 9.

The publisher was escorted to the rostrum to receive his degree by Prof. James Melvin Lee, Director of the School of Journalism of the University.

In conferring the honor on Mr. Ochs, Chancellor Elmer Ellsworth Brown said:

"Adolph Simon Ochs, man of power in the world of Journalism, who have won your power by sheer ability, ideals, and industry, and who make use of your power, not only to the end of extraordinary achievement in journalism, but in the fostering of cognate undertakings for the spread of knowledge and information, honored citizen of America, and of the crowning city of America, the City of New York, as Chancellor of New York University I welcome you to the degree of Doctor of Letters with all of the rights and privileges thereunto pertaining, in evidence whereof you will

receive this diploma and the insignia appropriate to this degree."

PERKINS DISCUSSES CLASSIFIED

Chicago Herald-Examiner Executive Addresses Tulsa Realtors

C. L. Perkins, classified advertising manager of the *Chicago Herald and Examiner*, discussed the problem of when and how to use classified advertising before the advertising conference of the national convention of Real Estate Boards at Tulsa, Okla.

Mr. Perkins, formerly president of the Association of Newspaper Classified Advertising Managers and now editor of the *Classified Journal*, emphasized the need for real estate men to choose sufficient means to reach every potential buyer. He warned against spasmodic classified advertising.

"Truth in advertising is not a moral question—it is a business proposition," Mr. Perkins said.

Foreign Paper Plans Special Issues

The *New York Japanese Times*, published semi-weekly by Shozo Midzutani in the Japanese language, will run a series of special issues from June 22 to July 4, celebrating the 15th anniversary of the founding of the paper and carrying historical articles in connection with the Sesquicentennial Exposition in Philadelphia. In August the paper will publish in Japanese a Greater New York Guide for Japanese residents. Y. Fuwa is managing editor.

Oklahomans Plans Ad Campaign

Oklahomans, Inc., representing the non-profit division of the Oklahoma State Chamber of Commerce for advertising Oklahoma nationally, has selected state officers, local and county officers and made plans for a membership campaign. Leading newspaper and business men are sponsoring the plan which includes an extensive campaign of national advertising to begin about Nov. 1. The campaign to raise funds and to interest Oklahomans is now under way. N. R. Graham, Tulsa, is state president.

N. Y. JOURNAL OPENS NEW BRONX PLANT

Luncheon to 500 Business Men Celebrates Opening of Two-Story Structure—New Press and Equipment Installed

The *New York Evening Journal*, June 12, began publication of the Harlem and Bronx Journal in its new Bronx plant, located at One Hundred and Forty-ninth street and Mott avenue.

The plant, two stories high, covers an area of 13,000 square feet and is built on a foundation laid to carry ten stories. The building contains a press room, with capacity of 36,000 papers an hour, circulation department, editorial department, and advertising department.

In celebration of the opening of the plant, a luncheon was given to 500 of the leading business men, public officials and prominent citizens of the Bronx, at the Concourse Plaza, 166th street and the Grand Concourse.

Speakers were Arthur Brisbane, Mayor James J. Walker, Borough President Henry Bruckner and John M. Haffen.

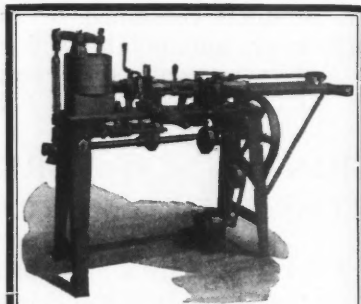
Preceding the luncheon an inspection was made of the new plant. The press room has a new latest model giant, super-speed balcony Hpe Press. It is composed of six units and can print up to 64 pages.

For "Immortals" of Dixie

Harry Stillwell Edwards, Georgia author and newspaper man, and special feature writer for the *Atlanta Georgian*, has announced that he will organize the Southern Institute of Arts and Letters at Luremont, N. C., to perpetuate and individualize the art, music and literature of the south. Ten representative Southern men and women will be selected to organize the institute.

Bands Compete for Daily's Trophy

Eighteen high school R. O. T. C. bands competed June 5 in the annual contest for trophies offered by the *Chicago Daily News*. First place was won for the third consecutive time by the band of Lindblom high school.



The Elrod— For Big Production

SMALL in size but big in production, the Elrod will tuck away into a corner of your composing room and produce as great a quantity of leads, slugs and plain rules as you can use.

So efficient is this machine that it requires no expert operator and yet its material is of so high a quality that it will stand up under even the severest of press and stereotyping conditions.

You can produce all your own spacing material at but little more than the cost of slug metal—let us tell you how.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

Quality Faces for Last Minute Copy

JUST before press time—last minute copy going thru—it's a matter of seconds. Anything goes—battered faces—second-choice type from almost empty cases—no wonder advertisers object—no wonder the paper shows need of the Ludlow.

There's no such thing as a battered face by this modern system. The last ad is as good as the first, and best of all—the deliberate speed with which the Ludlow produces typefaces on sluglines makes the old method slow by comparison.

No matter how revolutionary the Ludlow may seem before it is installed—once in a newspaper plant it is there to stay—there can be no substitute for Ludlow speed and Ludlow quality.

Of course, Ludlow speed plus Ludlow quality is the reason why newspaper plants the world over, in increasing numbers, are equipping their plants with this system.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

Boston: 261 Franklin Street
New York: 63 Park Row

LUDLOW QUALITY COMPOSITION

AN INTERESTING PARALLEL

The circulation of two San Francisco evening newspapers for the six months period ending March 31, 1926

	San Francisco NEWS	San Francisco Bulletin
City Circulation - -	58,248	37,402
City and Suburban - -	66,793	53,391
Total Circulation - -	67,985	63,985
Minimum rate - - -	15c	16c

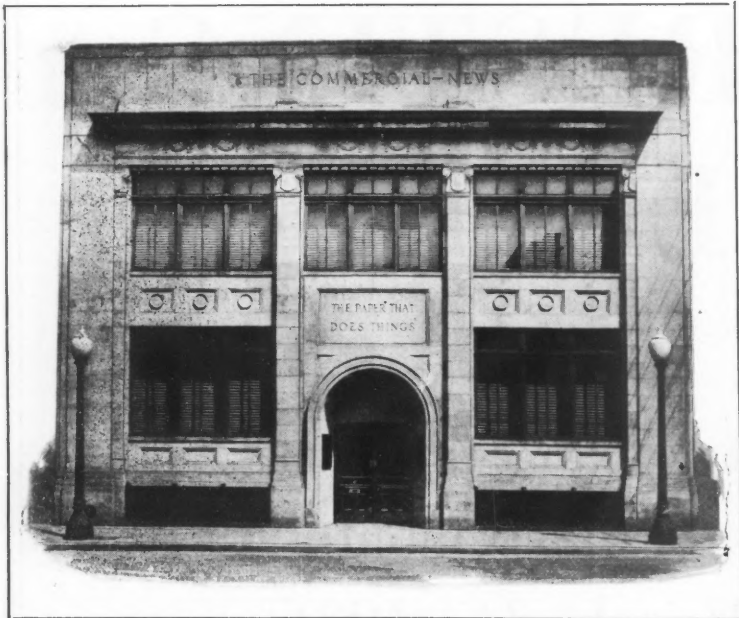
SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

HOUSEWARMING IN NEW \$300,000 PLANT OF DANVILLE COMMERCIAL-NEWS

Morning Contemporary Congratulates Paper and Harrison and Parrett, Its Owners, on Their Successful Quarter Century



Facade of New Building of Danville Commercial-News

THE new \$150,000 home of the Danville (Ill.) *Commercial-News* was opened to the public June 5. The new home with its white Bedford stone front houses nearly \$140,000 worth of machinery and equipment, the entire plant being valued at nearly \$300,000 exclusive of the value of the 23,000 circulation and the good will built up through a quarter of

basement, fronts on West North street, a half block from the main business thoroughfare and the heart of downtown.

The private office of Mr. Parrett opens off the lobby, through an ante room in which his private secretary holds forth. The classified advertising department and the business office also open off the lobby, from opposite sides, instant communica-

tion between the classified advertising department and the cashier's cage being had by pneumatic tubes. The corridor off the lobby runs back to the display advertising department, a suite consisting of a private office for the manager and a larger room for the staff.

The hall leads on back to the private office of the circulation manager, mailing room and quarters for carrier boys. A belt conveyor brings the papers from the press room in the basement.

A broad stairway leads to the basement, where the pressroom, the stereotyping department and the stock room are located. Rest rooms and lavatories for employes are on the first floor.

The first and second floors are connected by another broad stairway and also by an electric automatic elevator, which also runs to the basement.

On the second floor is found the private office of Mr. Harrison, which, like the office of Mr. Parrett, is fitted with a chenille taupe rug, heavy draperies at the windows, walnut flat top desks, lounging chairs and davenports, fireplaces and artistic lighting fixtures. They are corner rooms with large windows practically covering one side and a large window on the other.

The editorial department is across the hall from Mr. Harrison's office. This is a large, well lighted and well ventilated

room, with new metal desks, with battle-ship linoleum tops, with three large drawers on one side and a disappearing typewriter shelf on the other.

There are ten of these desks and a large exchange table in this department, which is also equipped with five telephones, and metal filing cases.

Rubber-tiled flooring is found in this and all other departments, with the exception of the composing room, where a special wood block flooring has been laid.

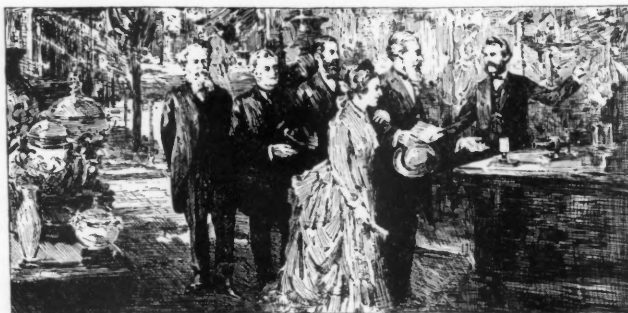
Pneumatic tubes shoot the copy from the editorial department to the composing room and also carry proofs between the composing room and the proof room on the second floor.

The composing room, at the rear of the second floor, equipped with the latest machinery and all metal cases, with windows filling two sides, houses eleven typesetting machines and the molding room.

Additional space at the rear of the editorial department has been bought by the publishers for future expansion.

With the completion of the new home, several changes have been made in the personnel of the editorial staff. George R. Tilton, managing editor, is now chief editorial writer and assistant to the editor.

H. C. Gibson, former city editor, is now managing editor, and R. H. Frankeberger, for several years police reporter, has been made city editor.



The Telephone at the Centennial

ONE hundred years after the signing of the Declaration of Independence, the infant telephone was first exhibited at the Philadelphia Exposition.

Since the dawn of civilization, mankind had sought some means of communicating over distances which unaided human speech could not bridge. Drums, signal fires, swift runners, the pony express, and finally the electric telegraph were means to get the message through. It remained for the telephone to convey a speaker's words and tones

over thousands of miles.

"My God, it talks!" exclaimed the Emperor of Brazil before a group of scientists at the Philadelphia Exposition, as he heard and understood the voice of Alexander Graham Bell, demonstrating the new invention.

Today, after a brief half-century, the telephone lines of the Bell System have become the nerves of the nation. The telephone connects citizen with citizen, city with city, state with state for the peace and prosperity of all.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

BELL SYSTEM



IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION



W. J. PARRETT

JOHN H. HARRISON

a century of service to the public by the publishers, John H. Harrison and W. J. Parrett.

The *Commercial-News* represents the consolidation in 1903 of the *Commercial*, founded in 1866, and the *News*, established in 1872. John H. Harrison bought the *Commercial* in December, 1897, and the *News* in 1903, consolidating the two. Six months after the purchase of the *Commercial* Mr. Parrett became associated with Mr. Harrison and has been with him ever since, at the present time being business manager and part owner.

The morning of the public opening, the *Danville Morning Press*, only competitor of the *Commercial-News*, came out with the following congratulatory message on the first page:

"Congratulations

"The *Morning Press* congratulates the *Commercial-News* upon the completion of its new home, which the public is invited to visit and inspect today. It does so because its competitor is entitled to felicitations and also because this newspaper in the not far distant future hopes to be engaged in a similar enterprise.

"John H. Harrison and Will J. Parrett deserve the success they have attained. They worked hard, patiently and perseveringly when the going was not so easy for them as it is today and we are glad to see prosperity attend their efforts."

The building, two stories and a full

TO GET
RESULTS
YOU MUST
HAVE A
SYSTEM
UPON WHICH
YOU CAN
DEPEND
AT ALL TIMES

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising
CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO
79 Madison Ave. NEW YORK



The Washington Dispatches of DAVID LAWRENCE

THE dispatches of David Lawrence, famous political writer, appear daily in The New York Sun.

Mr. Lawrence has a world-wide reputation as a keen observer and an accurate interpreter of national and international political events.

His dispatches are noted for their accuracy and their impartiality. He not only relates events as they take place but interprets them as well—explaining the causes and forecasting the results.

Mr. Lawrence writes with the authority that comes with years of experience as a political writer and an intimate acquaintanceship with most of the political leaders in this country and abroad. He covered the peace conference in Paris and accompanied Woodrow Wilson to Italy and Great Britain.

The addition of David Lawrence's Washington dispatches to the already famous political news columns of The Sun makes this newspaper unsurpassed for reliable, unbiased, timely information about political events in Washington and the other principal capitals of the world.

Read David Lawrence's Washington dispatches for authoritative news of the political events of the day.

EVERY DAY IN

The  **Sun**
280 Broadway New York

BOSTON
Old South Building

WASHINGTON, D. C.
Munsey Building

CHICAGO
208 So. La Salle St.

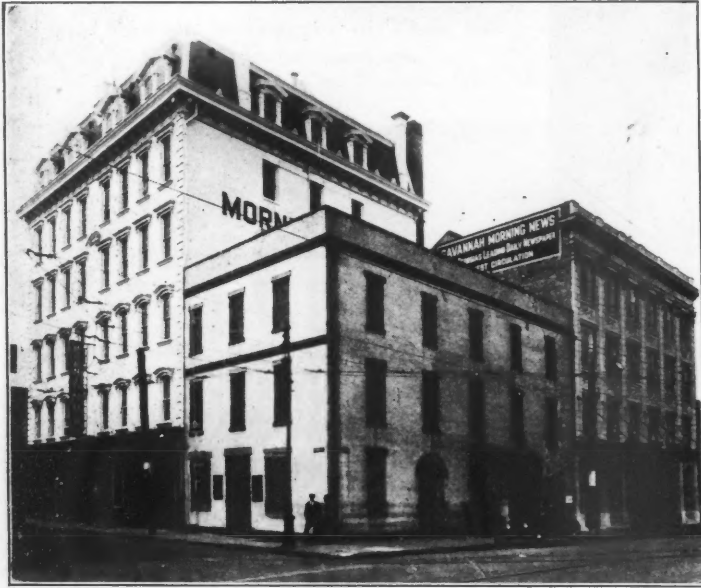
SAN FRANCISCO
First National Bank Building

LOS ANGELES
Van Nuys Building

PARIS
49 Avenue de l'Opera

LONDON
40-43 Fleet St.

SAVANNAH NEWS OPENS NEW PLANT



The Savannah Morning News plant, showing new four-story modern addition at the right

THE Savannah Morning News formally opened the new four-story addition to its plant recently with a special edition chronicling the history of the newspaper from the days of its founding to 1850.

In the pressroom in the basement a new Hoe press has been installed.

The first floor of the addition contains the business offices. On the second floor on the south side of the building are the editorial offices and city room, library and telegraph rooms. Also on this floor is the Morning News Town Hall, designed for use of the public and various local organizations. The composing room is on the third floor. Shower baths have been provided here for employees. A space has been reserved for an engraving department to be installed in the future. The fourth floor has not been put in, although there is ample space provision.

W. R. Neal is editor of the News and F. G. Bell, proprietor and general manager.

URGE TIMBER TAX REVISION

Wisconsin Legislature Hears Lumber Men Predict Evil from Present Rates

A great step towards the conservation of forest lands and towards the assurance of timber in future years for paper mills can be taken by the legislature through a revision of the method of taxing timber areas, the Wisconsin legislative interim committee on taxation was told at a hearing held in Wausau, Wis., recently.

Forest lands are now being assessed for more than they are worth in Wisconsin, several representatives of lumber companies told the committee. W. A. Holt, of an Oconto (Wis.) lumber concern, declared:

"Unless there is a definite assurance that distribution of taxation will be equalized so that the amount of taxes assessed each year does not become so burdensome that owners of timber tracts cannot afford to conserve them for future cuttings, they are going to realize upon their holdings as soon as possible and the country as a whole will be the loser through removal of the timber."

Orlando Club Elects Carl Hunt

Carl Hunt has resigned as executive vice-president of the Orlando (Fla.) Chamber of Commerce to enter business in Orlando. Mr. Hunt, who before going to Florida had been general manager of the Associated Advertising Clubs of the World for several years, was elected president of the Orlando and

Orange County Advertising Club last week. Byron W. Orr was elected secretary-treasurer, and other officers named were: First vice-president, Harry Burns second vice-president, Lee Trimble; directors, Blaine McGrath, Sidney Ives, III; Karl Lehman, Adolphine Hein, A. J. Hanna.

LIBEL STINGS IN SNAKE-LIKE INSINUATIONS

(Continued from page 13)

Legion, for such facts only go to show the vicious depravity that prompted the attack and could be considered only in determining the amount of damages.

"The charge of being a groom to a 'war bride' for the purpose of a 'slacker'—is to say that he designedly prostituted the most sacred relation known to man; that failing in the true object of his matrimonial venture, he sought and secured a sinecure in a non-combat arm of the service. The reader is forced to conclude that plaintiff is not only without chivalry toward women, but a panicky, fear-stricken, skulking, unprincipled coward, devoid of honor and principle and without feeling or courage for his country's sake. Finally it is charged that having escaped with his contemptible body and soul he is an arch hypocrite, a posing sunshine patriot, and is using the honor and privilege of being the head of the ex-service men's patriotic

organization for mercenary purposes. Such being the thought conveyed to us by the article, we say the same tended to lower the plaintiff in the estimation of all honorable men and women.

"This court held a publication to be libelous that accused one of trying to interfere and prevent the success of a county fair, couched in such terms as to picture the plaintiff as being a man devoid of public spirit.

"The article complained of herein far more bitterly makes the same charge, and, in addition, charged the plaintiff with being devoid of every patriotic impulse, and with using his undeserved standing and office in the American Legion for selfish, mercenary purposes.

"No one may doubt the loathing contempt the author held for Martz, and through his article he gave vent to his spleen, expressing himself in defamatory, scurrilous terms.

"This government, through its courts, owes its patriotic sons a duty to protect them from such slander, traducing defamers, who would, by their cynical lies, destroy patriotism, and take that from a man which neither he nor the courts could return—honor and reputation. We feel that a court would be recreant in its governmental duty not to stay the hand of one who would so crucify patriotism.

"The plaintiff has come into court seeking redress for an attack that could have been the moving cause of a tragedy; for this he is to be commended. He has pursued the orderly way to settle individual wrongs as well as the adopted manner of settling wrongs between his country and others. His injury is in a measure the injury of the public; it should be redressed, and those who vilify the honorable service record of a soldier should be warned that they do so at their peril."

TRADE **LINOTYPE** MARK

6 1/2 pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over \$300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-7.8 Commercial Exchange Bldg., LOS ANGELES

In 1925 Texas, Oklahoma and New Mexico Produced
\$ 3,000,000,000
 In Agriculture, Live Stock, Minerals and Lumber---

**The Great Empire of the Southwest
 Is Literally Spending**

MILLIONS OF DOLLARS

**This Organization
 Can Help You, Your
 Salesman, Your Dis-
 tributor, and Your Sales**

We can help you because we know this market from top to bottom, and we know how to get results from money spent for advertising.

COVERAGE

We represent 325 Weekly Newspapers in these three states. A complete coverage with no duplicate circulations.

**MARKET
 INFORMATION**

Complete Market Information of this Territory and the only source of Market Conditions in smaller towns. All this is yours for the asking.

**MERCHANDISING
 ASSISTANCE**

Merchandising help that is second even to no metropolitan daily newspapers because of personal acquaintance between publisher and merchant, and because of the effectiveness of the manner in which it is handled from the executive offices at Dallas. In fact, you'd be surprised at just how really effective it is.

**CHECKING
 and BILLING**

A complete organization does the billing and checking, you can with one transaction deal with from one to 325 and more Weekly Newspapers. Thus the cost of handling a campaign in the Southwest is materially lowered and the effectiveness of the campaign is materially raised.

**Here's a new angle on how
 to get this business:**

Merchandising and sales plans that work in other markets, often times do not succeed in Texas-Oklahoma and New Mexico—HERE'S WHY:—

This is a vast territory, bigger than anything you ever thought of, and while Southwesterners read Daily Newspapers, Magazines and other publications, just as other people do in more thickly populated markets.

**Their thoughts, their actions and their buying
 habits are influenced by their**

WEEKLY NEWSPAPERS

BECAUSE IN THOUSANDS AND MORE OF CASES the Weekly Newspaper is the only newspaper to which they subscribe—and these people have money to spend, they're prosperous, in fact, they are wealthy people.

The Weekly Newspaper is the only advertising medium with absolutely no waste or lost circulation, it is the only medium that is absolutely 100 per cent purely local, and it is an advertising medium where the publisher and the editor know the majority of their subscribers.

THE WEEKLY PAPER PAYS FROM THE START

Because in These States Rural and Small Town Life Predominate. The communities, villages and smaller size towns in the Southwest, for the most part are situated a great distance apart. This is the reason community interest is so strong. It is necessary for each community to entertain itself. There are but few and very few instances in the Great Southwest where you can jump in your car, drive a few miles and see the great white way. What you do is jump in your car (and in many cases it sold for over \$1,200.00) drive a long distance and arrive at the main street of some village or town. Now then, what is it that keeps up this wonderful community interest, what is it that furnishes the life of the small town, what is it that keeps everybody posted, and upon what does the interest of the small town center?

IT IS THE WEEKLY NEWSPAPER!

Maybe your sales in America's most fertile, most receptive and practically untouched market, are not just as you would wish them to be—then let us show you how at a small advertising expense they can be greatly increased, and we mean sure enough increased.

Others Find It Highly Profitable

A letter to our Dallas office will bring you some very interesting figures and we can show you where there are more sales with less sales resistance.

THE H. L. GRABLE CO.

"National Advertising Representatives of Weekly Newspapers"

TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK
 25 East 26th St.
 Phone Ashland 9127

PHILADELPHIA
 Widener Bldg.
 Phone Rittenhouse 9698

CHICAGO
 123 West Madison
 Phone Central 3021

DALLAS, TEXAS
 606 Mercantile
 Bank Building

PALMER AND C. F. HART ON N. Y. PROGRAM

A. N. P. A. Expansion and Mechanical Ideas Up for Discussion—Press Association to Combine Institute and Business Meeting

L. B. Palmer, manager of the American Newspaper Publishers Association, will outline the expansion plans of the A. N. P. A. and discuss other matters of general interest to publishers at the annual meeting of the New York State Publishers Association at Ithaca, June 17. Charles F. Hart, mechanical superintendent of the New York Times, is also on the publishers' program. At the dinner the previous evening addresses will be made by President Livingston Farrand of Cornell University and Kent Cooper, general manager of the Associated Press.

A newspaper conference will be held in connection with the summer meeting of the New York Press Association, also at Ithaca on June 17, 18 and 19. This association is made up of the weekly papers of the state, and it will combine a newspaper institute and some business transactions with its regular summer outing. The program begins with a get-together dinner at Willard Straight Hall, after which there will be an evening of entertainment provided by the University.

The business session will take place on Friday, June 18 and the afternoon of that day will be given up to an automobile tour, and at 6:30 that evening the annual banquet will take place.

On Saturday, June 19, there will be an executive breakfast of the active members of the New York Press Association and after that an exhibit and analysis of the weekly papers of New York State by Bristol Adams, in charge of journalism courses at Cornell. This meeting is not only the annual gathering of the press association, but it is the first of a series of newspaper conferences scheduled to be held at Cornell University each year, taking the place of the annual February institute which has been a feature of Farmers' Week for the past seven years.

HONORARY DEGREE FOR "DING"

Noted Cartoonist Given LL.D. by Drake University, Des Moines

Ranked as "a person of outstanding attainment," J. N. Darling, cartoonist for the New York Herald Tribune Syndicate, was awarded the honorary degree of Doctor of Laws at the commencement exercises of Drake University, Des Moines, Ia., on June 8.

"Since it is the duty of universities not only to train scholars but to recognize and to promote cultural attainment, it is our honor to thus recognize Mr. Darling's achievements," said Dr. Herbert Martin, of the Drake faculty in presenting Mr. Darling his honor. Praise for his writings, his place in cultural circles



Willard Straight Hall at Cornell University, where New York publishers will meet

and his refreshing philosophy of life were detailed by Dr. Martin, who characterized Mr. Darling's optimism and gentle humor in both his drawings and writing as unique.

PAPER COMPANY ISSUES BONDS

Fort William, Ont., Firm Raising \$3,500,000 for Expansion Plans

Bonds totalling \$3,500,000, representing additional financing for the Fort William Paper Company, Ltd., Fort William, Ont., were offered in New York this week by Peabody, Houghteling & Co., Inc. The bonds were first mortgage 6 per cent sinking fund gold bonds, Series A.

The proceeds will be used to retire the outstanding 7 per cent serial gold bonds, to complete additions to the plant at Fort William and to purchase \$1,000,000 6 per cent collateral trust notes of the Fort William Power Company, Ltd., which are to be additional security for the bonds. The bonds were offered at 98½ and interest, to yield about 6.13 per cent.

McCutcheon Heads Zoological Society

John T. McCutcheon, cartoonist of the Chicago Tribune, is president of the Chicago Zoological society, which plans a zoological park in the Chicago forest preserve, to be ultimately developed into one of the largest zoos in the world.

N. C. Press Committee Meets

The committee of the North Carolina Press Association appointed to act in the matter of retaining a full time field secretary for the organization met at Charlotte this week to prepare a report which is to be submitted to the Association at its meeting in July. Members of the committee present were: J. D. Bivins, of Albemarle; W. C. Dowd, Jr., of Charlotte, and L. M. Hollowell, of Hendersonville.

RETAILERS CAN DRAW NATIONAL LINAGE

W. P. Milligan Would Enlist Their Aid for Newspapers Through Co-operative New England Campaign—Present Typical Ad

A co-operative advertising campaign by New England daily newspapers addressed to retail merchants asking them to demand advertising aid from national advertisers whose goods they carry, was urged at the recent meeting of the New England Daily Newspaper Association by Wendell P. Milligan, treasurer of the South Norwalk (Conn.) Evening Sentinel.

The following was presented by Mr. Milligan as a typical piece of copy:

AN OPEN LETTER TO RETAILERS INSIST THE MANUFACTURER ADVERTISE

When you buy nationally advertised merchandise, do you INSIST on getting every possible co-operation from the manufacturer?

INSIST through the salesman that your local newspaper receive advertising to create local sales. Often the manufacturer will do this when asked for by the retailer.

Your jobber is the connecting link in most cases between you and the manufacturer. When his representative calls to see you, INSIST through him that the product he is selling be advertised in your local newspaper,—preferably over your name.

In this way you are getting the manufacturer with national distribution to pay for some part of your advertising,—with your name on it.

Such advertising is far more effective than general magazine advertising without the retailer's name.

The results are direct,—bringing the public to your door instead of making the public hunt for your door. You wouldn't think of publishing your own advertisement without your name and address.

Therefore, INSIST that your jobber and his salesmen co-operate with you in placing advertising in your newspaper, preferably over your name.

"We are all selling the theory of advertising, but do we do enough direct advertising in this instance addressed to the retailer to help our own business?" he asked.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER

New York

and

ADVERTISING WORLD

London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page\$280.00 per insertion
Half Page 145.00 per insertion
Quarter Page 82.50 per insertion

You are cordially invited to communicate with **EDITOR & PUBLISHER**, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of **ADVERTISING WORLD**. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher

1700 Times Building

Broadway at 42d St.

New York, N. Y.

Telephones:

Bryan: 3052-3053-3054-3055-3056
able Address: EDPUB, NEW YORK

Advertising World

14 King Street

Covent Garden, W. C. 2

London, England

Telephone: Gerrard 7615

Cable Address: ECPUBLISH, RAND, LONDON

~FOR PROMPT SERVICE~

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

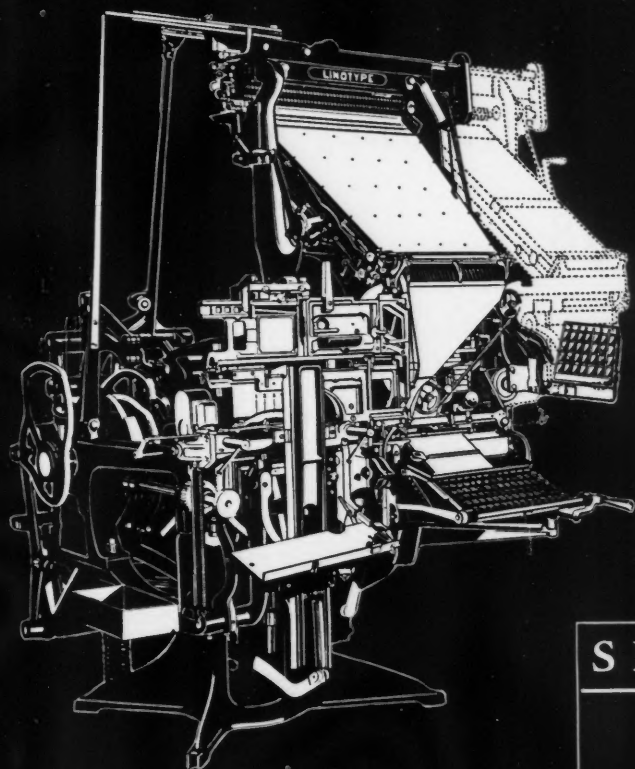
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

MULTIPLE DISTRIBUTION



TWO MAIN MAGAZINES

Model 25

WITHOUT AUXILIARY MAGAZINE

Model 26

WITH TWO AUXILIARY MAGAZINES

CONTINUOUS COMPOSITION

*Matrices from all magazines
can be mixed in the same line*

SINGLE OR MULTIPLE
DISTRIBUTION



One, two or three main magazines
With or without auxiliary magazine
30 or 42 picas maximum measure

Mergenthaler Linotype Company

BROOKLYN, NEW YORK

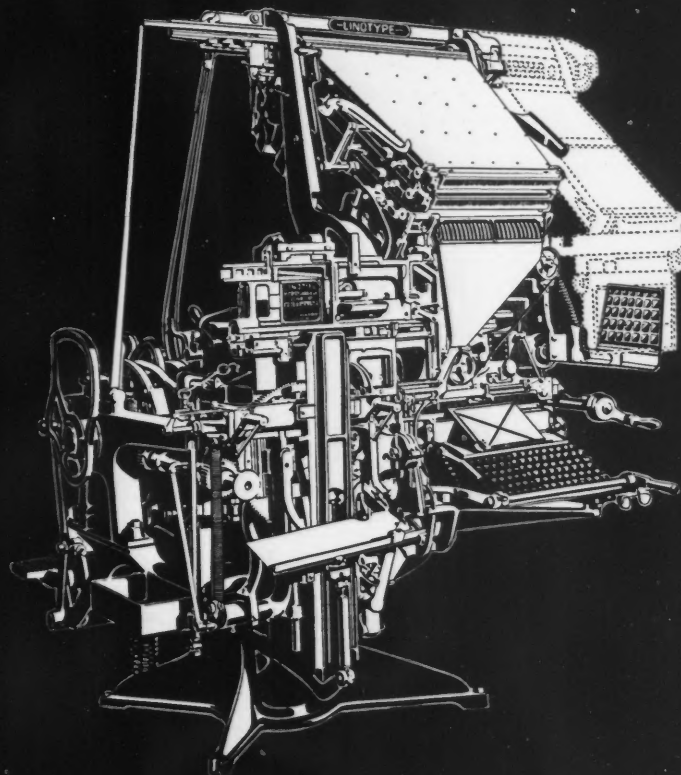
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

THE LINOTYPE LINE

There are two types of Linotypes, either of which can be equipped with various combinations of interchangeable magazines to give you the machine you need.

SINGLE DISTRIBUTION



ONE, TWO OR THREE MAIN MAGAZINES

Model 8

WITHOUT AUXILIARY
MAGAZINE

Model 14

WITH AUXILIARY
MAGAZINE

Also built as Display Linotypes

Model 21

WITHOUT AUXILIARY
MAGAZINE

Model 22

WITH AUXILIARY
MAGAZINE

BIGGEST PICTURE

The American War Zone in France, as Am

1918



Street in Varennes

A complete picture story of American battle scenes in France, with a direct appeal to every newspaper reader.

Pictures 1918 and same spot eight years after in complete battle sequence or localized, showing views in areas over which troops from *your* locality fought.

ACME NEWSPICTURES, Inc. 6.

FEATURE IN HISTORY

As American Soldiers Knew It and As It Is Today

1926



Same Street Eight Years After

A big picture smash available during the period of battle anniversaries.

For daily and Sunday release.

All pictures in sets—1918 and eight years after.

First releases mid-July.

WIRE FOR RESERVATIONS

PAPERS THAT HAVE ORDERED TO DATE

New York Herald-Tribune
Boston Globe
Philadelphia Ledger
Columbus, O., Dispatch
Syracuse, N. Y., Herald
Baltimore Sun
Buffalo Express
Providence Journal
Indianapolis Star
Worcester, Mass., Telegram

All other territory open

61 Eighth Avenue, New York

EDITORIAL

CREDIT BUYING

ACCORDING to Alfred Reeves, general manager of the Automobile Chamber of Commerce, "credit buying lowers prices." He makes the general statement and supports it by giving statistics concerning the automobile industry.

In the case of the motor car it may cost \$80 in interest charges to buy a car on the time payment basis, but Mr. Reeves shows that this easy payment plan has had the effect of increasing the volume of sales to such an extent that manufacturers have been able to reduce prices and he gives the round figure \$200 as representing such reduction. On this basis the saving to the consumer would be \$120, while still enjoying the partial payment privilege.

In automobile selling the standard terms are one-third down and twelve monthly payments and Mr. Reeves notes that less than one-fifth of one per cent of such purchases have defaulted for any reason, a testimonial both to the integrity and prosperity of the American people.

Mr. Reeves applies, we think mistakenly, this principle to credit buying of articles of high unit value in general, specifically mentioning pianos and homes. He contends that the average individual cannot possess such articles of high unit value except through financing and says the average consumer is merely adopting recognized business standards. Credit, he declares, must be based on the character of the buyer, capacity to pay and capital of the buyer.

Mr. Reeves gives to mass production all the credit for lowered sales prices in automobiles. This might be questioned on a number of obvious scores. But granting that in the case of automobile mass production manufacturing costs have been reduced to a point where interest charges have been more than absorbed, still we do not believe that a general application of the principle is justified or that such propaganda is a wholesome influence in American life. Certainly Mr. Reeves' references to credit buying of homes give an unsound conclusion. Mass production has not lowered the cost of building material, labor or land.

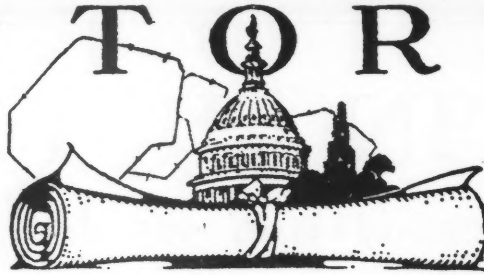
In scores of departments of trade the statistics show that credit buying lies as a dead weight upon the consuming public. One of the most profoundly grave economic questions of the hour in America is the fact that seventeen per cent of our retail wares are being sold on the installment basis, with staggering aggregate banking cost. This business is totaling more than five billions of dollars annually. Material America is today blessed by the gods and the skies seem clear for a continuation of prosperity, but that this huge load of credit has dynamite in it in the event of a sudden depression requires no economist to foresee. It is well for Mr. Reeves to set public opinion right as regards credit buying in the automobile industry of today, without reference to possible conditions to come, but we do not agree with him that the principle is economic *per se* or generally applicable.

Next week—EDITOR & PUBLISHER'S annual A. A. C. W. convention number, which we hope will reflect some of the brilliance of this great international gathering at the shrine of American press freedom.

JAPANESE RADIO BLOCKADE

THE Japanese Government is standing in the way of cheap press rates to and from the Far East. It refuses to accept the proposal of the American Radio Corporation whereby press wordage cost would drop from 27 cents to 10 cents, in Japan-American traffic, and materially lower the rates to China where trans-Pacific cabling now mounts to 42 cents a word. Why any enlightened government will stand in the way of easy exchange of press information in this day and age is beyond understanding. News is the flag of progress through the sound principle of understanding. A free exchange of information across the Pacific would untie a thousand perplexing knots that the diplomats have failed to loosen.

Osaka Mainichi, an influential journal, is attacking the problem of high tolls in Japan and American newspapers are taking up the subject. Our State Department is committed to the principle of cheaper press rates. But Japan continues to stand as a blockade. In the interest of international good will and all its blessings this question deserves agitation.



A good man leaveth an inheritance to his children's children: and the wealth of the sinner is laid up for the just.—Proverbs, XIII; 22.

THREE VALUATION FACTORS

THE other day when some newspaper men were discussing the value of newspaper properties, one of them mentioned a ruling which he said had been delivered by a British Judge early in the present century. The court had held, he said, that a newspaper's value was determined by these three factors, in the order named:

Field, Physical Assets and Management.

No reference to this decision appears in the early files of EDITOR & PUBLISHER, nor was it known to several lawyers whose books were consulted. It is to be hoped that the story of its judicial origin is not apocryphal, for an exposition of the judge's reasoning which led to the above conclusions would be highly interesting in these days when newspaper properties are being bought and sold almost like real estate.

The goodwill element that American appraisers stress so highly is apparently included in all three of the factors cited above. The wealth of given territory is easily determined and its ability to support a given number of competent newspapers is not beyond finding by careful analysis. In the field element we suppose should be included the franchises or special privileges of news-gathering and reception the publication holds or may acquire. Valuation of physical assets is simple accountancy. The third element apparently applies to the ability of the publication to gain its due reward from the advantages of the first two, in other words to create good will.

EDITOR & PUBLISHER would be pleased to hear from any of its readers who have more complete information on this decision or know by what court and when it was rendered.

Only a few years ago the bed-room scene on the stage was attacked as vigorously as is the bath tub in the current revue; time wears down such opposition and what depth of vulgarity the future holds is any man's guess.

BOLL WEEVIL INDUSTRY

WE are indebted to the Better Business Bureau of New York for interesting information concerning the startling increase in so-called business men's "leagues," or "associations," every one of them depending upon newspaper publicity for their existence. Each is promoted by some schemer who is interested in soliciting "members" or "subscribers" and usually such enterprises are backed by the use of the name of some former public official or other person of influence.

The chief objective is to sell memberships and garner profits from advertisements in periodical publications, cooked up for the occasion. Of course, each such organization has a "code of ethics" and travels under the banner of civic service reform or business uplift.

The woods are full of them and the methods of the promoters in pulling in the "suckers" are devious. Investigation of their charters reveals their questionable methods.

These organizations prey on the news and also the advertising columns of newspapers and are a dead weight upon local advertisers who fall for the guf of their publication space sellers. The mill is by no means confined to New York; it grinds a national grist amounting to millions of wasted dollars. Before giving honors to an organization bearing these earmarks investigate its charter and find out if it is a profit-making scheme for a few boll weevils.

THE CIRCULATORS MEET

CIRCULATORS, in the largest number in the history of their organization, met this week at Philadelphia to discuss the inside problems of newspaper technique. They are a notoriously inarticulate faction of the craft, but when they do "speak out in meeting" they say something of vital interest to every department of the industry.

One of the interesting incidents of the week's meeting was the revelation that eighty per cent of the circulators in attendance had started their newspaper careers as newsboys.

On other pages will be found full details of the convention discussion, meriting thorough reading. Publishers will be particularly struck by the amazing advancement of distribution efficiency in the trading areas of numerous states by means of the motor truck and bus line. The farmer's wife now receives her morning and evening newspaper on almost even terms with her city sister. Thus she becomes a city and town, instead of mail-order, trader.

Stanley Clague, managing director of the Audit Bureau of Circulations, administered to certain circulators a rebuke for "padded carrier orders," vigorously denouncing a newspaper that attempted to force circulation showings by compelling a newsboy to draw more non-returnable papers than he could dispose of. He truly said that such practice is harmful to the boys and the newspaper as well.

Naturally the boys have it in their power ultimately to defeat such practices and therefore such padding cannot be very extensive, but we know that it does exist in instances and is a particularly offensive abuse. Such "circulation" is soon found out and there is nothing gained, while much may be lost.

The convention revealed that the circulators are on the right side of many questions in the industry and are the same old valiant crew of hustlers that have carried a major share of responsibility. The city newspaper's distribution is one of the transport marvels of the age. Threatened by intensifying street traffic, embarrassed by large volume of pages creating bundles of huge size, buffeted by the fiercest competition known in trade, still the circulators continue to find the channels to quick delivery to the reading public.

EDITOR & PUBLISHER congratulates the I. C. M. A. on its choice of officers and its interesting and instructive convention. It is a body that sits at the right hand of the father of the newspaper family.

Banker Cheney foresees mass production of materials in such vast volume that the world cannot absorb them and pictures civilization buried beneath a haystack of machine-made goods, but only a fraction of the world's population possesses more than the necessities of life.

VITAL LOCAL NEWSPAPER

THE publisher of the *Doylestown* (Pa.) *Daily Intelligencer* wants the world to know that

EDITOR & PUBLISHER was not referring to his paper in its recent rather caustic comment on the modern tendency of editors of many papers in smaller cities to neglect their local fields. He has sent to us a copy of his paper for Friday, June 4, which is complete proof that our shoe does not fit. His paper is a model that publishers in larger cities might well study.

Of 26 items on page one, 17 are of sound local interest, one of them illustrated by a three-column halftone. The telegraph news, which appeared light on that day, was cut to its essentials.

Turning inside the readers found 18 columns of local news and features, including two local editorials. In four columns of type on page seven personal mention was made of hundreds of citizens of the Doylestown trading area.

When the *Intelligencer* asks a reader to go to all the trouble of turning a page to follow a jumped story it says it with flowers. "Please turn to page —." Throughout it is a clean, vital, local paper, evidently produced by men of heart as well as mind.

Hundreds of oblique, greedy eyes watch newspaper columns for slips which may give shyster lawyers an opportunity to tell juries their doves were soiled by printer's ink.

PERSONAL

W. Y. MORGAN, editor of the *Hutchinson (Kan.) News-Herald*, was renamed by Governor Ben S. Paulen, of Kansas, to the state board of regents for a term of four years. Mr. Morgan is chairman of the board. Charles M. Harger, *Abilene (Kan.) Reflector* editor and publisher was also renamed to the board for a term of four years.

Col. H. L. Opie, managing editor and proprietor of the *Staunton (Va.) News-Leader and Evening Leader*, who suffered a severe breakdown several months ago, is rapidly regaining his health, and is gradually resuming his business activities.

George F. Booth, publisher and editor of the *Worcester (Mass.) Telegram-Gazette*, was honored by the employees of the City Parks and Recreation Commission recently when he retired after 15 years' service as chairman. The employees waited on him in a body at his office in the newspaper plant with a gold watch and chain. Mrs. Booth was presented with a basket of roses.

Earl J. Hadley, one of the owners of the Metropolitan Newspaper Service, and Mrs. Hadley are parents of a son born June 1. Mr. Hadley, before entering the syndicate field in 1921, was assistant managing editor of the *New York Globe* and previously the city editor of the *Evening Sun*.

Rolla Clymer, editor of the *Eldorado (Kan.) Daily Times*, and Mrs. Clymer, are parents of a daughter, Catherine.

Frank Appleby, publisher of the *La Grande (Ore.) Observer*, visited his brother Paul Appleby and his brother-in-law C. C. Clifton, associate editor and political writer of the *Des Moines Register* in Des Moines last week.

Hammond Fowler, editor of the *Rockwood (Tenn.) Times* was the principal speaker at Confederate Memorial Day exercises in Knoxville. Mr. Fowler recently won the "Know Tennessee" oratorical contest conducted by Tennessee newspapers.

Dan R. Anthony, Jr., editor and publisher of the *Leavenworth (Kan.) Times*, and the senior congressman from Kansas, has filed to become a candidate for congress from the First Kansas district at the August primaries.

Mrs. Henry J. Allen, wife of Henry J. Allen, editor of the *Wichita (Kan.) Beacon* and their daughter Miss Henrietta, who have been touring Europe and the Near East, are expected home the last of June.

Roy G. Watson, former owner and publisher of the *Houston Post*, Houston, Texas, and his mother, Mrs. N. M. Watson of Asheville, N. C., spent last week in Tacoma, Wash. Following Mr. Watson's sale of the Post, three years ago, he and Mrs. Watson started on a world tour. While in Tacoma, the Watsons visited Frank S. Roberts, copy editor of the *Tacoma (Wash.) News Tribune*, who was formerly associated with Mr. Watson in Houston.

Victor H. Hanson, publisher of the *Birmingham News* was named honorary publisher of the *Gold and Black*, student newspaper of Birmingham-Southern College, by the vote of the student body on June 3.

Santford Martin, editor of the *Winston-Salem (N. C.) Journal*, was recently elected alumni orator of Wake Forest College for the 1927 Commencement.

IN THE BUSINESS OFFICE

ALFRED G. WILLIAMS, for many years a circulation manager on Hearst newspapers in San Francisco, Los Angeles, Chicago and New York, has been appointed circulation manager of the *San Francisco Call*, succeeding John E. Gray, who died recently.

Robert Graham, formerly with the Vanderbilt newspapers, has been appointed manager of the financial adver-

tising section of the *Buffalo (N. Y.) Courier*.

Charles Fessler, formerly with the *Canton (O.) Daily News*, is now a member of the advertising staff of the *Buffalo Star*.

J. V. Hollett, circulation manager of the *Tulsa (Okla.) Tribune* for the past six years has resigned on account of the poor health of Mrs. Hollett. They are taking an automobile trip of about 6,000 miles through Yellowstone Park, Washington, Oregon and California. R. N. Orlopp, who has been with the *Indianapolis News*, has been named circulation manager.

Jos. K. Hughes has resigned from the *Montgomery (Ala.) Advertiser* as circulation manager to join the *Columbia (S. C.) Record* in the same position. He was formerly with the *Tuscaloosa (Ala.) News*, *Charleston (S. C.) American* and the *Pensacola (Fla.) News and Journal* in circulation posts.

Boyd E. King, of Knoxville, is now business manager of the *Elizabethton (Tenn.) Star*. That new paper is successor to the *Elizabethton Carter County Banner*. Frank H. Lovette is editor and owner.

Ralph A. Webber, of the Thomas W. Briggs Company, of Memphis, Tenn., who two months ago left New York to do special advertising work on the *Allentown (Pa.) Chronicle & News* is now in Chicago and Alton, Ill.

Walter Hoots, circulation manager, *Quincy (Ill.) Whig-Journal*, has resigned to become promotion manager for the *Baltimore (Md.) News and American*.

James M. Kirkham, assistant general manager of the *Salt Lake City Deseret News*, has returned from a trip to Chicago where he made arrangements for the purchase of additional machinery and equipment for the new home of the News on Richards street, adjoining its present building.

Ralph Young has joined the advertising staff of the *Leesburgh (O.) Citizen*, of which C. E. Sturm is editor and publisher.

Philip F. Metz, secretary of the *Buffalo Times*, has been elected a director of the Main Street Association of Buffalo.

F. B. Kennedy, formerly circulation manager, *Sandusky Register*, has been placed in charge of suburban and country circulation on the *Dayton (O.) Journal and Herald*.

Emerson Barr, for the past four years in the advertising department of the *Chicago Herald and Examiner*, has resigned to join the *Motor News*.

Carroll Shaffer, manager of the *Chicago Evening Post*, accompanied by his wife, has returned from an extended trip to California and Japan. They were away about five months.

FOLKS WORTH KNOWING

TO the newspaper fraternity of Canada he is known as "Buck." In "Who's Who" you will find him listed as the



W. A. BUCHANAN

Honorable William Asbury Buchanan, member of the Canadian Senate for Southern Alberta, Senator Buchanan, who was advised of his appointment to the Canadian upper house at Ottawa last summer while he was playing—and winning—a tournament match of golf at the Lethbridge, Alta. Country Club course, learned his journalism and politics in Ontario and practised them with success in Western Canada.

Leaving the east in 1905 he established the *Lethbridge (Alta.) Weekly Herald* in the heart of the Canadian hard wheat belt. Two years later he made the Herald a daily.

He started newspaper work on the *Peterborough Review* in 1893, was later made city editor of the *Toronto Telegram*, then managing editor of the *St. Thomas Journal*. His favorite recreations are politics and golf, particularly the latter.

IN THE EDITORIAL ROOMS

MARC A. ROSE, managing editor of the *Buffalo Evening News*, will give the address at the graduation exercises of Dunkirk High School.

H. C. Gibson, city editor, *Danville (Ill.) Commercial-News*, has been named managing editor, succeeding George R. Tilton, who becomes chief editorial writer and assistant to the editor. R. H. Frankeberger, police reporter, becomes city editor.

Alexander Woolcott, dramatic critic of the *New York World*, sailed for a vacation abroad last Saturday on the liner France.

Roland Kilbon, American correspondent for the Paris edition of the *New York Herald Tribune*, accompanied by Mrs. Kilbon, leaves Friday, June 18 on the *Tuscania* for a six weeks' visit to the Paris office. Roscoe Ashworth, city editor of the *Paris Herald*, has come to this country to take Kilbon's place during his absence.

A. I. Harris, former reporter on Minneapolis papers, has joined the *St. Paul Dispatch and Pioneer Press*.

(Continued on next page)

"Nothing Succeeds Like Success"

**Lakes to Gulf
Atlantic to Pacific
Across the States Between**

**Papers Have Found
a Proven Puller in
Frank Beck's Comic Strip**

GAS BUGGIES

OR
HEM AND AMY

To indicate wide geographical distribution a few of the papers:

- Portland, Maine, Express
- Boston, Mass., Traveler
- Hartford, Conn., Times
- Buffalo, N. Y., Enquirer
- Rochester, N. Y., Times-Union
- Elmira, N. Y., Star-Gazette
- Providence, R. I., News
- New York, N. Y., Telegram
- Philadelphia, Penna., Record
- Pittsburgh, Penna., Sun
- Hamilton, O., Journal
- Louisville, Ky., Post
- Danville, Ill., Commercial News
- Racine, Wis., Journal-News
- Davenport, Iowa, Daily Times
- St. Paul, Minn., News
- Phoenix, Arizona, Gazette
- Boise, Idaho, Capital News
- Butte, Montana, Daily Post
- Everett, Wash., Herald
- Tacoma, Wash., News-Tribune
- Oakland, Calif., Post-Enquirer
- Los Angeles, Calif., News
- San Diego, Calif., Independent

Metropolitan Newspaper Service

Maximilian Elser, Jr., Earl J. Hadley,
General Manager Associate
150 Nassau St., New York City

DURING the first week in June the following newspapers signed yearly contracts for the Central Press Association's complete general illustrated service:

- *Birmingham News
- Reno, Nev., State Journal
- Chico, Calif., Record
- Great Falls, Mont., Tribune
- *Williamsport, Pa., Sun
- Bremerton, Wash., News-Searchlight
- *Portland, Me., Press-Herald
- *Watertown, N. Y., Standard
- Albany Sunday Telegram
- St. Joseph, Mich., Herald-Press
- Wichita Falls, Tex., Record-News
- East Liverpool, O., Review-Tribune
- San Mateo, Calif., Times
- Frankfort, Ky., State Journal

*Indicates papers that also use the Central Press daily picture page.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT,
Editor and Manager

(Continued from page 27)

G. Edward Pendray, reporter for the *New York Herald Tribune* sails June 12 on the Leviathan for a two months' tour of Europe.

Herman J. Smith, Des Moines, Ia., junior in the college of liberal arts, University of Iowa, has been named director of the news bureau of the *Des Moines (Ia.) Register*. He succeeds Charlton G. Laird, who has resigned to head a new department of journalism at Drake University, Des Moines.

Len Schneider, telegraph editor of the *Tulsa (Okla.) World*, has returned from San Antonio where he took his annual training camp work at Fort Sam Houston. Schneider is a war veteran.

William B. Ruggles, former sports editor and columnist of the *Dallas News*, has resigned as executive secretary of the University of Texas Ex-Students' Association to return to the editorial department of the *News*.

R. P. Harriss, in charge of the correspondence bureau, Dyke University, will join the staff of the *Norfolk-Virginian Pilot*. A. A. Wilkinson will succeed him.

Dan Kidney, formerly with the *Milwaukee Journal and Racine (Wis.) Journal-Call*, is now police reporter on the *Danville (Ill.) Commercial-News*.

E. H. Jolly, of the advertising staff, *Des Moines Register* has joined the editorial staff of the *Des Moines Evening Tribune* as police reporter. Cliff Millen, former police reporter, is now covering state house for the *Tribune*.

A. H. Van Brocklin, formerly a Watertown, N. Y., newspaperman has joined the staff of the *Worcester (Mass.) Telegram*.

Nathan Altowitz has joined the Sunday department of the *Minneapolis (Minn.) Tribune*.

Miss Cora R. Jones, editor of the "Eve Up-to-Date" column of the *New Orleans Times-Picayune*, visited New York this week on vacation.

Frank Phelan, of the editorial staff, *Worcester Telegram* has resigned to make a two months' automobile tour across the country.

Chanler Chapman, of the city staff, *Springfield (Mass.) Evening Union*, and Mrs. Chapman are parents of a son.

Raymond A. Fitzpatrick who covers the night beat on the *Worcester (Mass.) Telegram* is ill.

Dr. Anders Schon, Swedish news editor of the *Worcester (Mass.) Telegram*, who was correspondent with Crown Prince Gustaf Adolf of Sweden when the latter arrived in New York, is ill at his home.

Cyrus A. Tunnell, city editor of the *Blackwell (Okla.) Tribune*, has been made secretary of the Blackwell Chamber of Commerce.

Warren A. Fogerty, assistant city editor, *Worcester (Mass.) Telegram*, has left to take up the practice of law with the Boston Legal Aid Society, having successfully passed the bar examinations.

Dennis J. Naylor, of Pittsfield, Mass., managing editor of the *Berkshire Evening Eagle*, who last week was elected president of the Eastern Baseball League, has relinquished his newspaper duties for the summer in order to devote all his time to baseball.

Charles E. Parker, former Boston sports writer now with the *New York World*, is author of "The Whipper Snapper" published recently. The book is drawn from Parker's experience as a sports writer.

Warren A. Carberg of the *Worcester Telegram* is spending a two weeks' vacation cruising with Fred Hunt, former member of the *Telegram* staff.

Carter Field, *New York Herald Tribune* Washington correspondent, spent several days in the New York office last week.

George L. Watkins, a member of the *Tulsa (Okla.) Tribune* staff was recently sworn in as city water commissioner of Tulsa.

Edward Breen, reporter on the *Worcester (Mass.) Telegram* was injured

June 7 when he was struck by an automobile while on his way home.

H. LeB. Bercovici, sometime ago on the editorial staff of the *Fourth Estate*, and afterwards engaged in newspaper and motion picture work in New York City, has rejoined the editorial staff of that paper.

Blanche Gouffaut is the new women's page editor on the *Dayton (O.) Daily News*.

Norman MacDonald, night city editor of the *Springfield (Mass.) Union* and Mrs. McDonald are parents of a daughter, Joan.

Dudley W. Birdsell, reporter on the *St. Paul Dispatch and Pioneer Press* has been named city clerk.

Mallory McDonald, former state capital correspondent for various Texas papers and more recently on the reportorial staff of the *Fort Worth Star-Telegram*, has resigned to become public relations director of the Missouri Pacific Railway, at St. Louis.

Ralph Woodward, Jr., city hall reporter, *Springfield (Mass.) Union*, and Mrs. Woodward are parents of a son.

M. Jay Racusin, of the *New York Herald Tribune*, left June 5 for a months' tour of the West.

Larry Farnsworth, of the *New York Daily News* copy desk, has returned from a six-months' trip to Europe.

Everett Ewing, former Norfolk newspaper man and more recently editor of the *Wilmington (N. C.) News-Dispatch*, has returned to Norfolk as state editor of the *Norfolk-Virginian-Pilot*.

William L. Oliver, for nearly three years day city editor of the *Norfolk Virginian-Pilot*, recently was placed, at his request, in the newly-created post of Sunday editor of the *Virginian-Pilot*.

Olin E. Hinkle, Plainsville, Tex., a graduate of the school of journalism, University of Missouri, has joined the *Blackwell (Okla.) Tribune-Times*.

WITH THE SPECIALS

GEORGE S. WIERS, formerly with the Chicago office of Gilman, Nicoll & Ruthman, has joined the staff of J. E. Middleton, Chicago manager of M. C. Mobensen & Co., Inc., representing Pacific Coast daily newspapers.

HOLDING NEW POSTS

RICHARD MURRAY, from *Buffalo Times*, to copy desk, *Buffalo Courier*.

Jack Laing, from sport staff, *Buffalo Evening News*, to sports, *Buffalo Courier*.

E. A. Moreno, from reporter, *San Antonio Light*, to *McAllen (Tex.) Morning Telegram* staff.

John A. Jones, from associate editor, *Steubenville (O.) Press*, to copy desk, *Philadelphia Bulletin*.

Richards Gardner, from copy desk, *Tulsa World*, to Sunday editor. Miss Faith Hieronimus, former Sunday editor, becomes feature writer.

George Douthit, from *San Antonio Light* sports department, to *San Antonio Evening News*.

Clarence Hill, from *Coffeyville (Kan.) Morning News*, to staff, *Coffeyville Journal* as telegraph editor.

MARRIED

MISS ISABELLE FRANCES NORTH, society editor of the *Winston-Salem (Va.) Evening Star*, to Paul L. Miller, May 29, in Washington, D. C.

James Treneman, of the advertising department, *Ottumwa (Ia.) Courier*, to Miss Grace Dyke of Iowa City, June 2.

Merrill O. Calame, assistant director of advertising, *Elgin (Ill.) Courier-News*, to Miss Vera E. Mattson of Orangeville, Ill., in Elgin, May 29.

Lyman W. Wallace, formerly of the press department, *Keokuk (Ia.) Gate City*, later with the *Chicago Tribune* and now with the *New York Evening Post*, to Miss Betty Florence Trimble of Belmont, Ia., June 3.

William Sharpe, managing editor of the *Winston-Salem (N. C.) Journal*, to Miss Sallie Herring, of Goldsboro, N. C., in Raleigh.

Miss Carroll Brown, feature writer and illustrator on the *Cincinnati Enquirer* staff, to Count Jozef A. Orlosky, portrait painter.

P. W. Dixon, editor, *Okmulgee Record*, to Miss Aileen Berry, member of Irene Summerly Players.

Robert E. Cochran, editor of the *Williamson (W. Va.) Daily News*, to Miss Martha Hanes, Ottawa, Kan., at the home of the bride.

Jack Hull, editor of the *Clovis (N. M.) Journal*, to Miss Lyndell Chastin, May 28.

Paul Gray of the *San Francisco Chronicle* staff to Miss Estella St. George Buttrum at Santa Rosa, June 2.

John Webb Cannon, of the city news staff, *Winston-Salem (N. C.) Journal*, to Miss Carrie Norman of Cameron, N. C., June 5.

PRESS ASSOCIATION NOTES

BATES RANEY, of the New York staff of the Associated Press sailed Wednesday for London where he will join the London staff of the A. P. Before joining the New York office several months ago, he worked for the *Oklahoma City Oklahoman and Times* and various other Oklahoma papers.

E. T. Conkle, superintendent of bureaus of the United Press, New York, is ill at his home in Yonkers, N. Y.

Consolidated Press service will be inaugurated by the *Tulsa World* Aug. 1.

Columbia (S. C.) State on June 1 inaugurated the printer service of the Associated Press.

Lester G. Posvar, state editor for Kansas for the Associated Press at Topeka has been named correspondent at Topeka succeeding Roderick M. Grant.

CHANGES OF OWNERSHIP

MANITO (Ill.) EXPRESS, weekly, has been sold by Charles O. Shoop to F. D. Ferguson of Kewanee, Ill.

E. G. Chapman and Arch Martin of the *Jackson (O.) Herald*, have acquired the one-third interest of their late partner, Volney H. Benton, who died a few weeks ago.

Pilger (Neb.) Herald has been sold by C. C. Charles, its publisher the last two years, to A. W. Ballenzer, who has been advertising manager of the *York (Neb.) Republican*.

Corbin (Ky.) Times-Tribune, weekly, has been purchased by Arthur Morris, Dr. Tilman Ramsey and Herndon J. Evans, from Mrs. Richard G. Williams, of Covington. It has been operated by Mrs. Williams since the death of Judge Richard G. Williams.

SPECIAL EDITIONS

STAMFORD (Conn.) ADVOCATE, 108-page Exposition of Progress Number, May 28.

Minneapolis (Minn.) Journal, annual outing edition, Sunday, May 23.

SHAPE IDEALS THROUGH YOUR CHURCH PAGE



Learn how at the Philadelphia Convention

To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the *Oakland Tribune*, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

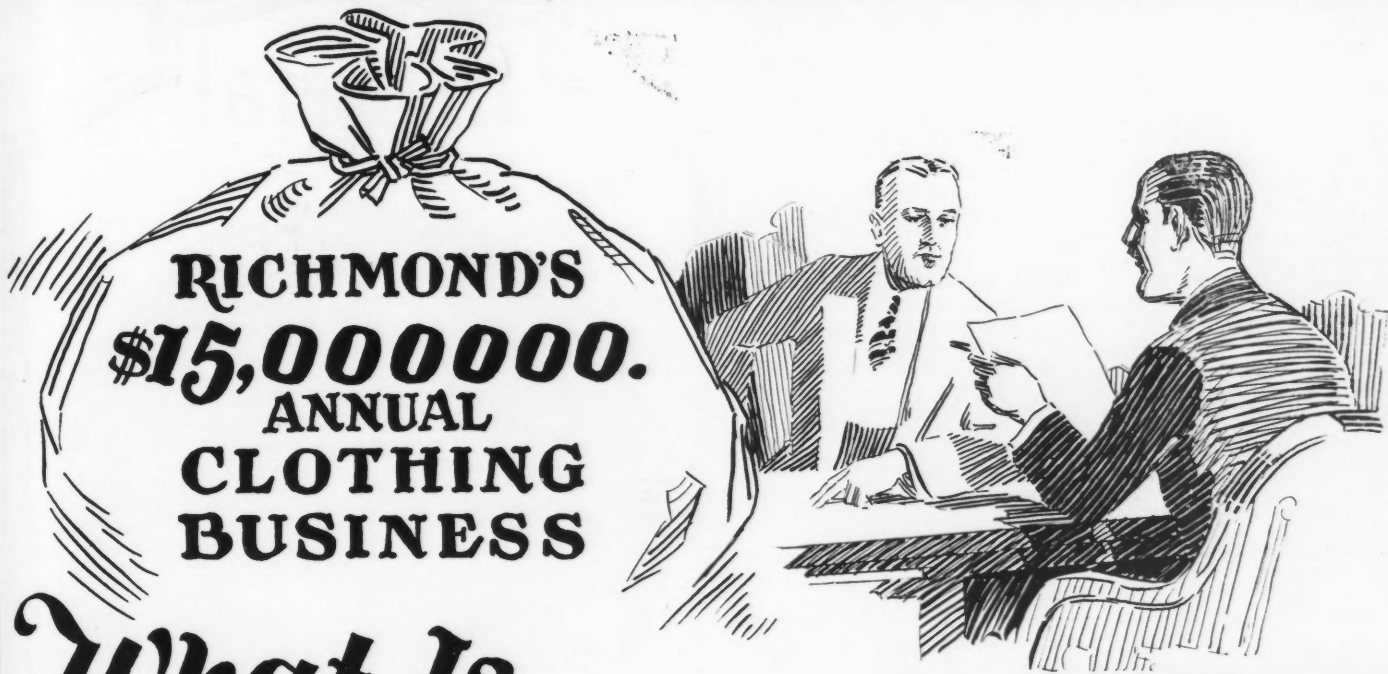
You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS,

383 Madison Avenue

New York, N. Y.



What Is Your Share?

Richmond, Va., is a center to which many people throughout Virginia and the neighboring states make regular visits for the purpose of purchasing clothes.

Richmond has some of the most outstanding department and clothing stores in the United States, on which thousands of people depend for all their clothing purchases.

But *Richmonders alone* purchase over \$12,000,000 worth of clothing in Richmond every year. Add to this the uncomputed purchases in Richmond of those people who come from a distance, and Richmond's annual clothing sales amount to about \$15,000,000 annually.

And this annual clothing purchasing power is steady. It is not way up one year and way down the next. It shows a gradual, healthy increase from year to year.

The reason for this is that Richmond itself is a steady, non-fluctuating market, composed of citizens who are regularly and continuously employed in lucrative occupations. The industries of Richmond are so diverse that great depression is rarely, if ever, experienced. And, too, Richmond has the second lowest living rate of any city in the United States—which allows more money for spending on luxuries.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York City.	Waterman Bldg., Boston, Mass.	Atlantic Bldg., Philadelphia, Pa.	Tribune Tower, Chicago, Ill.
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J. B. KEOUGH, Atlanta, Ga.

If you have anything to sell—Tell Richmond about it in

The Richmond
NEWS LEADER
Covers Richmond Like a Roof
"ON NEWS LEADER SQUARE"

RICHMOND HAS

- 20 Department Stores selling clothing of all kinds.
- 56 Clothing Stores.
- 12 Millinery Stores.
- 30 Shoe Stores.

In addition to these retail outlets Richmond has several large wholesale houses distributing shoes, millinery, dry goods and clothing.

Richmond Is A Steady
Permanent
Non-Fluctuating
Market

NEW PLANTS AND EQUIPMENT

QUINCY (Mass.) PATRIOT-LEDER has purchased a Ludlow Typograph and Elrod caster.

Eugene (Ore.) Register is now being printed on its new Duplex Tubular press.

Recent installations of Ludlow equipment include the Birmingham (Ala.) Age-Herald, San Francisco (Cal.) Bulletin, Vineland (N. J.) Journal, Miami Beach (Fla.) Life, Waukegan (Ill.) Daily News, Charleston (W. Va.) Daily Gazette, Philadelphia News.

Celebrating its seventh anniversary recently, the Conway (Kan.) News, J. B. Parker, editor and publisher, announced the installation of a new press.

SCHOOLS

A DEPARTMENT of journalism for Lincoln Memorial University, at Harrogate, near Knoxville, Tenn., is to be in charge of Harry Harrison Kroll, B. S., M. A., instructor of rural Journalism at Peabody College, Nashville.

ASSOCIATIONS

NINETEENTH annual convention of the OREGON STATE EDITORIAL ASSOCIATION will be held at Prineville, June 18-19.

ADVERTISING CLUB OF SAN BERNARDINO, Cal., recently elected Albert D. Stetson, resident manager of the West Coast Theater, president. The club has started a series of breakfast meetings as an innovation.

TENTH DISTRICT, Associated Advertising Clubs of the World, will hold its annual convention in Beaumont, Tex., Oct. 25-26.

Summer meeting of the SOUTH DAKOTA PRESS ASSOCIATION is to be held at Brookings, Aug. 12 and 13.

WOMAN'S PRESS CLUB OF PITTSBURGH at their annual meeting June 7, re-elected Mrs. Edith Taylor Thomson, president.

William J. Blake was recently elected president of the BOSTON MAILERS' UNION No. 1.

Mid-summer session of the NORTHEAST MISSOURI PRESS ASSOCIATION will be held July 30 in Monroe City, officers of the district organization announced this week.

SPRINGFIELD (ILL.) TYPOGRAPHICAL UNION last week elected officers as follows: L. A. Freeman, president; Henry Bloomer, vice-president; Robert A. B. Edie, financial secretary; E. B. Kepner, treasurer; W. L. Crowder, recording secretary.

Ray Stewart, Topeka newspaperman, won the championship of the KANSAS EDITORIAL GOLF ASSOCIATION at the annual spring tournament held recently in Topeka. He defeated H. C. Mohler, editor of the state board of agriculture publications, one up on the 19th hole.

JUNIOR ADVERTISING CLUB OF ST. LOUIS has elected the following officers: William J. Lepp, Jr., president; John M. Lamoureux, first vice-president; Meyer E. Sacks, second vice-president; Lee Adler, third vice-president; Martin Mullen, secretary, and Ewald Hencke, treasurer.

E. Sears McCumber has been given the contract to direct the three year publicity program of the ERIE (Pa.) CHAMBER OF COMMERCE, a fund of \$60,000 having been raised for the purpose. McCumber is associated with the H. K. McCann Agency.

Members of the ADVERTISING CLUB OF CINCINNATI which recently changed its name from that of the Cincinnati Advertisers Club, held installation of officers June 3 at the Cincinnati Zoo, combining the event with an outing and picnic. H. Clay Rouser, general sales manager of the Streitmann Biscuit Company, is the new president.

SPOKANE (WASH.) AD CLUB has elected the following officers: Claude E. Starling, first vice-president; Mrs. Emelie H. Burcham, second vice-president; Paul L. Scott, treasurer; Joseph Baily, F. M. CeRiemer, Charles J. Kelly, Frank J. Zeorlin, new members of the executive

board. The president will be elected by the entire executive board at a later date.

Outing of Northwestern Pennsylvania newspaper men at Conneaut Lake, Pa., June 5-6-7 was attended by several hundred publishers, editors, and their families, as guests of H. O. Holcomb, owner of the Park. At the annual election of officers, the following were elected: President, J. W. Borland, Oil City; vice-president, Capt. H. S. Phillips; secretary-treasurer; M. E. Barton, Conneaut Lake Breeze.

CHARLOTTE TYPOGRAPHICAL UNION No. 338, has elected Claude Albea president.

Kenner Joining Ft. Scott Daily

Fred Kenner, for ten years connected with the Atchison (Kan.) Globe has resigned, effective July 1, to become editor of the Fort Scott (Kan.) Monitor-Tribune.

ADDRESS WANTED

James Bennett Gordon, former publicity manager, National Republican Committee, Washington, D. C.

AD TIPS

Advertising Industries, Inc., Ellicott square, Buffalo. Placing the following new accounts: Henry Card & Company, Fredonia, N. Y., mrs. "Grape Ola" Grape Juice Concentrate and Empire Food Products Co., Buffalo, N. Y., mrs. "Tom Thumb" Jams & Jellies.

George Batten Company, 383 Madison avenue, New York. Placing account for the Pompeian Company, Cleveland.

Brandt Advertising Company, 431 North Michigan avenue, Chicago, will start some new copy on Curtiss Candy Co. (Babe Ruth Candy Bar), Chicago, about June 3.

D'Arcy Advertising Company, Missouri State Life Bldg., St. Louis. Will continue to handle the account of the Coca Cola Co., Atlanta, Ga., although Frank Presbrey Co., New York, has been given about six foreign newspapers in which to place special copy which he had prepared.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia. Now handling account of the American Nokol Company, Chicago, manufacturers "nokol" oil burners.

Erwin, Wasey & Co., 250 Park avenue, New York. Placing account of the Forhan Company, New York.

Erwin, Wasey and Co., 844 Rush street, Chicago. Sending out page copy to a small list of papers on McGowan Laboratories (Maison De Beaute) Chicago.

Walter Haehle Co., Cincinnati. Issuing page copy on Burger Bros. Malt Co., Cincinnati (Buckeye Malt), to a list of newspapers in scattered territory.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Now handling account of the Nachman Springfield Company, Chicago, manufacturers "Nachman" spring units.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Now handling accounts of the International Millinery Company and the Style Dress Company.

Kohorn Advertising Company, Cleveland. Is sending out schedule on Klinker Mfg. Co. (Peggy Page Toilet Articles), Cleveland, to a small list of newspapers in scattered territory.

Wilson H. Lee Advertising Service, 6 Church street, New Haven, Conn. Is placing the following new accounts: William Schollhorn Co., New Haven, mrs. "Bernard" Fliers and O. F. Mossberg & Sons, New Haven, mrs. Rifles and Pistols.

McLain-Simpers Organization, Stock Exchange Building, Philadelphia. Has secured the accounts of the United States Asbestos Co., Manheim, Pa., manufacturers of Brake Linings, Clutch Facings and Asbestos Products.

Mumm-Romer-Jaycox Co., Columbus, Ohio. Is adding some southern towns on the account of John Swisher Co. (King Edward Cigar), Newark, O.

Pratt & Florea, Inc., 277 Broadway, New York. Are placing advertising for Riviera Amusement Park in northern New Jersey newspapers.

William H. Rankin Company, 435 North Michigan avenue, Chicago. Is trying out a campaign on Harlequin Golf Balls, Games Balls Co., Tribune Tower, Chicago, in a few metropolitan newspapers in the east.

Richardson-Briggs Co., Payne avenue and 21st street, Cleveland, is handling a special campaign on American Stove Co., Lorain, O., in some Florida towns.

Roche and Weston, 310 S. Michigan avenue, Chicago. Will place the account of Studebaker Motor Co., South Bend, Ind., formerly handled by Lord and Thomas.

Stack Advertising Agency, 29 East Madison street, Chicago. Will use a list of papers in Standard Oil Co. of Indiana territory for advertising of Ethyl Gas.

Williams and Cunningham, 6 North Michigan Blvd., Chicago. Sending out copy on Kenton Baking Powder Co., Cincinnati, to some southern towns.

J. O. Young Co., Kansas City, Mo. Sending out schedules on Barbo and Orlex to a large list of newspapers.



Large and Small —IMPERIAL Serves Them All

YOUR newspaper may be housed in a magnificent masterpiece of modern architectural beauty or in a modest two-story building. It may have a circulation of hundreds of thousands or serve a weekly circulation of only a few thousand. But, whatever the size of your plant or the amount of your circulation, the Imperial Plus Metal Plan is ideal for caring for your type metal.

This adaptability of the Plus Plan is the result of many years of effort to produce pure, perfectly-balanced type metal and a plan that would keep that metal in balance, thereby adding many years of working life to the metal. To accomplish Imperial Metal and the Plus Plan we have devoted the effort of years to the study and manufacture of just one product—type metals!

That Imperial has been successful in its efforts is proven by the thousands of large and small publications that have made the Plus Plan standard practice.

Please remember that the Plus Plan is not new or untried. Its reliability and economy have been proven by leading newspapers over a period of many years. Names given upon request.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE	MONOTYPE	INTERTYPE	STEREOTYPE
ELROD	LUDLOW	LINOGRAPH	THOMPSON
Philadelphia	Cleveland	New York	Chicago



You may deal with these 28 leading Iowa daily newspapers as with one publication. Uniform marketing help through the "Iowa Plan."



IOWA Bank Deposits Increase *Ten Million—January to April!*

The deposits in Iowa banks under State supervision increased \$9,400,000 from Jan. 1 to official call on April 12th, according to information from the State Department of Banking.

In this period there were just 88 banking days.

At the same time, Bills Payable and Re-discount items decreased about three and one-half millions.

Though exact National bank figures are not yet available, it is certain they will make the total increase in deposits at least ten million dollars.

And yet, while Iowa made these gains,

other sections of the country showed considerable decrease in deposits!

This Iowa market is *always* dependable. Year after year these people are buying all of life's necessities and most of the luxuries.

The quickest and most effective way to reach this market is through the Iowa daily newspapers—the favorite reading material of Iowa people.

The 28 leading dailies comprising this association cover the state thoroughly. Uniform cooperation is given by all, in helping you secure proper distribution with jobbers and dealers.

Full information upon request.

THE IOWA DAILY PRESS ASSOCIATION DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

"Ella Cinders" Film Showing—Sorenson Going Abroad for P. & A.—Chicago Tribune Handling Ederle Swim—McNitt Leaving for Europe—MacDonald of N. E. A. Joins MacLean

NEWSPAPER movie reviewers this week had a chance to comment upon a comic strip character portrayed in the "Ella Cinders" film by Colleen Moore. In



Colleen Moore as "Ella Cinders"

Buffalo, N. Y., it is reported, all local attendance records have been broken by the exhibiting theatre. The strip on which the film is based is drawn by Bill Conselman and Charlie Plumb and is being syndicated by the Metropolitan Newspaper Service.

Arthur A. Sorenson, news editor of Pacific & Atlantic Photos, Inc., sailed for Europe June 2 on the Berengaria to cover Gertrude Ederle's attempt to swim the English Channel, and to temporarily relieve M. H. Wallenstein, European director of P. & A., who is on his vacation. Sorenson will be abroad about two months. While in Europe, he will visit P. & A.'s offices in London, Paris and Berlin.

Chicago Tribune Newspapers Syndicate has obtained the exclusive right to signed stories by Gertrude Ederle during her forthcoming attempt to swim the English channel. Miss Ederle's by-line started appearing this week over dispatches wirelessly from aboard ship en route over seas.

Fred Ferguson, general manager of NEA Service, Inc., is spending two weeks in Cleveland.

"Why I Resigned From The 400" is the title of a series of ten articles, written by Park Benjamin for the International Feature Service of New York City.

Mrs. Eva Fay, well known in vaudeville for 20 years with an act purporting

to "answers questions past, present and future," has prepared an entertainment feature for the National Newspaper Service, Chicago.

V. V. McNitt, president of McNaught Syndicate, Inc., New York, with his family will sail June 21, for a two months' pleasure trip to Europe.

W. Aird MacDonald, recently in charge of the art and photographic department of NEA Service's plant at San Francisco, has joined Eugene MacLean's newspaper feature organization, San Francisco. MacDonald will have charge of the photographic and layout work on the MacLean newspaper fiction serials.

Claire Pomeroy has written a new serial "Free Love" for the National Newspaper Service, of Chicago.

The Ledger Syndicate has obtained second serial rights to the "Gray Phantom," by Herman Landon.

Mark Hellenger, of the Chicago Tribune Newspapers Syndicate, is the first syndicate writer to set down the life story of Joyce Hawley, the "Bathtub Queen." He has accomplished it in a series of four articles. Hellenger writes the column "About Broadway."

Rube Goldberg, cartoonist for the McNaught Syndicate, Inc., with his family is leaving June 21, for California.

Helen Keller, who writes a daily inspirational column "Into the Light" for Famous Features Syndicate, left New York, June 11 for a visit to her sister in Montgomery, Ala. She was accompanied South by Leslie Fulenwider, president of Famous Features Syndicate, and her teacher, Mrs. Anne Sullivan Macy.

"The Magic Eye" by John Goodwin, arranged for serial publication in newspapers, is now handled by King Features Syndicate of New York.

After more than 20 years' continuous connection with the *Cincinnati Enquirer*, Robert Franc Schulkers, creator of the "Seckatary Hawkins" stories, syndicated by the Metropolitan Newspaper Service has resigned to attend to his personal affairs. He has established an office in the Provident Bank building, Cincinnati. Mr. Schulkers is publishing his new edition of the Seckatary Hawkins book.

Ledger Syndicate, Philadelphia, is offering interviews with prize fight champions in a series of 54 articles under the heading "The Biggest Moment of My Biggest Fight."

Dr. William Mather Lewis, president of George Washington University, is writing a daily editorial for newspapers through King Features Syndicate.

CORRECTIONS IN SYNDICATE LIST

SEVERAL features in the annual directory published last week were attributed through errors of classification and typography to organizations other than those which handle them, and users of the directory should make the following revisions:

FEATURE	AUTHOR	SYNDICATE
Cartoons (d) (2-3)	Bruce Bairnsfather	McClure Newspaper Syndicate
Highlights of History (d) (6)	J. Carroll Mansfield	McClure Newspaper Syndicate
Jolly Jingles (d) (4-6)	Graham Hunter	McClure Newspaper Syndicate
Just Humans (d) (2-3)	Gene Carr	McClure Newspaper Syndicate
Lady Bountiful (w) (fp)	Gene Carr	McClure Newspaper Syndicate
Once Upon a Time (d) (6)	W. J. Enright	McClure Newspaper Syndicate
School Days (d-w) (3) (fp) (c)	Clare V. Dwiggins	McClure Newspaper Syndicate
Uncle Wiggily's Adventures (dw) (4) (fp) (c)	Howard R. Garis and Lang Campbell	McClure Newspaper Syndicate
Tennis (d) (w) (1/4)	Suzanne Lenglen	McClure Newspaper Syndicate
Burgess Bedtime Stories (d) (1/4)	Thornton Burgess	New York Herald Tribune Syndicate
Buffalo Bill Life and Adventures	Julia Cody Goodman	Cosmos Newspaper Syndicate, Inc.

Insert on Page 54 under "Feature and Picture Syndicates of the United States: Metropolitan Newspaper Service... 150 Nassau st., New York... Max Elser, Jr...."



Florida People Can Afford Luxuries

It is natural that Florida, as the winter playground of America, has attracted a class of people whose wealth is above the average. Moreover, Florida's leadership in banning state income and inheritance taxes has also resulted in people of wealth coming to this state.

Florida is characterized by a willingness to spend freely for anything it needs and wants. During 1925, for instance, this state spent nearly a half-billion dollars on the construction of new buildings, not counting the cost of furnishings and equipment. It spends millions annually for new roads and railroads. In 1925 Florida led the country in the increase in its federal tax returns. Its people dress well, live well, spend well, and yet the bank deposits of Florida more than doubled during the past year.

Here, indeed, is a state where your advertising dollar can yield a rich harvest. For test campaigns, for selling summer goods in winter, or for general year-round selling, it will pay to make Florida an important part of your advertising campaign.

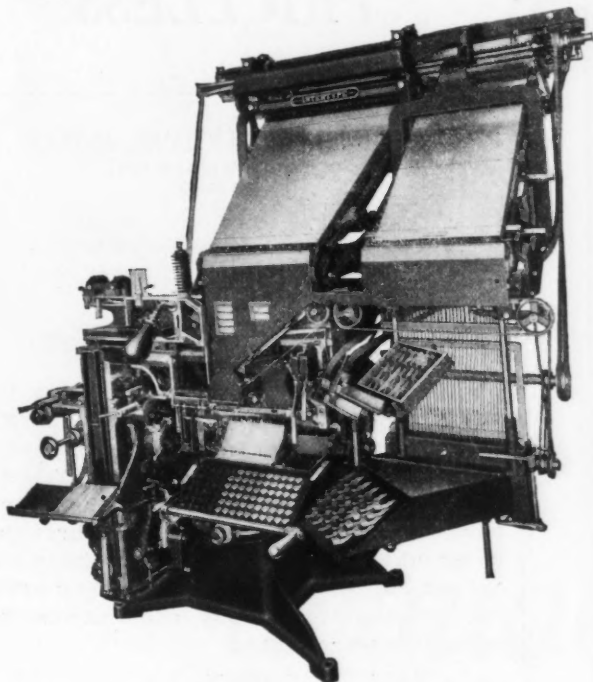
For complete and economical coverage of the Florida market, use the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Bldg. Jacksonville, Florida

Bradenton News	Kissimmee Gazette	Palm Beach Post
Clearwater Sun	Lakeland Ledger	Palm Beach Times
Daytona Beach Journal	Lakeland Star-Telegram	Pensacola Journal
Daytona Beach News	Lake Worth Leader	Pensacola News
Deland Daily News	Melbourne Journal	Plant City Courier
Eustis Lake Region	Miami Daily News	St. Augustine Record
Ft. Lauderdale News	Miami Herald	St. Petersburg Independent
Ft. Myers Press	Miami Illustrated	St. Petersburg News
Ft. Myers Tropical News	Daily Tab	St. Petersburg Times
Ft. Pierce News-Tribune	Miami Tribune	Sanford Herald
Ft. Pierce Record	New Smyrna News	Sarasota Herald
Gainesville News	Ocala Central Florida Times	Sarasota Times
Gainesville Sun	Orlando Morning Sentinel	Stuart Daily News
Jacksonville Florida Times-Union	Orlando Reporter-Star	Tampa Times
Jacksonville Journal	Palatka News	Tampa Tribune
Key West Citizen	Palm Beach Daily News	Winter Haven Chief

“Saving one hour out of each eight” with the Intertype “Mixer”



Now Ready for Prompt Delivery

The demand for Intertype “Mixers” has until now made it impossible for the Intertype Factories to make prompt deliveries, but facilities for increased production have been completed and prompt delivery can now be guaranteed.

Now that Intertype “Mixers” have been in daily use for several months, enthusiastic comments about them are beginning to come in. Here is one:

“It is hard for me to tell you what we think of the wonderful performance of the Intertype ‘Mixer’ here in the office of The Star. The machine ran Thursday night with only one stop (the distributor). It repeated the performance Friday night, and at the present time (12:30 Sunday morning) we have not had a single stop, and it has been in operation since three o’clock Saturday afternoon. We figure that we are saving one hour out of each eight with this machine, as compared with the regular type two-magazine machine we have been using—and we are producing thirty-three and one-third per cent more heads on the ‘Mixer.’”—S. Kelly, Indianapolis Star Composing Room.

That letter just about tells the whole story. **Fewer stops**, because there is less mechanism; (there is only *one* distributor box for all four magazines). **Time saved**, because the machine is built for practical operating conditions. Instant changes from one face to another. No waiting for the distributor. **More production**, because this “Mixer” is built for speed as well as wide range of work.

Literature about this remarkable machine, with close-up pictures of its special features, interesting specimens of composition, magazine layouts, etc., will be sent on request. If you wish to see our local sales representative, please so state.



INTERTYPE CORPORATION

1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

INTERTYPE CORPORATION
1440-A Broadway at 40th St.
New York

Please send literature about the Standardized Intertype “Mixer”

Name

Address

ADVERTISING AGENCY AFFAIRS

Ransier Joins Randall Company as Production Manager—Joyce Named Manager of Riach Corporation—Ingham Joins Lesan Agency as Vice-President

FRANK F. RANSIER has joined the staff of the Fred M. Randall Company, Detroit, and has been appointed production manager. Ransier has been with the Wolverine Engraving Company of that city for the past eight years. R. D. Hughes has also been added to the copy staff of the same agency. Mr. Hughes was formerly publication editor of the Chrysler Sales Corporation and the Packard Motor Car Company. Prior to this he was connected with the advertising department of the Burroughs Adding Machine Company.

Arthur Joyce, former city editor of the *Philadelphia Public Ledger*, has been appointed manager of the J. A. Riach Advertising Corporation, of Miami, Fla.

V. C. Houser of the Barnes-Crosby Company, and John Ring, Jr., president of the John Ring, Jr., Advertising Company, are chairmen of the advertising committee of the Greater St. Louis Industrial Exposition, which will spend \$100,000 in advertising the exposition, which will be held in Forest Park Sept. 4 to 19.

John A. Cleary, formerly advertising manager for the Cadillac Motor Company, has been named head of the Dorland Advertising Agency in Miami. Before going into advertising work, Cleary was a reporter on several Philadelphia newspapers, including the *Public Ledger and Inquirer*.

Henry J. Meyn has joined Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, as director of research and market analysis. Meyn

was formerly with Arthur A. Anderson Company, business engineers, Milwaukee.

Nat C. Wildman, formerly vice-president of the Deatel Advertising Service, Baltimore, and for the past five years president of the Wildman Advertising his interests in that organization to join with James H. Rothschild.

A new company has been formed under the name of James H. Rothschild and Associates, Inc., with Rothschild as president and Wildman as vice-president and general manager. Offices of the new association will be maintained at 33 Fifth avenue, New York City.

Jesse Josephs of the Jesse Josephs Advertising Company, Cincinnati, last week completed an ornate stone front building on Reading Road which the agency will occupy.

E. L. Ludwig is the new space buyer for Yost, Gratiot & Co., St. Louis, Mo. L. A. Gratiot is no longer connected with the company.

George E. Ingham has joined the H. E. Lesan Advertising Agency, Inc., as vice-president, in charge of the Chicago office, which is located at 37 W. Jackson Blvd. Mr. Ingham was formerly with the Caples Company, agency, 225 E. Erie street, Chicago.

Miss Margaret Stevens has joined the copy department of Erwin, Wasey & Co., Chicago advertising agency. She was formerly connected with Henri, Hurst & McDonald of the same city.

WHAT THEY ARE SAYING

APPLYING SCIENCE TO BUSINESS

"IN the past few years there has been a rapidly increasing recognition of the necessity of scientific analysis of business problems—of substituting for hope and hunch, facts and reasoning based on facts. The growing volume of business data currently made available, the more frequent discussion of problems of business management, of forecasting and budgeting, of policies and methods of operating and financial control, are manifestations of this. It has become generally accepted that, as Herbert Hoover once said, 'A digger for facts will outstrip a guessing genius.'"—F. Leslie Hayford, Economic Statistician, General Motors Corporation.

* * *

HEADLINE WRITERS CAN FORM OPINION

"IN the molding of public opinion through newspapers editorial writers are forced into second place by headline writers who have the power to convey any impression of a story they desire. It is vitally important that the man on the desk tell the whole story in a few brief words. But the headline must convey the correct interpretation of what the story is all about. Should the writer be opposed to an act of Congress he can by his headline prejudice his readers against the act even before they read the story or his headline can be so worded that the same story will be acclaimed as a progressive movement—according to the view of the editor or the policy of the paper."—Hubert F. Lee, Advertising Manager, *Bleese's Weekly* and *Anderson* (S. C.) *Independent-Tribune*.

* * *

HOW TO GET READER CONFIDENCE

"TO gain reader confidence it is of first importance to keep faith with the readers—to print the truth about all things in which the readers have a wholesome right to be interested. That sounds simple, but it very frequently brings a newspaper into a clash with an advertising patron who feels that the wind should be tempered to suit his special case. The newspaper that colors its news to please special interests is betraying its readers and it is difficult indeed to conceal that betrayal. The result is sure to be a weakening of the offending publisher's hold on his readers and that means a loss in dollars and cents to him, for his main merchantable product is that very confidence he is thus diluting. The newspaper publisher who would get and hold business should not lose sight of the fact that he cannot put the matter of news selection on a personal basis without jeopardizing his most important asset."—Marvin Creager, Managing Editor, *Milwaukee Journal*.

They find Editor & Publisher's Space Buyers' Guide "PRICELESS"

McJUNKIN ADVERTISING AGENCY

5 SOUTH WABASH AVE.
CHICAGO

May 25, 1926.

Editor & Publisher
42nd St. & Broadway,
New York, N. Y.

Gentlemen:

Your Space Buyers' Guide is a bible to the advertising fraternity, particularly to those having to do with selecting markets for advertising. The data you have included regarding the characteristics of towns and cities throughout the country are priceless. We have eight or ten copies of this book in our office for the use of various plan men working on various accounts.

Very truly yours,

McJUNKIN ADVERTISING COMPANY

F. B. AVERY

FBA--MF

Manager, Space Department

Equally priceless is the Space Buyers' Guide to the farsighted daily newspaper publisher as a medium for his message to space buyers in hundreds of Advertising Agencies and National Advertisers at the very moment they are looking up in the Guide the facts about his city and its trading area with a view to reaching the very market his paper covers.

YET IT DOESN'T COST A LOT TO PLACE THAT MESSAGE THERE

Let us tell you about it.

No obligations.

EDITOR & PUBLISHER

1700 Times Building, New York, N. Y.



This Market easily available!

Through the home town papers of the prosperous cities of Pennsylvania one of America's greatest markets is available to you.

The readers of these papers receive their earning power through the steel mills, coal mines, textile plants and other industries that are kept busy all the year filling the wants of every state in the Union.

No national campaign should overlook this splendid market

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	31,400	.10	.10	**Oil City Derrick(M)	8,588	.04	.04
**Allentown Call(S)	22,349	.10	.10	*Pottsville Republican and Morning Paper(EM)	15,857	.08	.07
††Beaver Falls Tribune.....(E)	6,553	.03	.03	**Scranton Times(E)	43,230	.13	.12
††Bethlehem Globe Times.....(E)	13,272	.06	.06	**Sharon Herald(E)	7,236	.0357	.0357
††Bloomsburg Press(M)	7,673	.04	.04	**Sunbury Daily Item(E)	5,224	.03	.03
**Chester Times(E)	18,295	.06	.06	*Washington Observer and Reporter(M&E)	18,136	.06	.06
††Coatesville Record(E)	6,783	.035	.03	††West Chester Local News(E)	11,860	.04	.04
**Connellsville Courier(E)	5,928	.02	.02	**Wilkes-Barre Times-Leader(E)	26,204	.06	.06
††Easton Express(E)	25,652	.08	.08	††Williamsport Sun(E)	28,000	.09	.09
**Erie Times(E)	28,596	.08	.08	†Gazette & Bulletin.....(M)			
††Greensburg Tribune Review....(EM)	14,883	.05	.05	††York Dispatch(E)	19,632	.05	.05
††Hazleton Plain Speaker.....(E)	19,852	.07	.06	*A. B. C. Publishers' Statement, Sept. 30, 1925.			
††Hazleton Standard-Sentinel..(M)				**A. B. C. Statement, March 31, 1926.			
**Mount Carmel Item(E)	4,307	.0285	.0285	††Government Statement, March 31, 1926.			

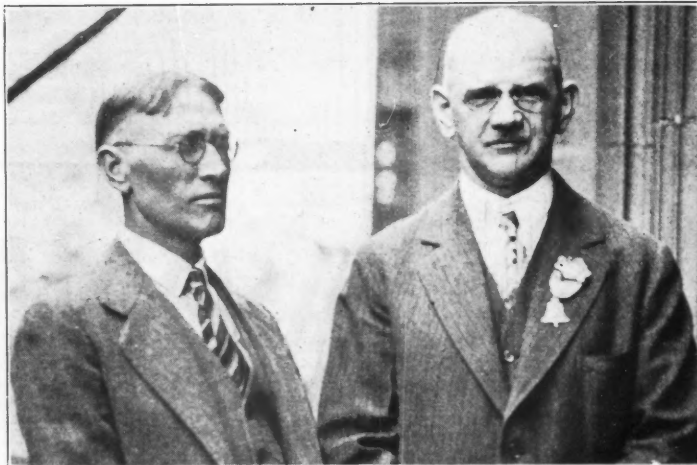
CLAGUE CHAMPIONS "NEWSIE" BEFORE I. C. M. A.

(Continued from page 5)

L. W. Hurt, Royal Oak (Mich.) Tribune.
 F. W. Idler, St. Petersburg (Fla.) Daily News.
 Ernest H. Jekel, Kingsport (N. C.) Free Press.
 L. O. Johnson, Vernon (Tex.) Record.
 R. P. Jones, Daytona Beach (Fla.) News.
 Myrtle Keene, Casper (Wyo.) Tribune.
 J. W. Kenney, Detroit Times.
 Jacob Killian, Wheeling (W. Va.) Intelligencer.
 Max Kreps, Philadelphia Gazette-Democrat.
 John McIntosh, Indianapolis Star.
 Daniel J. McSweeney, Brooklyn Times.
 Ingwald Malwick, Duluth News-Tribune.
 J. B. T. Martin, Spokane (Wash.) Chronicle.
 Willard D. Miller, Washington Post.
 Abram Newman, New York Evening Post.
 C. R. Nuttall, Calcutta (India) Englishman.
 Harry Pearce, Pittsburgh Sun.
 C. G. Phares, Springfield (Ohio) Daily News.
 B. V. Rafferty, Wheeling (W. Va.) News.
 L. L. Ricketts, Des Moines Capital.
 Charles M. Ruley, Miami (Fla.) News.
 John Shanahan, Chicago Daily News.
 Bert C. Smith, Stratford (Ont.) Beacon-Herald.
 J. Lloyd Smith, Lima (Ohio) Gazette.
 Neil C. Snyder, South Bend (Ind.) Tribune.
 Dr. F. A. Stanger, Bridgeton (N. J.) News.
 Paul W. Stiles, Piqua (Ohio) Call.
 W. J. Stoughton, Daytona Beach (Fla.) Journal.
 C. L. Stretch, Philadelphia Bulletin.
 Fred J. Tangney, Fall River (Mass.) Globe.
 Louis Trupin, Syracuse (N. Y.) Journal-American.
 Harry V. Wheat, Lexington (Ky.) Herald.
 William E. White, Memphis Press.
 V. P. Willett, Akron Times-Press.
 J. G. Williams, Bethlehem (Pa.) Globe-Times.
 T. E. Winick, Champaign (Ill.) News-Gazette.
 J. Ernest Wren, Lima (Ohio) Gazette.
 John L. Young, Philadelphia Inquirer.

Making committee reports at the first session were: Mr. Annenberg, Curtis-Martin Newspapers, chairman entertainment; Thomas Dowling, circulation director, *Cleveland Press* and *Pittsburgh Press*, program; D. G. B. Rose, Louisville, by-laws; W. C. Hixson, *Syracuse Post Standard*, railway and postal affairs; Walter Rauck, *Cincinnati Post*, auditing; J. M. Schmid, *Indianapolis News*, Audit Bureau; J. N. Eisenlord, *Chicago Daily News*, transportation; Charles O. Reville, *Baltimore Sun*, publicity; Walter Hoots, *Quincy Whig Journal*, newsboy welfare; Royal Weiler, *Allentown (Pa.) Call*, publishers' association; Clarence Eyster, *Peoria Star*, general welfare and necrology.

Those present were:
 J. J. Abbott, Philadelphia Record.
 A. V. Ambrose, Trenton (N. J.) Times.
 J. M. Annenberg, Curtis Martin Newspapers, Philadelphia.
 William L. Argue, Toronto Star.
 T. V. Armstrong, Ottawa (Ont.) Journal.
 Joe Atz.
 Joseph M. Aylward, Pittsburgh Gazette-Times.
 Wiley B. Baker, Knoxville Sentinel.
 J. L. Barkdale, Jr., Miami (Fla.) Herald.
 Charles B. Bayless, Camden Courier and Morning Post.
 Murray C. Beck, Lancaster (Pa.) New Era.
 H. S. Blake, Capper Publications, Topeka, Kan.
 Charles H. Blasser, York (Pa.) Dispatch.
 C. C. Bower, Norfolk Virginian-Pilot.
 Alfred A. Brandon, Long Island City Star.
 M. H. Brandon, Albany Knickerbocker Press.
 Frank Brosnan, New York Evening World.
 D. H. Brown, Chicago American.
 Charles T. Buck, Scranton (Pa.) Republican.
 John T. Calkins, Elmira (N. Y.) Star-Gazette.
 F. R. Campbell, Frankford (N. D.) Herald.
 M. G. Charles, Philadelphia Pennsylvania Farmer.
 J. N. Chevrier, Montreal La Patrie.
 Will X. Coley, Raleigh (N. C.) News & Observer.
 Fred I. Cook, Scranton, Pa.
 C. G. Cooke, Ann Arbor (Mich.) Times-News.
 W. L. Cooper, Charleston (S. C.) Post.
 William T. Corbin, Greensboro (N. C.) News.
 R. F. Corcoran, Lima (Ohio) News.
 Ralph B. Corn, Asheville (N. C.) Times.
 William G. Cotton, Philadelphia Inquirer.
 C. W. Crum, Lexington (Ky.) Leader.
 E. J. Cullen, Scranton Times.
 Harry W. Cullis, Chester (Pa.) Times.
 E. S. Dobson, Brooklyn Times.
 E. D. Dolhenty, Worcester (Mass.) Telegram-Gazette.
 E. F. Doran, Columbus Citizen.
 Thomas J. Dowling, Cleveland Press.
 Robert O. Dyer, Columbus Citizen.
 W. P. Dyer, Houston Press.
 Frank W. Easton, Cincinnati Commercial Tribune.
 T. Edson, Rockville Centre (N. Y.) Nassau Review.
 John Eisenlord, Chicago News.
 William Elder, Toronto Telegram.
 O. E. Ellis, Erie Dispatch-Herald.
 George Erb, Jr., Buffalo News.
 Jack Estes, Dallas News.
 Clarence Eyster, Peoria Star.
 James L. Farley, Philadelphia.
 M. F. Fickinger, Easton (Pa.) Express.
 G. W. Finbed, Boston Christian Science Monitor.
 A. C. Finley, Atlantic City Press-Union.
 John Foley, Mt. Carmel (Pa.) Item.
 Louis F. Gauthier, New York Morning Telegraph.
 Jacob Ginsburg, Louis Weinstock, New York City.
 Robert C. Goff, Harrisburg (Pa.) Telegraph.



Left to right: L. P. Rutherford, *Wilmington Every Evening*, and E. S. Dobson, *Brooklyn Times*, veterans of I. C. M. A.

F. M. Grim, Jacksonville (Fla.) Journal.
 Karl T. Hall, Toledo Blade.
 M. W. Halmbacher, Oklahoma City Oklahoman.
 L. M. Hammond, Boston Transcript.
 Arch Harris, Dallas Times-Herald.
 H. J. Heffley, Lebanon (Pa.) News-Times.
 W. H. Herrington, St. Louis Globe-Democrat.
 F. M. Hetrick, Altoona Mirror.
 W. J. Hill, Chicago.
 A. J. Hilliker, Calgary (Alta.) Herald.
 L. J. Hoffman, St. Louis Star.
 C. R. Hudson, Winnipeg Tribune.
 George H. Hunter, Duluth Free Press.
 E. H. Jekel, Kinston (N. C.) Free Press.
 Edward C. Johnson, Holden, Mass.
 H. E. Johnson, Chautauoga News.
 T. J. Kavanaugh, Dayton News.
 J. P. Kienzle, Springfield Illinois State Journal.
 J. J. Killian, Wheeling (W. Va.) Intelligencer.
 L. H. Kimball, Jackson (Mich.) Citizen-Patriot.
 H. G. Kimber, Toronto Globe.
 John J. Kirk, Cleveland Plain Dealer.
 H. C. Kloecker, Cincinnati Enquirer.
 John H. J. Kuntz, Lancaster (Pa.) Intelligencer.
 Hilda Larson, Tarentum (Pa.) Valley News.
 Lewis LaVern, Ithaca (N. Y.) Journal-News.
 L. Lippincott, Atlantic City Press-Union.
 J. M. Litsch, Bethlehem (Pa.) Globe-Times.
 J. J. Lynch, Cleveland Press.
 S. T. MacDonald, Hutchinson (Kan.) News & Herald.
 Robert B. McClean, Consolidated Press Assn.
 J. A. McDonald, Saginaw (Mich.) News-Courier.
 James McKernan, Brooklyn, N. Y.
 Robert McLean, Philadelphia Bulletin.
 C. M. McTaggart, Toronto Mail & Empire.
 I. Malwick, Duluth News-Tribune.
 J. R. Marks, Asheville Citizen.
 J. A. Mathews, St. Paul Pioneer Press & Dispatch.
 M. F. Mergen, Madison (Wis.) State Journal.
 A. R. Michener, Harrisburg (Pa.) Telegraph.
 W. Miller, Washington Post.
 J. C. Montgomery, Detroit News.
 James J. Morrissy, Joliet (Ill.) Herald-News.
 Abram Newman, New York Evening Post.
 John W. Nolan, Springfield (Mass.) Union.
 C. D. O'Rourke.
 Charles Payne, Indianapolis Star.
 Harry Pearce, Pittsburgh Sun.

Horan Powell, Nashville Banner.
 A. H. Pruett, Charleston (W. Va.) Gazette.
 B. V. Rafferty, Wheeling (W. Va.) News.
 B. W. Reasoner, Terre Haute Star.
 Charles O. Reville, Baltimore Sun.
 George Reynolds, New Bedford, Mass.
 L. L. Ricketts, Des Moines Capital.
 George A. Rohn, Cleveland Ohio Farmer.
 D. B. G. Rose, Louisville, Ky.
 Fred O. Rouse, Bay City (Mich.) Times-Tribune.
 J. C. Rowett, Washington News.
 L. P. Rutherford, Wilmington (Del.) Every Evening.
 O. O. Scattergood, New York Evening Graphic.
 J. M. Schmid, Indianapolis News.
 J. W. Schuler, Union City (N. J.) Hudson Dispatch.
 S. B. Scull, New Haven (Conn.) Register.
 E. A. Shearer, Detroit Michigan Farmer.
 John D. Simmons, Atlanta Journal.
 C. L. Sink, Zanesville (Ohio) Times-Recorder.
 Harold H. Sloan, Worcester (Mass.) Post.
 Vattier Snyder, Pittsburgh Chronicle-Telegraph.
 John Spencer, Newark (Ohio) Advocate.
 George W. Stabler, Williamsport (Pa.) Grit.
 Paul W. Stiles, Piqua (Ohio) Call.
 H. W. Stodghill, Louisville Courier-Journal.

Howard C. Story, president Poor Richard Club, Philadelphia.
 C. L. Stretch, Philadelphia Bulletin.
 H. L. Strickland, Charlotte (N. C.) Observer.
 C. F. Stout, Plainfield (N. J.) Courier-News.
 H. B. Stowe, Wheeling (W. Va.) Register.
 J. F. Sweeney, Winnipeg (Man.) Free Press.
 D. W. Tanner, Utica (N. Y.) Observer-Dispatch.
 Joseph Taylor, Kitchener (Ont.) Record.
 R. W. Taylor, Flint (Mich.) Journal.
 George Therrier, Buffalo News.
 John T. Toler, Atlanta Constitution.
 M. D. Treble, Buffalo Times.
 Louis Trupin, Syracuse (N. Y.) Journal-American.
 B. H. Walker, Johnstown (Pa.) Tribune.
 C. T. Walker, Philadelphia Bulletin.
 J. T. Webb, Jr., Macon (Ga.) Telegraph.
 Royal W. Weiler, Allentown (Pa.) Call.
 E. C. White, Houston (Tex.) Chronicle.
 V. P. Willett, Akron Times-Press.
 J. G. Williams, Bethlehem (Pa.) Globe-Times.
 C. S. Wilson, Columbus, Ohio, State Journal and Columbus Dispatch.
 W. P. Wilson, Washington (Pa.) Observer & Reporter.
 William L. Wright, Washington Post.
 John L. Young, Philadelphia Inquirer.
 Alfred Zimmerman, New York World.
 W. S. Zimmerman, Pottsville (Pa.) Republican.

Special N. E. A. Invitation Edition

Twenty-thousand copies of the 84-page "Invitational Edition" of the *Southern California Editor*, official organ of the Southern California Editorial Association, have been printed and mailed to virtually every newspaper editor and publisher in the United States, extending an invitation to attend the National Editorial Association convention, to be held in Los Angeles, June 30-July 2.

To Advertise East Colorado

Organized for the purpose of advertising Eastern Colorado to attract investors, homeseekers and tourists, Eastern Coloradans, Inc., a nonprofit corporation, was formed recently with R. L. Johnson of Holyoke, Colo.; C. C. Bennett of Denver, and P. O. Wells of Colorado Springs, Colo., as incorporators. Officers elected were R. L. Johnson, president; Will D. Keene, of Pueblo, first vice-president; L. R. Scott of Idalia, second vice-president; H. M. Harms of Sterling, secretary and C. C. Bennett, treasurer.

Preserve your copies of Editor & Publisher

The special articles, compilations and analyses EDITOR & PUBLISHER is giving you right along are too valuable not to be kept in a permanent, get-at-able form.

We have on hand a limited number of attractive, neat, strongly fashioned

BINDERS

made out of a good quality of imitation leather, with the name and trademark of the paper embossed in gold.

A set of two binders, each holding 26 issues, costs but \$5, postpaid.

Order your set before they are all gone

From the Linotype Mailbag

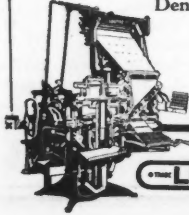
"Ship air mail"

"We wish to compliment and thank you for the exceptional service on our order of the 17th.

"We are running our four Linotypes day and night. On Saturday forenoon one machine broke down; Saturday afternoon we wired you 'Ship air mail, one dynamic thermometer operating coil for serial number twenty-nine hundred and four,' and on Monday morning at 9 o'clock the part was received and 10 o'clock the machine was running.

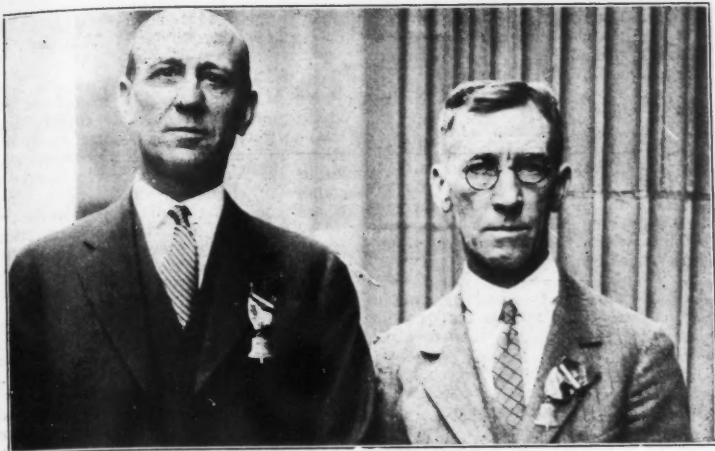
"Wonderful service. Thank you."

Bradford-Robinson Printing Co.
 Denver, Colorado.



LINOTYPE

Editor & Publisher
 Suite 1700
 Times Building
 New York
 N. Y.



Memphis made a bid for next year's I. C. M. A. convention. Left to right: F. Goldschmid, city circulation manager, and W. A. Alexander, country circulation manager, *Memphis Commercial Appeal*.

DAILIES REPORT WIDENING OF SALES MARKET INTO RURAL FIELDS BY AUTO

Farmers Being Brought Into City's Circle by Rural Motor Delivery, Circulators Say at Annual Convention—Country Subscriber Costs \$10, But Worth It

REVOLUTIONARY changes are in progress in the newspaper field.

Newspaper circulations aided by the motor-truck are spreading out in ever-widening circles miles and miles away from the city publication offices into the homes of farmers, who, once big mail order customers, are now motoring into the towns to trade in local stores.

This was brought out in discussion June 9 before the International Circulation Managers' Convention in Philadelphia. The discussion was led by R. W. Taylor, *Flint (Mich.) Journal*.

"Because of the rural automobile delivery services being installed by newspapers throughout the country, papers reach subscribers in outlying districts within a few hours of publication," Mr. Taylor said.

"With this fast delivery service local department stores are able to compete with mail order houses that have realized the business of the farmers for some years."

Mr. Taylor asserted, however, that rural automobile delivery offers more advantages to evening than to morning newspapers. Edition times are changing.

"The evening papers are now able to deliver a home edition on the day of publication, and it reaches the farmer at the time when his work is done and he has time to read.

"I have found that the wives of farmers are especially interested in receiving the morning newspaper at 6 a. m. This per-

mits the farmer's wife to note sales to be held in the city, and gives her sufficient time to arrive at the stores."

"The motor service not only keeps down cost, but makes the circulation departments absolutely independent of railway and bus schedules. This method gives the subscribers a better delivery service, is a great advertisement for the newspaper, and is a real builder of circulation, all of which benefits the advertiser.

John Schmid, *Indianapolis News*, said his paper now had 68 rural routes. Old pre-date editions that formerly used to be sent out via R. F. D., are being discontinued, because more complete newspapers now reach the outlying districts by fast motor trucks.

The average rural delivery costs \$1,200 a year, Mr. Schmid declared. The average R. F. D. man gets \$2,400 a year.

Frank Miller, *Washington Post*, estimated it cost \$10 a year to keep a rural reader, but it was well worth the price.

Others who talked on this subject were Ted Booth, *Grand Rapids (Mich.) Press*, and John T. Toler, *Atlanta (Ga.) Constitution*.

When I.C.M.A. delegates left for their homes, with them went miniature liberty bells, gifts of the Philadelphia committee.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on THE KENDALL PLAN

We would like to know more of your circulation building methods and charges. Without obligation to us, you may submit details, terms, etc.

Our last Campaign was run:

Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

CROWN PRINCE VISITS N. Y. NEWSPAPER

Heir to Sweden's Throne Sees Herald Tribune in the Making—Runs Linotype and Makes Matrix

Gustavus Adolphus, Crown Prince of Sweden, accompanied by Crown Princess Louise and the royal entourage, visited the plant of the *New York Herald Tribune* the night of June 8. The party was directed through the plant by Ogden Reid, publisher of the *Herald Tribune* and Mrs. Reid; Arthur S. Draper, assistant editor; Everett Kallgren, make-up editor; Grafton Wilcox, assistant managing editor; Henley Hill, night editor, and Porter Caruthers, assistant business manager.

The *Herald Tribune* was also visited by the Prince of Wales on his last visit to the U. S. The Crown Prince of Sweden sat down to a linotype machine and under guidance of Isaiah Bardsley, superintendent of the composing room, set up one line of type—GUSTAF ADOLF.

The Prince also made a matrix of a completely-set newspaper page on the roller.

The royal visitors began their inspection by becoming acquainted with the night desk and copy desks in the city room, where pages of copy about them have been handled daily since they arrived in America. Escorted by Mr. Reid, the Crown Prince showed particular interest in the telegraph room.

After a flashlight photograph of the group had been taken in the city room the party went to the composing room on the fourth floor and other pictures were taken, including one of Gustavus Adolphus at the linotype.

Post-Intelligencer Using Promotion Ads

The *Seattle Post-Intelligencer* is running a series of 13 full page promotion advertisements telling its merits as a newspaper. Special features of the paper are taken up in the various pieces of copy. The series is elaborately prepared from a stylistic standpoint, the body type being Caslon bold, with hand-lettered signature. Wide decorative borders of scroll-like conventionalized foliage add to the attractiveness of the pages.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS



ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:

W. G. HOBSON, Eastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:

F. E. CLAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:

FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

HELLO FOLKS



WASH TUBBS II
© NEA

Says:

"I've got it. There's one certain way of eliminating the wet mat pasting and steam-table nuisances, and that is, by using the Certified Cold process."

Yes! Certified Dry Mats do eliminate the drudgery from the stereotype department; they improve working conditions in the foundry and show a profit to the publisher.

And all of this is accomplished without sacrificing good printing.

As a matter of fact, with Certified, printing of type matter is every bit as good as with wet mats and reproduction of half-tones is even better.

Witness the work of the New York Times, Cleveland Plain Dealer, Detroit Times and several hundred others.

Also, the services of the NEA Service, Inc., and Central Press Association, both known for the high character of their half-tone work.

You can accomplish just as much with Certified. Why not get the facts—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue
NEW YORK

for wet mat printing with DRY MAT facility—use CERTIFIEDS

Made in the U.S.A.

Our Customers Write Our Ads

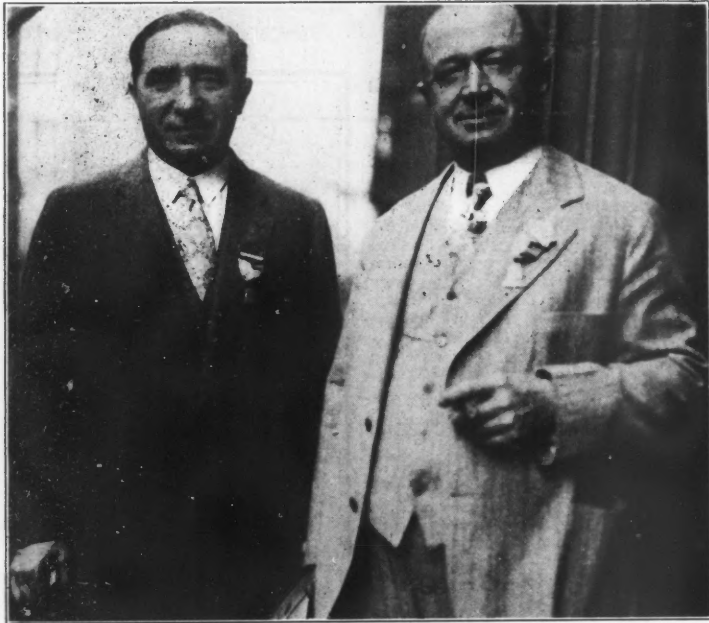
BOONE, IOWA NEWS-REPUBLICAN
Says—

"We have seen many presses run, but none with the ease and dispatch of our DUPLEX TUBULAR PRESS."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.



A team of big boys from Gotham—Louis Weinstock, Metropolitan Newspaper Association, and James A. McKernan, Morning Newspaper Association. They supervise the trucking of circulations by the millions over New York streets.

WHEN CIRCULATORS GET TOGETHER

MOTOR trucks are important topics of conversation between delegates at this year's I. C. M. A. convention in Philadelphia.

J. M. Annenberg, chairman of the local reception committee boasts 153 delivery trucks now to distribute the *Philadelphia Public Ledger*, the *Evening Public Ledger*, and the *Sun*. The longest run made is from Philadelphia to Cape May, N. J. This is Mr. Annenberg's second convention in two weeks. He is a Shriner, and was chairman of the local publicity committee, maintaining one of those famous Post-Volstead hotel rooms for the relief of visiting and local news men.

Charles Payne, *Indianapolis Star*, and first vice-president of the association, has one of a fleet of trucks making a 210 mile round trip daily. The *Star* doesn't own its trucks, but rents them. The cost for the 210 mile run, Mr. Payne said, was \$1.27 a pound daily and 57 cents a pound on Sundays.

The *Star's* chief means of keeping circulation figures up is by continual contests among carrier boys and division managers, according to Mr. Payne. This Indianapolis newspaper maintains 14 city divisions. In a contest ended recently all but two divisions of the 14 showed gains. Two hundred dollars were offered in prizes to the division managers with small weekly prizes for the carriers.

Mr. Payne came east with Bert Pfaff, one of his assistants on the *Star*. It was their first visit to New York City. They took in the Woolworth Tower and Coney Island, but both of them balked at a proposal to visit a New York newspaper plant.

"New York circulation problems are not our problems," Mr. Payne explained. "You're right they're not," agreed Abe Newman, *New York Evening Post*. And

CLASSIFIED MANAGER

One capable of organizing and handling classified department on fast growing newspaper in southwest. Unlimited possibilities for the right man. Address Box A-567, c/o EDITOR & PUBLISHER.

Mr. Newman ought to know. When he was knee high to a newsstand, he began selling papers in New York's east side. He was known as Gotham's youngest newsy then. Later, while with the *New York Daily News*, he organized the Morning Newspaper Association's independent delivery system.

"Circulation is a funny thing," mused Tom Dowling, circulation director of the *Cleveland Press* and the *Pittsburgh Press*. "It will go ahead like a greased pig, and then, all of a sudden, will drop as though the bottom had been pulled out of it."

Dowling is doing a little "greased pig" act himself at present, slipping the 150 miles between Cleveland and Pittsburgh about every other day.

Mr. and Mrs. Dowling stowed their Peerless car aboard a boat at Cleveland, crossed Lake Ontario to Buffalo, and motored the 581 miles to Philadelphia.

All the way from Texas came these cowpunchers to the convention: E. C. White, *Houston Chronicle*; Harold Hough, *Ft. Worth Star-Telegram*, and Arch Harris, *Dallas Times-Herald*.

White won a laugh from delegates when he told them that in Texas busses were "running all over the roads and over everybody else"; and when he said Texans were dense enough already, but that the Chambers of Commerce were already predicting that the population would be denser.

No dull Summer IN Los Angeles!

Keep your schedules active - in June, July, and August!

Los Angeles Examiner

News is a newspaper's basic commodity and should be the basis of most of a paper's promotion, J. N. Eisenlord, *Chicago Daily News*, contended.

A local news feature which recently has been added to the *Daily News*, he said, is called "Here and There About Town." A reporter is being sent to different sections of the city daily to cover them, just as country reporters cover their towns for the local paper. It hasn't been running long enough yet to determine whether or not it was a circulation booster.

A good point was scored by Nathan Sherry, *Baltimore Post*, on the question of gaining and holding reader confidence:

"When you call an edition complete, be sure it is complete; don't release it with only half the sports covered," was his argument.

The *Post* has a "green edition" that always waits for final racing and baseball results. It never is put on the street until everything is covered. And the reader confidence thereby established, Mr. Sherry believes, has been a decided benefit to his tabloid.

"This 'green edition' sometimes doesn't come out until six or seven o'clock," he said. "One night the press broke down and we didn't get out until nine. Despite the delay we sold just as many copies as usual. Readers know our paper was complete."

Best simile heard at I. C. M. A.: "As unimportant as a scratch on a ten-year-old Ford." Credit Royal L. Weiler, *Allentown (Pa.) Call*, who delivered the most humorous convention report, judging by delegate laughter.

Automatic slot boxes for selling newspapers were praised as efficient circulation boosters for "weak editions and weak corners" by Joseph Rowett, *Washington (D. C.) News*. The *News* has installed these silent salesmen on many street corners and in front of many small office buildings in the Capital, he said. Profits obtained from them go to the men han-

dling the territory. About 9,000 to 10,000 copies are sold daily by this method.

C. R. Murray, president of the Non Pareil Machine Company, makers of the Halverson Stuffing Machine, found a new way to get delegates to come up to his room to see his exhibit without violating the Volstead Act. He bought a couple of hundred canes. No, they weren't hollow, nor did they contain the juice of the forbidden fruit. But, strangely enough, the word about the canes spread much faster than the high-ball breath. In about half an hour every delegate was carrying one.

Here's a record. D. G. B. Rose, Louisville, has been to every I. C. M. A. convention since the association was organized 28 years ago. He got a good hand when the fact was announced from the platform. William Argue, *Toronto Star*, wins second place. He's been attending conventions without a miss for a quarter of a century exactly.

Leading All Other Daily Newspapers in the Albany Area

1st Paid Advertising in Lineage Circulation With Complete Coverage

The Times-Union Albany, N. Y.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc. 1819 Broadway, New York, N. Y.

Among The Newspapers Publishing Constance Talmadge's Flapper Series

- Chicago Journal
- Detroit News
- Toledo Blade
- Omaha Bee
- Peoria Star Journal
- Philadelphia Sun
- Buffalo Times
- Louisville Courier J'
- Oakland Post Enquirer
- Memphis News Solimitar
- Newark Jersey Transcript

Why Not Join This List of Papers Wire for Terms and Territory



NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert B. Houston, President and Editor-in-Chief; Myron F. Lasker, Vice-President and General Manager

THE TELEGRAM

now has the largest paid circulation in CLARKSBURG, W. VA. 13,000 daily 14,000 Sunday guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by The Devine-MacQuoid Co., Inc. New York Philadelphia Pittsburg Chicago

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.

STEEP GOING TO CHINA FOR HERALD TRIBUNE

Writer of "Chinese Fantastics" Named Permanent Far East Correspondent—Covered Chinese Civil War Last Year

Thomas Steep, author of "Chinese Fantastics," has been appointed by the *New York Herald Tribune* as its permanent correspondent in the Far East. As a preliminary to his mission in Asia, Mr. Steep, with Mrs. Steep, will accompany Carmi A. Thompson, who will visit the Philippines as the personal representative of President Coolidge. Later Mr. Steep will travel in Japan and eventually make his headquarters in Peking with authority to travel in the Far East wherever news develops.



THOMAS STEEP

Resident for almost a year in Peking, Mr. Steep in 1922 covered the Civil war in China fought outside the walls of the Chinese capital between the armies of Wu Pei-fu and Chang Tso-lin. At that time he was acting temporarily as correspondent for the Associated Press in the absence of Walter C. Whiffen, regular correspondent. As a result of his observations Mr. Steep on returning to New York wrote "Chinese Fantastics," a book on odd and amusing phases of Chinese life.

Steep was born in Cincinnati and while a cub reporter saw a man in a show window who professed to be walking around the world, dressed only in wrapping paper. He induced his newspaper to send him on a walking and reporting trip through Kentucky, Tennessee, Georgia and Alabama. At Atlanta, Joel Chandler Harris advised him to go to Cuba, where the insurrection against Spain was arousing interest.

Engaged by a newspaper syndicate to join the Cuban forces, Steep in 1897 campaigned six months with the rebel leader, Calixto Garcia.

When the United States declared war against Spain, Steep, then 19, went to Cuba a second time. He landed at Santiago from a dispatch boat before the arrival of the American troops. He was the youngest of the correspondents, who included Richard Harding Davis, Stephen Crane and John Fox, Jr.

In 1906 Steep went to Russia to "cover" the revolution that followed Russia's defeat in the Russo-Japanese war. He next worked in London on the *Daily Mail*. When Madero started his revolution against the Diaz regime he went to Mexico, where he remained during the subsequent revolts of Villa and Carranza.

Prospects of internal changes in China lured him to Peking in 1922.

Stonier Heads Coast Ad Club

Harold J. Stonier, executive secretary of the University of Southern California, and for ten years director of the Los Angeles Advertising Club, has been elected president of the club. Other officers elected are Carl A. Bundy, first vice-president; J. G. Jeffery, second vice-president and Arthur Lee, secretary-treasurer. Directors elected are: Fred T. Hageberg, E. J. LaFon and Ross Welch. Mr. Stonier was chosen to address the International Advertising Club convention in Philadelphia on June 22.

Dietz Joins Intertype Staff

August Dietz, head of the House of Dietz, of Richmond, Va., has been added to the personnel of the Intertype staff of designers, in the capacity of typographic counselor. Dietz for several years has been considered one of the foremost printers and type designers.

Convicted of Giving False News

Charged with having given false information to a newspaper, Collins Moses, a 15 year old Indian, was sent to the New York State correction school after a hearing in Children's court at Batavia, N. Y. The youth telephoned a report to the newspaper telling of his marriage to a young woman of the Tonawanda Indian reservation. The report was found to be untrue.

30 Sermons to Open A. A. C. W. Meet

Sermons in 30 churches on Sunday, June 20, by clergymen visiting the convention of the Associated Advertising Clubs of the World will be one of the features arranged by the Committee on Churches of the Poor Richard Club Convention Committee. William J. Eldridge is chairman of the Committee.

Foreign Writers Coming to U. S.

Newspapermen from all parts of Europe are coming to Chicago for the twenty-eighth international Eucharistic Congress, to be held June 20 to 24. It is expected that 500 newspapermen from outside Chicago will cover the great Catholic gathering for their papers. Belgium, Italy, Germany and France will be among the foreign nations represented in the press box.

Women's Ad Club Changes Name

The Woman's Advertising Club of Los Angeles has changed its name to the Advertising Association of Los Angeles, and has made a number of changes in its constitution and by-laws. Gertrude C. Maynard is president, and Gladys Harvey Knight, secretary.

Sues After Slip on Hotel Floor

Francis J. Powers, assistant sports editor of the *Cleveland News*, filed suit at Columbus, O., against the Hotel Desher of Columbus for \$5,000 damages. Mr. Powers asserts that he was injured when he fell on a slippery floor in the hotel on Oct. 24, 1925.

Chicago Specials Plan Golf Meet

The Newspaper Representatives' Association of Chicago will hold its annual golf tournament June 17, at the Wilmette Golf Club. John McConnell, president of the association, is a director of the club.

Prints 56-Page Roto Section

The *San Antonio Express* recently issued a special rotogravure section of 56 pages, tabloid size, depicting Southwest Texas development, celebrating its 61st anniversary.

McCormick Joins Knoxville Sentinel

R. E. McCormick has been made news editor of the *Knoxville Sentinel*, succeeding W. G. Cayce, resigned. McCormick was formerly managing editor of the *Birmingham Age-Herald*.

Monitor Issues British Supplement

The *Christian Science Monitor* on June 1, issued a special 42-page British Industrial Supplement. A special message from Premier Stanley Baldwin opened the British section.

Garland Joins Baltimore Post

Robert Garland, dramatic critic of the *Baltimore American* for many years, on June 14 will join the staff of the *Baltimore Post*, Scripps-Howard newspaper.

Arizona Paper Starts New Plant

The *Coconino (Ariz.) Sun*, Col. Fred Breen, publisher, has commenced the construction of a \$25,000 building to house the newspaper.

Oakfield (N. Y.) Independent Resumes

Publication of the *Oakfield (N. Y.) Independent* was to be resumed by June 9, by a new editor, C. B. Blakley. The newspaper is a weekly.



Automobile registration is your measure of advertising value!

Indiana stands high in automobile registration and increases each year faster than any other state its size.

Practically every home has a car and that is the best measure of buying power.

The people of Indiana can well afford automobiles. They are steady, industrious Americans who spend money carefully, but they have it to spend.

Reach this group of substantial citizens through the daily papers.

	Circulation	Rate for 5,000 lines
**Columbus Republican	(E) 4,912	.03
††Connersville News-Examiner	(E) 4,681	.025
††Decatur Democrat	(E) 3,215	.025
**Fort Wayne Journal-Gazette	(M) 35,247	.08
**Fort Wayne Journal-Gazette	(S) 28,468	.08
**Fort Wayne News-Sentinel	(E) 43,365	.10
**Gary Evening Post-Tribune	(E) 15,514	.06
**Huntington Press	(M&S) 4,079	.025
††Indianapolis News	(E) 128,341	.25
**Lafayette Journal & Courier	(M) 7,878	21,461 .06
(E) 13,583		
††La Porte Herald-Argus	(E) 6,726	.04
**Marion Chronicle	(E) 9,364	.04
†Shelbyville Democrat	(E) 4,012	.025
**South Bend News-Times..	(M) 9,751	26,354 .07
(E) 16,603		
**South Bend News-Times.....	(S) 24,500	.07
**South Bend Tribune..	(S) 21,431	.06
††Terre Haute Tribune.....	(E&S) 23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.

†Government Statement, October 1, 1925.

††Government Statement, March 31, 1926.

JOSEPH D. MILNE

Former Editor and Part Owner, Fall River News, Dies at 70

Joseph D. Milne, 70, who had been connected with the *Fall River Evening News* as editor and part owner for approximately 50 years until its sale last week to C. F. Kelly, head of the Kelly-Smith Company, newspaper representatives, New York, died at his home in Fall River, June 8.

He was born in Fall River, Oct. 1, 1845. As a boy he was a carrier for the *News*, and during school and college vacations worked on the paper. Upon being graduated from Brown University in 1877, he became successively city and managing editor. His father, John C. Milne was one of the founders of the *News*, which started as a weekly in 1845, and became a daily in 1859. The paper was a father and son concern until the father's retirement in 1913, when Joseph came into half ownership. The other partner was Frank S. Almy.

Joseph Milne was formerly president of the Citizens Savings Bank, a director of the Osborn Mills, Fall River, a director of the Fall River Historical Society and a member of the New England Newspaper Alliance. He is survived by his widow, Mrs. Georgie A. Milne, a daughter, Mrs. Roland H. Ballou of Providence, and a son, John C. Milne, New York.

JOHN D. SPRECKELS

Coast Capitalist and Newspaper Owner Dies in San Diego

John D. Spreckels, capitalist with many interests in San Diego and San Francisco, and owner of the *San Diego Union and Tribune* died in San Diego, June 9. He was at one time owner of the *San Francisco Call*.

His enterprises included the Western Sugar Refining Company, the Spreckels Sugar Company, the Pajaro Valley and San Diego Electric Railway Companies, the San Diego and Arizona Railway, and banking houses and hotels.

Mr. Spreckels undertook many enterprises intended primarily for public benefit.

Among his benefactions was the financing of a wing of the Mercy Hospital in San Diego that cost more than a quarter of a million dollars. He was also one of those who made possible the Panama-Pacific Exposition in 1915 and contributed to it an outdoor organ, on which concerts are still given daily.

Music and yachting were Mr. Spreckels' hobbies. He was born in Charleston, S. C., on Aug. 16, 1853, and educated at Oakland College, California, and at the Polytechnic School in Hannover, Germany. He was a son of the late Claus Spreckels, who branched out of the grocery business to lay the foundation for the Spreckels fortune in the sugar industry. The father became a power on the West coast as a pioneer in the sugar trade in California and the Hawaiian Islands.

P. & A. PHOTOGRAPHER KILLED

His Car Turned Turtle Crushing Him and Injuring Others

George A. Phillips, 26, Los Angeles staff photographer for Pacific & Atlantic Photos, was killed, and three other persons injured, in an automobile last week. Phillips was driving a party of aviators and news photographers back to Los Angeles from an assignment in Pasadena, when his car turned over three times and rolled into a ditch. Phillips got out of the wrecked car, walked around it, and then collapsed. He was rushed to Pasadena hospital, where he died. His chest was crushed.

Miss Dele Tack, stenographer for P. & A. photos, sustained cuts and bruises. Harry Steiger, manager of the Los Angeles P. and A. office, was the only member of the party unmarked by the crash.

Edmund Wisnewski

Edmund Wisnewski, 67, for six years manager of the Public Utility Department of the G. M. Gest & Co., electrical contractors, New York, died at his home in Cincinnati, June 7.

Mr. Wisnewski's first job was that of a clerk in the business department of the *Cincinnati Enquirer*. He later became business manager of the *Enquirer*.

PIONEER PRESSMAN DEAD

Terence Gavin of Boston Helped Print Bull Run Extra

Terence Gavin, pioneer Boston pressman and for more than 50 years employed in that trade, and the printer who gave Boston news of the first battle of Bull Run in the first Sunday edition of the *Boston Herald*, died last week at his home in Medford, Mass., aged 88. He retired from active work in 1909.

During the Civil war days it was necessary to post a guard over the Boston Herald pressroom on Sundays to keep out inebriated idlers, a watchman being chosen from among the printers. On the critical Saturday night when the news of the Union rout at Bull Run reached Boston, Gavin was on watch over the pressroom. Early Sunday morning he was startled by a vicious rattling of the grill work outside the pressroom, and upon investigating found Managing Editor Bailey with news of the battle. Gavin was dispatched to roundup some printers to get out an extra. Going into Newspaper Row he soon recruited two compositors and two pressmen, of the Herald staff. Gavin supervised the men as they worked through the early morning hours of Sunday. They printed a four-page edition on the old hand-feed Bullock press. Gavin fed the upper right sheet. At 10 o'clock Sunday morning the paper was out on the street giving Bostonians news of the battle.

J. ROWLAND MIX

Head of Advertising Agency Dies at 70 Years After Brief Illness

J. Rowland Mix, head of the J. Rowland Mix Advertising Agency, New York, died Monday after a short illness at the home of his daughter, Mrs. A. H. Blight, 38 Ridgeview avenue, White Plains, N. Y.

Mr. Mix was born 70 years ago in Atwater, O., and was educated in private schools in Wilton, Conn. Formerly he made his home in Orange, N. J., but for the last 25 years had lived in New York. For many years he was business manager of *Scribner's Magazine*. He was a member of the Lotos Club, St. Andrew's Golf Club and of Hope Lodge F. and A. M.

Martin J. Walsh Dead

Martin J. Walsh, fifty, financial reporter, for more than twenty years engaged in newspaper work in New York died June 4, following a stroke of apoplexy. He came to New York from Al-

bany in 1905 and began work for the New York City News Association. Five years later he was assigned to "cover" Wall Street and the financial district for the news association. In July, 1918, he resigned to go with the New York News Bureau. He was especially well informed on the petroleum industry and was at the head of the petroleum news department of the bureau at the time of his death.

Obituary

T. M. PRYCE, 22, son of W. M. Pryce, managing editor of the *Orlando (Fla.) Morning Sentinel*, died at Albuquerque, N. M., May 31.

EDWARD B. PATRICK, 61, former publisher of the *El Campo (Tex.) Record-News*, died recently at El Campo.

THOMAS MOGAN who had worked in the composing room of the *Boston Herald-Traveler* for the past 25 years died recently on his way to work.

FREDERICK P. RHELL, 46, news writer on labor subjects, died at his home in Brookline, Mass., after a short illness. Rhell was at one time labor editor on the old *Boston (Mass.) Record*.

J. C. JONES, 65, newspaper broker, died recently at his home in Dallas. He formerly was in the newspaper business at Sulphur Springs and at Eagle Pass, Tex. Four daughters and two sons survive him.

EDWIN B. MAYNARD, 70, formerly an editorial writer on New York dailies, died at his home in Worcester, Mass., last week.

ALFRED PHINNEY, long connected with the mechanical staff, *Boston Transcript*, died recently at his home in Boston.

LEWIS McLAUGHLIN, 62, editor and publisher for 40 years, died in Stafford Springs, Conn., June 4. He was editor and owner of the *Stafford Press*, weekly, until two years ago, when he resigned as editor to become business manager.

JAMES A. HENDERSON, 55, a member of the reference room staff, *Boston (Mass.) Herald-Traveler*, for the past 11 years, died suddenly at the home of his brother-in-law at Wells Beach, Me., last week.

HENRY J. HOLMES, 74, who died May 26, in Long Beach, Cal., was a retired newspaper publisher of Glenwood Springs, Colo., and resided there until six months ago.

WILLIAM T. CUTSHALL, 83, former editor and owner of the *Leontina (Ohio) Reporter*, died at East Liverpool, Ohio, June 2. His widow and one daughter survive.

JAMES A. LANE, 66, former Urbana, Ill., newspaperman and for many years in Chicago and with downstate publications, died suddenly May 30, in Urbana. He was best known for his connection with the *Urbana Courier* and *Rossville Press*.

JAMES B. MILLER, veteran Salt Lake City newspaperman and for several years past music and dramatic critic for the *Tribune*, died in Salt Lake City.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)

AND
Chronicle Telegraph
(Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

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How to Get More Circulation

1. Make a good newspaper.
2. Sell it in a business-like manner.

An old formula, but still the best. With my staff of clean, aggressive salesmen I can get you all the circulation you want and with a good product which I can also help you make, you will hold the new business.

No contests, no tricks—just selling. Let me show you what I have done for other papers and what I can do for you. Write or wire.

F. J. Marks Circulation Service
2524 E. 73d Street, Cleveland, O.

587 NATIONAL ACCOUNTS

out of a total of 607

—selected The Miami Herald as the medium through which to cover the Miami Trading Zone, during the first quarter of 1926.

334 National Accounts

—appeared exclusively in The Herald.

The twenty accounts not in The Herald were mostly business refused for ethical reasons.

MERCHANT & EVANS CO.

PHILADELPHIA

Producers of . . .

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems

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

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it exclusively.

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward Woodward & Kelly
110 E. 42d St. 360 N. Mich. Ave.
New York Chicago

WITH THE GENERAL ADVERTISERS

Paint and Varnish Manufacturers Spent \$2,500,000 for Advertising in 1925—Life Savers Records 16 Per Cent Increase in Net Income—New Brunswick to Advertise

PAINT and varnish manufacturers of the United States spent more than \$2,500,000 in various forms of advertising during 1925, according to a report submitted by L. W. Batten, Jr., of the F. J. Ross Company, New York, at the annual Paint and Varnish Advertising Managers' Conference held in Philadelphia Tuesday of this week.

Five classes of advertisers listed by Mr. Batten were: those firms which devote to advertising a sum of less than \$10,000, those spending between \$10,000 and \$25,000, those spending between \$25,000 and \$50,000, those spending between \$50,000 and \$100,000, and the final group of those whose advertising runs over \$100,000 for the year.

How the various classes of advertisers spent their budgets was shown by Mr. Batten in the following table:

company will spend about \$1,500,000 this year on advertising and sales development, it was stated.

Percy O'Gorman, assistant advertising manager of the Durham-Duplex Razor Company, Jersey City, N. J., has been appointed advertising manager.

A new monthly record was established by the National Cash Register Company, Dayton, when sales of \$4,500,000 were recorded in May.

Littleford Brothers, Cincinnati, plate and sheet steel construction, have appointed A. G. Schuette advertising manager, succeeding Herman H. Streitman, resigned.

The New Brunswick Tourist Associa-

PAINT & VARNISH ADVERTISING EXPENDITURE—1925

Classification	General Average	Less Than					Over \$100,000
		\$10,000	\$25,000	\$50,000	\$100,000	\$100,000	
1. General advertising	20	7	6	11	35	40	
2. Newspaper advertising	16	13	20	22	6	18	
3. Outdoor advertising	4	7	4	4	2	1	
4. Sales and advertising helps	35	41	41	40	35	20	
5. Direct mail	18	28	21	13	19	10	
6. Advertising to painters and dealers	6	4	6	9	1	11	
7. Miscellaneous	1	..	2	1	2	..	
Total	100%	100%	100%	100%	100%	100%	

The data was compiled by the questionnaire method.

Life Savers, Inc., of Port Chester, N. Y., which has been a large newspaper advertiser, recently reported a 16 per cent net gain in income for the first quarter of 1926, as compared with 1925. The net income for this period of 1925 was \$300,698 as against \$258,000 for 1925. The

tion, St. John, N. B., has announced it will shortly start an advertising campaign in United States newspapers. A. McKim, Ltd., Montreal advertising agency will direct the account.

Duesenberg Motor Company, Indianapolis, has appointed Douglas Andrews sales manager.

FOUR REGIONAL A. P. MEETS

New York, Michigan, New England and Pennsylvania Groups to Convene

Four regional Associated Press meetings are scheduled for the latter part of this month.

The New York members of the A. P. will meet at Ithaca the night of June 16, coincident with the convention of the New York State Publishers' Association, which holds sessions, June 16-17. Kent Cooper, general manager, will be a speaker.

The Michigan group, of which James Gray, editor of the *Adrian* (Mich.) *Telegram* is chairman, will meet at Adrian, June 19-20. Members will be guests of Stuart H. Perry, publisher of the *Telegram*, and A. P. director.

The New England group will convene at the Copley Plaza, Boston, June 25, to elect officers and name a New England member to the Eastern Advisory Board of the A. P.

Pennsylvania A. P. members have set June 28, as the tentative date for their meeting at State College, Pa.

Yost Given Honorary Degree

Casper Yost, editor of the editorial page, *St. Louis Globe Democrat*, was given an honorary LL.D. degree by Lincoln Memorial University at commencement exercises held at Harrogate, Tenn., near Knoxville. Mr. Yost delivered an address at the institution on "The Heritage of the Mountains." John Hays Hammond, noted mining engineer, conferred degrees and diplomas.

McEvoy to Cover Magee Trial

W. J. McEvoy, of the Washington bureau of the United Press, has left Washington for Las Vegas, N. M., to cover the trial of Carl Magee, editor of the *Albuquerque State Tribune*, charged with manslaughter. The trial is scheduled to start June 14.

FLASHES

The wages of sin is death, plus whatever the story will bring.—*Florence* (Ala.) *Herald*.

The modern home is supplied with everything except the family.—*Buffalo Post*.

The insurrection in Poland means added eyestrain for the poor proofreaders.—*J. R. Wolf* in *Milwaukee Journal*.

A specialist is one who has his patients trained to become ill only in his office hours. A general practitioner is likely to be called off the golf course at any time.—*Kansas City Star*.

The Texas family averages 4.9 persons, and Papa knows who that nine-tenths is.—*Dallas News*.

Dress runs to latitude rather than longitude.—*Wall street Journal*.

The average man's life is now divided between worry over two tubes, radio and inner.—*New York American*.

Professor Hrdlicka is going on a scientific search expedition in Alaska. Here's hoping he finds his missing vowel.—*Boston Transcript*.

Well; when people were more easily shocked they were also more easily fooled.—*Edmonton Bulletin*.

The town of Teller needn't feel so bad about the publicity it didn't get. What was the name of that Montana town that staged the big fight a few years ago?—*F. P. A.* in *New York World*.

You never know just what a nation is fighting for until it wins and you observe what it takes.—*New York Telegram*.

ROOM 105
BELLEVUE STRATFORD HOTEL
PHILADELPHIA

Here

EDITOR & PUBLISHER

will hold forth

During the

**Associated Advertising Clubs
of the World Convention**

June 20 to 24

**MAKE OUR HEADQUARTERS
YOUR HEADQUARTERS**

**Help Yourself to
Our Hospitality**

—our time

—our stationery

—our stenographic service

—our information service

—our cigars

**Let us meet you and
greet you often!**



EDITOR & PUBLISHER
The Oldest, Largest and Most Authoritative Journal in America
SINCE 1787

SUITE 1700 TIMES BUILDING, NEW YORK
42nd STREET AND BROADWAY

NEARLY 100 OCEAN LINERS RECEIVING WORLD NEWS DAILY VIA RADIO

17 Atlantic Passenger Lines Being Served by Chicago Tribune Through N. Y. Correspondent—27 Ships Printing Daily Papers—Headlines and Make-up Radioed

ALMOST 100 ocean passenger ships in the trans-atlantic service are now being served with world and domestic news by the *Chicago Tribune*, it was announced in New York this week by Percy Boone, who is editor of the *Chicago Tribune Ocean Times* in addition to being the eastern editorial correspondent of the *Chicago* paper and American representative of its Paris edition.

In disclosing the extent of ocean news Mr. Boone said: "This development in the dissemination of news has been occurring quietly for the last three years, and has now reached the proportions of a large international service.

"The particular aim of the *Chicago Tribune* in supplying news to ships was to provide American news for American travelers, but the growth of the service to embrace a number of steamship lines flying foreign flags has enlarged the scope of the enterprise. The nightly news report for ships, therefore, is now being made up to contain an impartial digest of the world's news, together with concise stories on American domestic, political and governmental happenings, sporting news, and New York stock market prices.

"Originally, the *Chicago Tribune* sent its news summary only to ships of the United States Lines, but now 17 Atlantic companies are subscribers, along with two private yacht owners, W. K. Vanderbilt and Richard Howe.

"While the ocean news service has been growing, the *Chicago Tribune* has also been extending its publication of miniature newspapers on ships in the Atlantic service. Some three years ago a paper was printed and distributed on the United States Lines, but last year the White Star, Red Star, Royal Mail, and Atlantic Transport were taken into the enterprise with the result that the *Chicago Tribune Ocean Times* is served daily to passengers on 27 ocean liners during their voyages to and from Europe. A total of 65 other ships are subscribers to the news service, and use it in getting out their own newspapers for their passengers.

"One interesting feature of the ocean news dispatch as radioed nightly through a traffic arrangement with the Radio Corporation of America, is found in the fact that pre-prepared headlines are sent out as well as the text of various news items.

"The New York correspondent of the *Chicago Tribune*, who edits this service, selects four or five leading news stories of the night, 'makes up' an imaginary page 1, and radios the stories in the order of their importance, accompanied by display headlines.

"The radio operators on ships receive the news according to a standard formula and turn it over to the printers aboard ship. The type is then set—some of the ships have linotype machines and others set by hand—and the wireless news is then printed on blank pages left in predated newspapers of 8 to 20 pages, through this system, the printer aboard

ship is given his news dispatch already edited and 'made up,' and when the passenger gets his paper at breakfast or lunch he has a complete, although miniature, metropolitan newspaper, edited on land, wirelessly out to sea, and with the wireless news section printed at sea.

"Through this dual enterprise, the *Chicago Tribune* is furnishing both news and a newspaper to passengers on five steamship lines, and is supplying news to ships of a dozen additional lines. The ships which get the newspaper are supplied with typical American reading and advertising matter, cartoons, pictures and features, prepared and printed in advance in addition to the wireless news fresh each day. The lines now being served with the *Chicago Tribune Ocean Times* follow:

"White Star Line, Red Star Line, United States Line, Royal Mail Line, Atlantic Transport, Cunard Line, French Line, United American Lines, Anchor Line, Norwegian American Lines, Swedish American Line, North German Lloyd, Pacific Steam Navigation Company, Furness Bermuda Line, Lloyd Sabaudo Line, Navigazione Generale Italiana Line, Lamport & Holt.

"The Radio Corporation of America, in transmitting the news to ships at sea, uses 200 kilowatt power and sends on 13,500 wave length through WRQ at Marion, Mass. W. A. Winterbottom, traffic manager of the Radio Corporation, has directed the development and improvement of the transmission. Static and other interference is overcome, so that no traveler on the Atlantic ocean need now be without his morning newspaper and his summary of the world's news."

Two Tulsa Reporters Honored

George L. Watkins and William N. Randolph, reporters for the *Tulsa (Okla.) Tribune*, were recently inducted into important official positions. Watkins, Federal building man, was elected city water commissioner, while Randolph, courthouse man, was appointed a judge of the common pleas court by Governor Trapp of Oklahoma.

Randolph is a law school graduate and has been assistant county and assistant city attorney. He joined the *Tribune* six years ago to study city affairs before continuing in law.

A. A. C. W. Program Broadcast

All the details of the convention of the Associated Advertising Clubs of the World, to be held in Philadelphia June 19-24, 1926, have been broadcast from radio station WLIT, Lit Brothers, Philadelphia, in a series of talks which started May 12.

News Staff Broadcasts Radio Program

Employees of the *Birmingham Age-Herald* broadcast their own radio program on the night of June 2, from the *Age-Herald's* broadcasting station WBRC. Motion pictures of the various members of the News staff "doing their stuff" were made and were used at one of the local theaters, giving the public an opportunity to see the entertainers in action. The program included musical numbers and stories by members of the staff.

N. C. DAILY TO BUILD NEW 4-STORY PLANT

Winston-Salem Journal Building to Be of Colonial Design — New Octuple Press to Be Installed

What is said to be the largest single order for a printing press ever placed by a newspaper in the Carolinas, was that given last week by the *Winston-Salem (N. C.) Journal* to Walter Scott & Co., of Plainfield, N. J., for an octuple press of the modern unit type. The press will be installed about the first of January in a new building to be erected on the site recently acquired by Owen Moon, publisher.

Plans and specifications for the new building are now being completed by Harold Macklin, local architect; with Lockwood & Greene of Charlotte and New York, associates; Ruebsam & Stevens of Washington, structural engineers; and Wiley and Wilson of Lynchburg, Va., mechanical engineers.

The building will be of Colonial design, in harmony with the Colonial architecture of Salem and the early buildings of the old Moravian settlement. The front elevation will have something of the style and character of the famous Congress Hall of Philadelphia and over the main entrance will be

reproduced in smaller size the beautiful Palladian window from the south side of Independence Hall.

Plans call for a four-story building of brick and fire-proof construction with a 90 foot front and a depth of 75 feet. Provision has been made for future expansion to a depth of 200 feet as conditions require.

The plot of ground purchased some months ago by Mr. Moon for the *Journal* building embraces the property at the corner of Fourth and Marshall streets with an ell extension through to Spruce street. The new *Journal* building will be erected on Marshall street, between Fourth and Fifth streets, important east and west thoroughfares of the city.

It is expected that work will be started on the new building within the next few weeks and that it will be completed for occupancy shortly after the first of the year.

The *Winston-Salem Journal* was acquired by Mr. Moon last summer. The paper carries Associated Press service.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.


Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising income, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City



CLINE SYSTEM

Cline-Westinghouse Double Motor-Drive with full automatic push button control is used by

Cincinnati Enquirer
Cincinnati, Ohio

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Regional Advertising

at

Regional Rates

in

The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

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Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

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Philadelphia	London	San Francisco
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"Buy What You Can Use"

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
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120 West 42nd Street New York

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Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

DOMINANT!

in Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid Florida's Fastest Growing Newspaper

To be assured of Complete Coverage—

USE THE NEWS

The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

WHAT OUR READERS SAY

Offers Aid to Editors

To EDITOR & PUBLISHER:

Please accept our sincere appreciation of the story on the Koch Cancer Foundation. It is excellently presented, and will be of great service to the newspapers of the country. We will, of course, be glad to send our material to you from time to time.

In these times when free publicity is being exploited to the utmost, both by good and evil causes, it is well for the newspapers to have a guide in separating the true from the false in medical matters. The headquarters office of the American Medical Association will be glad at any time to answer telegrams from any newspaper as to authenticity of publicity in medical matters.

MORRIS FISHBEIN,
Editor, *The Journal of the American Medical Association*,
535 North Dearborn St., Chicago.

Alleged Cancer "Cures"

To EDITOR & PUBLISHER: You must have received many letters of congratulations on your article, in the issue of May 29th, on the subject of "cures" for cancer, and I would like to add my few words of praise for the work you are doing.

It is not easy for the average man to realize how eagerly the victims of this disease grasp at every straw that floats before them and their mental despair is such that they fall easy victims to exploiters.

The newspaper industry should be very grateful to you for your stand in this matter and it is to be hoped that both the editorial and business sides of newspapers throughout Canada and the United States will take immediate steps to cooperate.

A. L. DAWE,
Canadian Export Paper Company, Ltd.

Denies Polish Story

To EDITOR & PUBLISHER:

I read with great interest the article entitled "Beating the News Censor at His Own Game" in the May 29 issue of the EDITOR & PUBLISHER. The trouble with the article is that most of the correspondents have not been beating the news concerning foreign affairs in the various countries of Europe. For example:

You cite the case of Wilbur Forrest, correspondent of the *New York Herald Tribune*, who is alleged to have beaten the Polish censors with a dispatch from Warsaw, via Berlin. Mr. Forrest not only has beaten the Polish censors, but he has beaten the American readers, by sending an absolutely false account concerning the affairs in Poland. The alleged facts in Mr. Forrest's dispatch are to-day known to have been nothing more than an inspired propaganda against Poland by the enemies of Poland and deliberately false. Presenting false news is not "beating" anybody except the readers. Anyone could have manufactured such a correspondence without troubling himself with a trip to Berlin to accomplish it. It could have been done in New York just as well. Watching the affairs in the countries of Europe, I note

that the greater percentage of special dispatches "gotten up somehow" are equally as untruthful. To the editors of the foreign papers here most of this exclusive "stuff" from Europe is largely "bunk."

J. C. RUSZKIEWICZ,
Buffalo (N. Y.) *Polish Everybody's Daily*.

Not a Sectarian Paper

CRANSTON, R. I.

To EDITOR & PUBLISHER: In the current issue of EDITOR & PUBLISHER there appears a news item headed "Comstock Leases Cranston News." Knowing that you want the facts, I am taking this opportunity as owner of the Cranston News to correct a misstatement which we know is so easy to creep in to any publication.

On the walls of my office I have a picture of the late President Harding, under which is printed "The Star Office Creed." I have added to the last paragraph, "Employees of the Cranston News are expected to follow the advice given by President Harding to the employees of the Marion Star." Before leasing the News we had a little difference of opinion between one of the editorial writers and the publisher's office, concerning some of the paragraphs contained in the Creed. Perhaps the removal of one of these men from our staff led him to circulate the story that the News "has been a sectarian paper."

Since its establishment in 1922, the News has been independent both politically and in a religious sense. Being a home paper, and this city having twenty churches of various denominations in it, we have encouraged the publication of church news. No particular denomination has been favored above another. All have been given an equal opportunity. When told to "Treat all religious matters reverently" as ordered by President Harding for his men on the Star, one of our men became a little unruly. The issue at stake contained a Christian Science lecture. Newspapers all over the country occasionally print these lectures. *The Morning Telegraph* of New York City prints them many times during the year, and yet no one would call the Morning Telegraph a sectarian publication.

In the lease which Mr. Martin and I have signed there is a clause which continues the same non-partisan, independent policies which the News has pursued since I established it.

Regarding my travels, your article is somewhat at fault. My trip to the West will be as an official to the N. E. A. Convention in Los Angeles, held the first of next month. Next winter, if all goes well, I hope to motor to Florida, where as Vice-President for Rhode Island for the International Press Foundation I hope to be helpful in furthering the plans of this rather visionary project, so that Rhode Island will be in the forefront when practical steps are taken for the building of Press City. I would appreciate very much if you could print a correction in a coming issue of EDITOR & PUBLISHER.

JONATHAN F. COMSTOCK.

Japanese Trade Papers

To Editor & Publisher:

I have enjoyed reading your short but very interesting article in your journal of the recent issue about Japanese Journal for Newspapersmen.

However, I fear, it is somewhat misleading. By that I do not mean you misled your readers purposely. I surmise, rather, you were misled by someone and it reflected in the article.

The plain fact is that there are a number of journals for newspapersmen in Japan, and most of them have a history back of them.

The Journal I am connected with is called "*Shimizu No Nippon*" and in the 6th year of its existence. We publish a monthly magazine and daily report in the form of leaflet dealing with journalism and advertising, and we are enjoying the firm confidence of our subscribers and general public.

Of course, we do not care if "Journal of

Scientific Journalism" claims to be the first and only publication of its kind in Japan. But it may hurt the reputation of your valuable and esteemed journal unless the truth is told.

So far as the publication of the Journal by Mr. Hideo Ono is concerned, it is correct. But it is not the first and only publication of its kind in Japan. However, we do welcome the infant and wish Mr. Ono's success as much as or perhaps more than anyone else.

THE SHIMBUN NO NIPPON SHA,
K. OKARA,
Chief Editor.

PRESS AGENTS ELECT

Walter K. Hill Made President of Theatrical Organization

Walter K. Hill was elected president of the Theatrical Press Representatives of America at a recent meeting held at the Burlesque Club, New York. He succeeds Wells Hawks.

Charles Emerson Cook and May Dowling were elected vice presidents. Other officers chosen were George A. Kingsbury, traveling vice president; Harry J. Riddings, Chicago, vice president; Mark Wilson, Philadelphia, vice president; John W. Luce, Boston, vice president; Bert Lang, Canada, vice president; Helen Hoerle, recording secretary; Francis E. Reid, corresponding secretary, and S. M. Weller, treasurer.

The following were elected members of the Board of Governors: S. I. Connor, Willard D. Coxey, Campbell Casad, Dixie Hines, Willard Holcomb, Beulah Livingston, John L. Peltret and A. P. Waxman.

The organization has three hundred and fifty members.

Finnish Paper Suspends

The *North Star*, a Finnish four-times-a-week newspaper, which has been published in Fitchburg, Mass., since 1901, has suspended publication. Arrangements have been made to merge the businesses of the North Star Publishing Company and the Finnish Socialistic Publishing Company, with offices at 48 Wallace avenue. The latter publishes a daily, *Rai-vaaaja*, and a monthly.

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

ALABAMANS ELECT STANLEY

Greenville Advocate Publisher Named President at Auburn

F. Webb Stanley, of the *Greenville (Ala.) Advocate*, was elected president of the Alabama Press Association at the closing session of the annual meeting, Friday, June 5, in Auburn. Stanley's father, Gen. J. B. Stanley, was president of the association twenty-five years ago.

R. B. Vail, of the *Baldwin Times*, was elected vice-president; Horace Hall, of the *Dothan Eagle*, secretary-treasurer; P. O. Davis, Auburn publications, reporter; John C. Williams, *Talladega Daily Home*, historian; Mrs. C. W. Thomas, of *Citronelle Call*, poet; Forney G. Stephens, *Southern Democrat*, Oneonta, editor of the editors' own journal, *Alapressa*, and N. C. Cady, of the Western Newspaper Union, business manager of the latter.

Talladega was selected as the place for the 1927 session.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

MICHIGAN and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

- The Grand Rapids Press
- The Flint Daily Journal
- The Saginaw News Courier
- The Kalamazoo Gazette
- The Jackson Citizen Patriot
- The Bay City Times Tribune
- The Muskegon Chronicle
- The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The World
Pultze Building, New York
Tribune Tower, Chicago

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the midwest
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

NEW TRADE COMMISSION DIVISION TO HANDLE AD MISREPRESENTATION

Complaints of Misleading Terms and Labels to Be Considered by New Trade Practice Conference Which Will Seek to Eliminate Unfair Practices

By **BART CAMPBELL**

(Washington Correspondent, EDITOR & PUBLISHER)

OF special interest to advertisers and advertising agencies is the reorganization the Federal Trade Commission has begun of its method of procedure in dealing with business, trade or other concerns against which allegations of unfair or unlawful practices are registered.

Following up new steps taken by it to eliminate the use of misleading advertising matter, brands or labels, and corporate or trade names, the Commission has just established a new division to be known as the Division of Trade Practice Conference.

The new division will take over the trade conference work which has heretofore been scattered among several divisions. A number of successful conferences have been held in the creamery, furniture, knit goods, typewriter, oil, jewelry, music, book, printing and cotton industries. A pamphlet covering these conferences is being issued for general distribution.

The Commission's statement follows:

"These conferences, which are get-together meetings, may be called by the Commission upon its own initiative or by a representative group in any industry. The Commission has found that it not infrequently happens, particularly in highly competitive lines of business, that unfair methods of competition once started have spread rapidly and become generally practiced, and that a situation of this kind can be best handled by a conference rather than by proceeding against individual concerns.

"The trade practice conference procedure provides an expeditious and economical means of eliminating such unfair methods which may prevail in an industry since the industry, under the direction of the Commission assembles and there defines, and on a given date voluntarily and simultaneously abandons the use of such method, thereby putting all competitors on an equal footing. This method also saves the cost of many trials; induces moral support and actual assistance from the industry in the enforcement of the rules adopted; and accomplishes at a minimum of cost and time, one of the chief purposes for which the Commission was created. This extension of the methods of handling trade practices is in accordance with the new policies adopted by the majority of the Commission to adjust and correct trade practices by conferences and agreements rather than by formal complaints wherever it can be done and the interest of the public protected. It is the opinion of the majority that by these methods more cases can be handled more expeditiously and economically rather than by formal complaints in all cases.

"When a trade practice conference is decided upon, a preliminary inquiry is made, the result of which serves as a basis for determination by the Director whether the practices or methods used are unfair to competitors or are against

the public interest, and whether the interest of the public is best served by proceeding against individual offenders or by calling a trade practice conference. The Commission is then advised through this division as to the facts and the law, accompanied by a recommendation as to action to be taken with reference thereto. If the Commission determines on a trade practice conference, the industry is assembled at a place and time specified, and when the industry has adopted its rules a full report of the Conference, showing those present, the portion of the total industry which they represent, and other essential data is presented to the Commission by the Division of Trade Practice Conference and if adopted or sanctioned by the Commission, the action of the industry becomes the rule of business conduct for the industry on the subject covered.

"The findings by an industry condemning a given business practice is available to the Commission for use as evidence in any proceeding directed to an individual member of the industry who fails or refuses to abide by the rules of conduct laid down by the industry, and who indulges in practices condemned by the industry and by the Commission as unfair. The new division will also furnish a means whereby an agreement once entered into may be kept in effect and better attention given to violations."

Continuing its new policy of releasing for publication from time to time statements of rulings where the practice complained of and found to be unlawful has been discontinued by stipulation and without the issuance of formal complaint, the Commission has just made public two additional stipulations involving the use of misleading advertising matter, misleading brands or labels, and misleading corporate or trade names.

One concerned a firm engaged in the business of printing stationery products by special process simulating engraved printing. The firm in their advertisements designated the process as "engraved without plates" and "relief engraving."

The respondents agreed to cease and desist from the use of the word "engraved" or "engraving" either independently or in conjunction each with the other, or in connection or conjunction with the word "relief" in defining or describing their products.

The second firm, a corporation engaged in the sale of hosiery, used the words "linen-silk" in advertisements, when no linen was contained in the products, as well as the word "fashioned"

when the hosiery was not fashioned by the trade method.

The firm agreed to cease using these terms in selling its products.

BILLIONS THE TAX COLLECTOR DOESN'T TOUCH

(Continued from page 4)

tained dealer co-operation in connection with their general magazine advertising by paying part of the space which their dealers use in newspapers. The Stromberg-Carlson Company, although it has had a tremendous amount of dealer advertising co-operation, has not paid any part of its dealers' advertising expenses.

"As an organization the Stromberg-Carlson Company is very much pleased with its newspaper advertising experience. The newspaper men in various parts of the country have come forward and co-operated in a most energetic manner with our salesmen. Such co-operation has been a wonderful help to us in carrying out our advertising program."

Advertisers who have reckoned with these new buying conditions understand fully the advantages referred to above of the "timeliness" and the elasticity of newspaper advertising. Not only is it advisable today in national merchandising to find the right markets, but it is equally important to reach these markets at the time when people can buy. The increased buying power of the wage earner is obvious, but it must also be borne in mind that his ability to buy products outside of necessities depends upon the health of the industry that employs him.

During an industrial depression in any section, clothing is worn longer, cheaper foods are eaten, the buying of comforts and semi-luxuries is postponed and many economies are practiced. In such circumstances markets that might otherwise attract the advertiser are avoided pending a resumption of normal conditions. Professor Berridge makes this significant comment in his essay, "An Index of the

Incomes of Factory Workers in the United States" (published by A. W. Shaw Co.).

"The fact that a period of 'falling market' witnesses slow sales in many lines of consumer goods is due not so much to the psychological fact that many consumers are desirous of awaiting still more favorable terms before purchasing, as to the physical fact that they are very much less able to purchase at such a time owing to severe curtailment of income through unemployment and part time employment, accentuated presently by cuts in wage rates."

There are few periods, however, when all industries and all sections are depressed and so the manufacturer whose advertising program is elastic cultivates the "good ground" and keeps out of unpromising fields. He does not "advertise to the map." He advertises to the market through the medium that best covers the market—the newspaper.

Only One Paper Really Covers Akron District!

National advertisers should bear in mind that the economical way of reaching the great Akron district, rubber center of the world, is through the one DOMINANT newspaper in this district, the

Akron Beacon Journal

Leading Other Northern Ohio Newspapers by Many Thousands in Circulation in this District—Second in Ohio of Six Day Evening Newspapers in 1925 Linage.

DAILY AVERAGE CIRCULATION FOR SIX MONTHS 51,973—GAIN of 4,647 OVER PREVIOUS SIX MONTHS

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER THE MORNING POST

60,000 Circulation Combination Rate

National Representatives: STORY, BROOKS & FINLEY

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 A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres. Mount Vernon—New Rochelle

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.



America's Largest Evening Circulation and at 3c a copy

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency, National Representatives.

features SINCE 1899

WEEKLY

Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK

Hints for the Motorist; Handicraft in the Home.

DAILY

Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate Baltimore, Md.

first! in OHIO

9,561,237 Lines

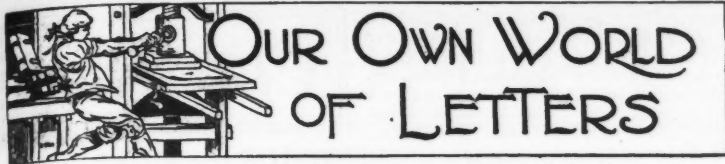
Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY 55,812
SUBURBAN 28,973
COUNTRY 23,666

Total Daily Circulation...106,451

Columbus Dispatch OHIO'S GREATEST HOME DAILY



By JAMES MELVIN LEE

FROM the *Chicago Daily News* comes "World Chancelleries" by Edward Price Bell, Dean of the foreign staff of that paper. The introduction is contributed by Calvin Coolidge. The dedication is to Victor Fremont Lawson, "Builder, Owner, and Editor-in-Chief of the *Chicago Daily News*, whose understanding and sympathy transcended religious, national, ethnic, and geographic boundaries."

The book is for the most part a collection of interviews of such famous occidental and oriental statesmen as Judge Wilhelm Marx, Post-War Chancellor of Germany; Premier Benito Mussolini of Italy, Raymond Poincaré, the former president of France and great post-war Premier; Ramsay MacDonald, former Premier of Great Britain; Edgar Addison Bancroft, late American Ambassador to Japan; Premier Takaki Kato of Japan, Foreign Minister Baron K. Shidehara of Japan, Manuel L. Quezon, President of the Philippine Senate; Governor-General Leonard Wood, Dr. Tang Shao-Yi, China's former Minister for Foreign Affairs and Prime Minister; and last but not least to use a trite expression, Calvin Coolidge.

Mr. Bell himself furnishes an excellent explanatory article which tells of the genesis and purpose of the remarkable symposium found in his volume.

Not often does the President of the United States review a book—even for such a great newspaper as the *Chicago Daily News*. But his introduction is really a critical comment of the contents. Such big topics as are discussed in this volume need a big reviewer. Let "Cal" do it through quotations:

In these carefully wrought statements of sentiment and opinions we have, I conceive, a peculiarly suggestive and important achievement in the field of international conciliation. It is the distinctive virtue of these discussions, in my view, that they tend to give us such an international mind. One feels their earnestness, their sympathetic quality, their sincerity. One is moved by their eloquence. Almost every major principle and problem of civilized life fall within their range, and their outlook consistently is that of the common interests of mankind. If racial susceptibilities and nationalistic standpoints are urged with vividness and candor, they thus are urged, as I read them, only in the hope that the world, by gaining fuller knowledge of its parts, may be less ignorant of itself as a whole.

A press tradition at Washington reminds one that the President is not to be interviewed. How Bell turned the trick may be seen by those who turn to page 81 and the pages that immediately follow. Opposite page 89 is a facsimile letter from the "official spokesman" of the White House that puts an O. K. on the interview.

Newspaper critics bemoan the passing of the campaign in present day journalism. It would be interesting to have these critics mention some campaign that surpasses in achievement or renders a greater service to the public than printing such interviews as are found in this volume.

DR. JUAN JOSE TABLADA of the editorial staff of *El Universal* of Mexico City opens *The Journalism Bulletin* for June with an article on newspaper ethics. This feature has added interest because it presents a subject from a Spanish-American point of view. James C. Latimer, field secretary of the Press Congress of the World, outlines the plans for the approaching congress to be held in Geneva and Lausanne, Switzerland, Sept. 14-18. Willard Grosvenor Bleyer of the University of Wisconsin tells about the press in international relations. John O. Simmons who heads the Department of Journalism at Syracuse University points out the benefits of a course or two in journalism for college students who may after graduation enter other fields.

THE Macmillan Company will bring out very soon "The Duffer's Handbook of Golf" by Grantland Rice who in addition to his newspaper work edits the *American Golfer*. It will be illustrated with some 75 odd cartoons by Clare Briggs of the *New York Herald Tribune*. The work that Briggs has done on that newspaper in painting the portraits of Dufferdom and in portraying the soul of golf as it is played by the millions makes him a good running mate for Grantland in the production of an all-around golf book that promises to be different.

REPORTERS who want a helpful book on style should not overlook "Narrative, Structure and Style" (D. Appleton Company) by Theodore Goodman. This volume should be especially helpful to reporters who want to break into the short story game.

NEWSPAPER men who attended the first Pan American Congress held in Washington in April will be glad to know that the addresses by John L. Merrill, president of the All American Cables, Inc., and by Severo Mallet-Prevost, president of the Pan American Society of the United States, have been published in pamphlet form. A copy may be obtained upon application to John L. Merrill, 89 Broad street, New York City.

WHEN the first number of the Japanese sister of EDITOR & PUBLISHER appeared it was mentioned in this department. The second number has just reached my desk. The title of the publication translated into English is *Journal for the Scientific Study of Journalism*. It is edited by H. Ono of Tokyo, Japan. The second issue contains articles dealing with the common interest in news, the professional education of the journalist, the success of the illustrated daily

paper, the American Sunday newspaper the American local paper, and the anti-fascistic newspaper in Paris. P. S.—The articles are in Japanese.

IN the June issue of *The Little Times*—the house organ of the *New York Times*—may be found an interesting story about the drama in covering Polar news. The June issue prints the following announcement about the seventy-fifth anniversary number to be issued on Sept. 19:

A special rotogravure tabloid section of industrial and historical interest commemorating the 75th anniversary of the *New York Times* will be published as a part of the Sunday edition of the *Times* on September 19, 1926. Advertising for that section will be restricted to firms that have been in business 75 years or more.

BURGESS JOHNSON who was my immediate predecessor as editor of *Judge* has compiled "Vocational Opportunities in Journalism for Young Women" (Bureau of Publication, Vassar College, Poughkeepsie, N. Y.) This Booklet of nearly 100 pages is based upon the testimony of 200 Vassar graduates who have found practical uses for their skill in writing. Some of these graduates have entered newspaper work. They represent the reportorial staffs of newspapers in Boston, New York, Philadelphia and as far west as Omaha. Two have followed the advice of Don C. Seitz and become owners of a paper in a small community where they made their paper pay financially, but more richly in experience.

Other Vassar graduates have become associated with magazines or with publishing houses. Still others have gone into publicity and the preparation of advertising copy. A few have made freelance writing pay. References are also made to book reviewing and to musical criticism.

The mode of treatment is the same for all chapters: first the task is described and then the training necessary for this work is outlined. The informal way in which topics have been treated makes the

booklet all the more valuable and interesting for those who want to earn a living by the pen.

Newspaper publishers might read this booklet to advantage. The Vassar girls have not hesitated to be critical of their bosses and to point out where conditions for women in journalism might be improved.

THE house organ of the *Chicago Tribune* has for its title *The Trib*. The current issue features the excellence of the short stories which have been appearing in the columns of the Sunday edition of the *Chicago Tribune*. Credit is given to the person to whom it belongs—Mary King. John Kelley continues his interesting chat with stories about John Eastman and some others.

Tulsa World Adds Sports Edition

A six o'clock sport edition has been started by the *Tulsa* (Okla.) *World*.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The *Press* has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston



have you been following the remarkable growth of the Detroit Times

RADIO PROGRAMS NEWS NOTES FEATURES Used and Praised by More than 200 Newspapers Send for samples and prices AUDIO SERVICE 326 West Madison St. Chicago

GRADURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

SERVICE THE CHARLES PARTLOWE COMPANY America's Largest Circulation Building Organization -RESULTS COUNT- 6th floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

DISABILITY AWARDS CONFIRMED

Springfield Linotype Operator Given Both Partial and Complete Payments

Martin Wind, a Springfield, Mass., linotype operator, is awarded both partial and total compensation for injuries received in the course of his employment, in an unusual claim against the Travelers Insurance Company, insurers of the New England Publishing Company, Wind's employers.

The operator received an injury to a finger during the course of his employment in March, and soon afterward re-

turned to work, receiving partial compensation for the injury. While still receiving this compensation, he suffered a fracture of the arm. Commissioner David T. Dickinson ordered that he continue to receive partial compensation for finger injury and at the same time receive total disability compensation for the injury to his arm. An appeal by the Company to the Massachusetts Industrial Accident Board resulted in the award being confirmed last week.

Williams Takes U. S. Post

Jack M. Williams, federal court reporter for past three years on the Dan-

ville (Ill.) Commercial-News, has been appointed United States Commissioner for four years by Judge Walter C. Lindley of the Eastern District of Illinois. Mr. Williams formerly worked on newspapers in Jackson, Grand Rapids and Kalamazoo, Mich., Toledo, O., and Washington, D. C.

School Named for Newspaper Man

Buffalo's new vocational school, about to be started, is to be named for the late Raymond Bissell, former business manager of the Buffalo Commercial according to a resolution offered and accepted by the Buffalo board of education.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

GOSS
STEREOTYPING
MACHINERY in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Used or New Equipment can be sold through
EDITOR & PUBLISHER

Fight hot-weather fatigue

Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

Sturtevant
Ventilating Fans

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—A real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Newspaper Conveyors



take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years. Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomett "Single Melting System." References gladly furnished.

MONOMETT
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg. Chicago Illinois
World Bldg., New York City

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Omar D. Gray, Sturgeon, Mo., the best known Newspaper Broker in the United States, who specializes in consolidating newspapers and who incidentally tries to assist all the worth while boys and girls of his acquaintance, writes:

"I want to help land a good job for one of the most capable lady graduates of Dean Walter Williams' most excellent Missouri School of Journalism. After six years in the school she graduates this week. Before purchasing a country weekly paper she wants a year or more on a good country paper in the news or advertising game. She is dependable and capable, thoroughly in love with her work and will be worth all you can pay her. Dean Williams tells me she is an exceptional worker in her line. I will refer letters to her address."

Two Important Newspapers, located respectively in Illinois and Texas, are available for purchase in a private way on a basis of capitalizing profits at 15%, involving from \$300,000 to \$500,000 on each property. Please give financial references. The H. F. Henrichs Agency, Litchfield, Ill.

Splendid Opportunity—Morning paper; exclusive fertile field; new modern \$75,000 plant; very valuable lease; over 6,000 circulation; gross business over \$120,000; returns to owner \$30,000; asking price \$175,000; initial payment \$75,000; balance easy terms. J. B. Shale, Times Building, New York City.

Interest For Sale

Interest in Daily for sale; in exclusive field; carrying position of manager. Applicant should have ten thousand dollars. Address A-542. Editor & Publisher.

Partner Wanted—For live Iowa daily newspaper in town of 8,000. Must have \$15,000. This is a good opportunity for an ambitious and experienced young man. Address A-531, care of Editor & Publisher.

Newspapers for Sale

Small Afternoon Daily for sale in fast growing Eastern Carolina town. Only daily in five counties. Unlimited opportunities. A-553. Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Circulation Building successfully conducted with an organized crew of experienced solicitors. Results guaranteed at minimum cost. Reference supplied. J. J. Murphy, 42 Millwood St., Dorchester, Mass.

Circulation Promotion—We serve 34 dailies supplies for R. F. D. promotion. Priced from \$0.40 to \$5.50. Packed for mailing. Plans The Albright China Co., 104 W. 5th St., Palmyra, N. J.

Classified Opportunities are read by Wise Executives

Employment—Equipment—Services

CIRCULATION

Premiums

Automatic Dish Dryer—Every woman wants it. Not offered to the retail trade yet. Circulation Managers say it can't be beat for pulling. Prices 50 and 60c each. Try a few now. See the results. The Steel Co. Box 203, Palmyra, N. J.

EDITORIAL

Syndicate Features

New Bedford (Mass.) Times and Ogdensburg Advance are the new customers this week. For samples of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Salesman, young and industrious, wanted by New York State afternoon daily. Permanent employment. Staff of nine. Opportunity for advancement. Reply stating age, experience, etc., to A-559, Editor & Publisher.

An Editorial Writer wanted with the erudition of Elihu Root and the sparkle of Will Rogers. Don't crowd, boys! We don't really expect to find him, but the man—or the woman—who comes nearest to filling the bill has a job waiting for him on a newspaper with 62,000 circulation in a populous Eastern community. Write your own recommendation and enclose some samples of your best stuff, that already has been printed. Also name the salary you expect. Pollyannas and Edgar Guests need not apply. A-555, Editor & Publisher.

City Circulation Manager for morning newspaper in highly competitive field. Unusual opportunity for able, energetic circulation man, with ability. Must be used to hard competition and be able to make a success in city work. Give information as to experience, newspapers by which applicant has been employed and in what capacity; salary expected, age, and when can accept position. A good opportunity for a youngster to make an established future with a good newspaper. A-535, Editor & Publisher.

Classified Advertising Manager wanted for newspaper in New York state, city of 200,000 population. This newspaper is a close second in the field and with plans the organization has in mind can be made to show very rapid growth under an able manager. It is an exceptional opportunity for a man who is seeking a future in newspaper classified advertising. Answer giving age, education, classified experience, accomplishments, present salary, reasons for seeking a connection, to Box A-570, Editor & Publisher.

Editorial—Man wanted to do some street and assignment work and capable of desk work, on chain of Weeklies. Address A-571, Editor & Publisher.

High-class Weekly Newspaper starting soon in a charming New York suburb wants a clever assistant to a long-experienced editor. Young man unafraid of hard work who will not produce canned English and is willing to help on advertising can earn a fair salary, with good opportunity to advance himself. Address promptly A-564, Editor & Publisher.

Pressman wanted to run Duplex sextuple straight-line press; excellent working conditions, steady position. Excellent living conditions. Start in two or three weeks. Newspaper within one hour and half from New York. A-576, Editor & Publisher.

Situations Wanted

Advertising Salesman desires connection where results-producing effort will win advancement. General newspaper experience. A-529, Editor & Publisher.

Advertising Manager—My record over 15 years as an advertising executive will convince any publisher, of my ability. Am seeking connection requiring a man accustomed to putting over hard propositions. If you need a proven business builder, a man who can give results, not excuses, write for my record and interview. A-573, Editor & Publisher.

Advertising Work wanted by graduate of Missouri University School of Journalism, 24. Can draw, make good layouts. Training in retail and direct advertising, advertising campaigns, and copy writing. Dependable. References. A-569, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Man—12 years' experience, effective copy-writer; attractive layout; capable salesman; possessed with a wonderful personality; broad experience with newspapers; a real business getter; not afraid of work and long hours; now employed. Exceptional references; age 32; married. Address A-568, Editor & Publisher.

All Around Editorial department man—one who has held virtually every desk, and who can write clear, concise editorials, handle men and get out a snappy, up-to-the-minute newspaper. 36, married. Employed, but can leave on reasonable notice. A-577, Editor & Publisher.

Business Manager or Assistant to Publisher—A man fortified with years of experience, now employed as advertising director, is seeking above position. Can satisfy interested publisher concerning ability, energy, and integrity. Trained in the fundamentals governing the administration of the successful newspaper. Address A-572, Editor & Publisher.

Cartoonist: Young artist with five years' experience in art departments on newspapers in the East desires new connections with paper in fair sized town. Will go anywhere as long as there is an opportunity to make a name for himself. Samples of work on request. Courtney Dunkle, care Baltimore News, Baltimore, Maryland.

Circulation Manager—If I were your circulation manager

—I'd need no prodding, for I'd travel every possible avenue for development.

—Your competitor would rarely if ever get the jump on anything old or new in any circulation promotion ideas or methods, and when he did I wouldn't sleep well until it was paid back double.

—I wouldn't merely buy circulation. I'd build it and build it as solidly, quickly and economically as it could be built.

—I'd constantly look for leaks in the department and plug them.

—I'd turn savings effected by elimination of waste and lost motion into circulation by diverting the savings to promotion.

—I would, above all, view things always from your angle, and would conduct myself and the department in such a manner that nothing but credit could be reflected to your own judgment in engaging me.

If you are a publisher in a city of 100,000 or more, and believe that a top-notch at \$6,500 is a better investment than a mediocre man at \$4,000, and you are looking for the former, I am sure it will pay you to investigate if you are in the market for a circulation manager. Twenty-one of my 33 years have been spent in and around the circulation department of newspapers. My record of clean accomplishment in twelve years of circulation management qualifies me as a safe investment for any publisher. I am employed at present, but contemplate an immediate change. You can address me in absolute confidence for further information. A-554, Editor & Publisher.

Circulation Man, over ten years' experience, capable taking full charge, wishes to connect with live wire Florida paper. Give me a trial and watch your circulation grow. Best references furnished. A-562, Editor & Publisher.

Circulation Manager—Mr. Publisher, can you use exceptionally good circulation man with clean record, proven ability as producer, with maintenance at low cost. A circulation business man with thorough knowledge of circulation work. References: Present and past employer. If interested, wire or write Ivan C. Moore, 1314 State & City Bank Building, Richmond, Virginia.

Circulation Manager, successful, is seeking new connection. Experience from ground up, always up, and never a failure. No floater, on present position six years. Prefer management several small papers. Nothing less than \$6,500 considered. Box A-560, Editor & Publisher.

Circulation Manager wishes to make change. At liberty August 1st. Proven ability and good references. Middle West or Eastern States preferred. A-561, Editor & Publisher.

Circulation Manager—Efficient and energetic young man now employed with nine years of working experience in every angle of circulation work desires change due to reason paper now is about to change hands. Middle or far West desired. One who thoroughly understands delivery, promotion, branch systems, A. B. C. requirements, mail room, and distribution from actual experience. Knows how to handle boys to great advantage. Mr. Publisher if you are looking for such a man answer to A-565, Editor & Publisher.

Circulation Manager—15 years' circulation experience, 10 years as Circulation Manager on largest papers in South. Know Circulation Auditing, Promotion, Office Owned and Independent Systems. Have also had experience on combination Morning and Evening Circulation. Will be glad to make trip at my expense for personal interview with Publisher desiring services of Circulation Manager. Can furnish satisfactory references from my employer. Inquiries treated confidentially. A-558, Editor & Publisher.

EMPLOYMENT

Situations Wanted

City Circulation Manager—Ten years of first class experience. Very successful handling boy carriers, also men carriers. Fine record as a promotion man. Real circulation builder. Best of reasons for seeking change. First class references from past and present employers. Twenty-nine years of age, married. Circulation Manager, 1422 Allegheny St., Atlanta, Ga.

City or Managing Editor with twenty years' experience, available June 20th because of sale. A news executive with successful record. Best of recommendations. A-543, Editor & Publisher.

Classified Manager—Healthy, vigorous, neat and refined appearance, possessed with energy and ability to sell and train a staff to sell, now employed, desires a change. Last year's record over 300,000 lines gain. A-556, Editor & Publisher.

Composing Room Foreman or Mechanical Superintendent of the highest calibre will be available after July 1. Efficiency expert, keen executive and maximum producer; Executive experience covering some of largest papers in the country for past 20 years; age 41, married, union. Best of credentials furnished upon request. At present Foreman of paper printing 16 to 48 pages daily. East preferred but will go anywhere remuneration warrants. A-566, Editor & Publisher.

Editorial and Desk work on Republican paper wanted by newspaper man of experience. Examples of headlines, special articles and editorials furnished on request. References. B-992, Editor & Publisher.

Experienced Circulation Man—Where results count. Thoroughly familiar with boy and men methods and all phases of circulation promotion. Will take charge of carriers, suburban or district. Live wire, can produce the goods. Thrive on difficult tasks and opportunity. References exchanged. A-541, Editor & Publisher.

Editorial, Desk Work or Copy Reading, wanted by experienced newspaper man who knows all angles of newspaper making. New York or vicinity. Prefer magazine or book work. A-522, Editor & Publisher.

Editor—Man of 16 years' experience in reportorial, desk and editorial work wants position as editor or editorial writer east of Mississippi. Is 40, married, has two college degrees and legal training; now associate editor leading daily in city of over 100,000. Could make change in four or six months. A-534, Editor & Publisher.

Managing Editor or News Editor—Must make change because of wife's health. 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper. 15 years' experience. Address A-528, Editor & Publisher.

Managing Editor—Fourteen years on largest metropolitan dailies, thoroughly competent if given co-operation. A-549, Editor & Publisher.

Mechanical Superintendent, technical and practical. Experience covering a number of years as supervising erector for R. Hoe & Co. Any size daily considered. E. J. Preston, 1495 Newton street, N. W., Washington, D. C.

News Editor, city, telegraph. Hard worker seeks connection with mid-west daily. Address A-557, Editor & Publisher.

Newspaper Executive, practically trained in all departments of newspaper making, provincial and metropolitan, is available for immediate connection, where proven constructive ability, seasoned experience and pleasing personality will find permanency and congenial environment. Formerly business manager prominent New York City daily. Recently, a Hearst business executive. Excellent references. Consider any location. A-574, Editor & Publisher.

Newspaper Press Room executive of wide experience wants position as Foreman or Superintendent. Will go anywhere. A-575, Editor & Publisher.

News Executive position on small city afternoon daily desired by college graduate with six years' experience on telegraph and city desks with papers of 12,000 to 35,000. A-538, Editor & Publisher.

Office Manager, now connected with a New York suburban newspaper, will be available about July first. Has been in charge of business management. A-546, Editor & Publisher.

President's Representative—Educated, experienced man desires to join publisher's staff as confidential field investigator, research man, or in a promotional connection. Experienced in advertising, publishing, writing, public speaking, news print sales. Holds responsible public position, but wishes to engage exclusively and permanently in publishing enterprises. Experienced traveler, versatile, and has original advertising and promotional ideas. Has published magazine of his own. A-517, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Reporter—Six years' experience general news and feature writing, also special assignments. High recommendations. At liberty June 15. Address A-563, Editor & Publisher.

Reporter and Proofreader—Young man, 28 years of age. Unive sity graduate, with two years' experience, desires position with live newspaper. Available June 20. References. D. H. Taylor, 297 Hancock Ave., Athens, Georgia.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut-coat equipment, also rebuilt machinery. Conner Fender Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, May 26th, 1926.
The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1 3/4%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1 1/2%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable July 15th, 1926, to holders of record at the close of business July 2nd, 1926. Checks will be mailed. Transfer books will not close. OWEN SHEPHERD, Treasurer.

FOR SALE

Florida hi-weekly newspaper with job plant. City has 12,000 population, county seat. Circulation, 3,000; advertising rate, 50 cents an inch. Weekly revenue, \$500 for newspaper. Job plant does \$15,000 annually. Price for both, \$25,000. Terms to suit.

PALMER, De WITT & PALMER
Newspaper Properties
350 Madison Ave., NEW YORK

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

EDITORIAL AND FEATURE WRITER, with over three years' experience on large city daily, is seeking new connection. Ready to go anywhere for right position. "Unusually bright; well educated; great student; will make extraordinary writer." Age 26; college graduate. Mention our No. 5340-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

A list of available executives will be furnished to Publishers on request.
EDITOR & PUBLISHER.

DOLLAR \$ \$

\$ \$ **PULLERS**

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

ONE paper has a plan of canvassing one block in the business district regularly for a month for the smaller advertiser; then taking another block and doing likewise. Dealers are seen daily during the week and every effort made to sell them—if only a one inch ad. The theory is—and it has worked out well in practice—that if they once start, they will become regular advertisers and use larger space. The linage increase since the plan was adopted has been considerable.—B. A. T., Springfield, O.

Signs of Success

(Facsimile signatures of satisfied customers)

What about you? When you want to get a new ad in the business district, call on the advertiser who has been successful in getting his ad in the business district. You will find that he has a plan of canvassing one block in the business district regularly for a month for the smaller advertiser; then taking another block and doing likewise. Dealers are seen daily during the week and every effort made to sell them—if only a one inch ad. The theory is—and it has worked out well in practice—that if they once start, they will become regular advertisers and use larger space. The linage increase since the plan was adopted has been considerable.—B. A. T., Springfield, O.

Novel full-page classified promotion ad run by Milwaukee Journal using border of facsimile signatures of satisfied classified customers.

"Speedway Used Car Bargains" was the eight-column line over a page of classified ads in the Indianapolis News on Monday evening, May 31, the day of the Speedway Races at Indianapolis. Advertisers benefited by the tremendous enthusiasm for automobiles generated by the great racing classic. Most of the advertisers took display headings which were attractively worded. "Drive home from the race in your own car" and other similar appeals were featured. The idea could be adopted by classified managers in other cities that have auto races. Auto races at state fairs, too, might supply the occasion.—Norman J. Radder.

A merchant in a small town in Washington recently got out an effective ad by giving parallel pieces of articles handled in his store and the prices charged by Montgomery, Ward & Co., mail order house. Some of the prices showed the mail order house lower, a representative list of items being selected and the catalog number and page of the latest catalogue being given with each item, but in general the small town store compared

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

**International
News Service**

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

favorably. The idea can be worked out in other small towns where the local merchants complain about mail order competition and sometimes fail to see the value of advertising. A representative list of items in the ad follows:

- SCREEN DOOR SET**
- Our Price\$0.35
M. W., P394, No. 84D374832
- SCYTHE SNATH**
- Our Price\$1.50
M. W., P397, No. 484D6021 1.55
- LONG HANDLED SHOVELS**
- Our Price\$1.50
M. W., P397, No. 484D5725 1.50
- STRAP HINGES**
- Our Price—
4 Inch\$0.20
5 Inch25
M. W., P413, No. 84D3802—
4 Inch17
5 Inch21
- Armin Nix.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

GRADUATIONS are coming thick and fast. Everyone is interested in them. Why not take your local college and with the aid of cartoons and pictures describe the costumes worn years ago, the exercises, etc. Such a story is interesting and not difficult.—C. E. Pellissier, Boston.

The Merrill (Wis.) Daily Herald carries at the bottom of Page 1, every day, set in six-point, a carefully kept list of "Meetings Tonight." Many readers say it is the first feature for which they look each evening.—Wm. L. Doudna.

How does the waiter react when the diner says he is broke? Under the caption "Will the Smile Come Off" a joint feature contribution by a man reporter and woman reporter who tried this out separately in Seattle restaurants appeared as a two column front page story in a Seattle paper.—C. M. L., Seattle.

Los Angeles Times Sunday auto section is running a series of pictures entitled "Yesterdays of Motordom." They show the kind of cars that chugged along

WHITTEMORE WRITES HIS LIFE

Notorious Bandit Gives Manuscript Written in Cell to Baltimore Post

The life story of Richard Reese Whittemore, noted Baltimore bandit and murderer, is being run by the Baltimore Post.

The story was written in long hand by the bandit while in his cell awaiting trial, and offered to the Post, according to Harold D. Jacobs, editor.

"We never saw the story or made any suggestions until after it was completed," Jacobs told EDITOR & PUBLISHER. "We are running it without changing a comma. There are a few grammatical and dictionary errors, of course, but on the whole it is mighty clean copy."

Whittemore was convicted recently of murdering a Maryland penitentiary guard.

Three Illinois Weeklies to Merge

The Rushville (Ill.) Times, Schuyler County Herald and Schuyler Citizen, all weekly publications have been consolidated in the Rushville Times, which will make its appearance July 1. The paper will temporarily operate as the Rushville Times and the Schuyler County Herald, but eventually drop the last half of the title. The Times and Herald have purchased the Citizen, the two papers being incorporated by H. F. Dyson and H. E. McLaren, who hold equal shares in the new venture.

Nearly every large city has an club whose files are probably full of interesting pictures of other days around which features can be written.—A. Nix, Spokane, Wash.

The Davenport Times has a "column" and for some time three or more questions have been appearing there each day. The drift of these questions is to see readers know the "home town." Sample questions as: "Which bank has a store of flower boxes along its windows?" "What store has a sign on one side of showing a 'stovepipe' hat?" Much discussion has been aroused by these questions.—L. G. DeArmand.

An excellent and interesting Saturday "plunger" page for seven-day papers consists of high lights and chatty information on feature and news matter to appear in the Sunday issue. This has long been the practice of The News League Ohio papers.—C. W. Myers, Dayton (O.) Daily News.

**Wheeler-Nicholson, Inc.
Complete Feature Service**

Wire us for samples and prices of the

**Largest, Most Original
Most Artistic and Finest**

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

the horse-infested streets 20-odd years ago and are being furnished by the Automobile Club of Southern California.

**RING
LARDNER'S
Burlesque
Autobiography**

Starts in his Regular
Weekly Letter on July 4th.

Here are Lardner's own
reminiscences—done in his
inimitable style and bub-
bling over with rare humor

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

**How To Play
GOLF**

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

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New York City

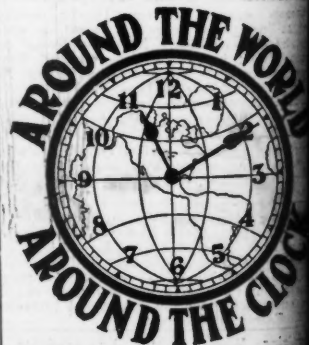
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BRIGGS CO.**

Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS
OF LOCAL
DISPLAY
FROM A NEW
SOURCE

Our Business Review and many other
feature pages now running in more
than 80 leading American and Can-
adian newspapers. Write or wire
for our representative.

BY UNITED PRESS



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World Building New York

Mary Marshall
FASHION WRITER
is sending a
COMPLETE DAILY AND
SUNDAY FASHION
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Entertaining
Full of Ideas

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