



EDITOR & PUBLISHER



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NEW YORK, JUNE 5, 1926

No. 2

Third Annual Directory of Press Features Shows Record Syndicate Development

More Than 2,000 Features by 750 Writers and Artists Made Available to Newspapers by Hundred-Odd Firms, Covering Every Editorial Field Except General Spot News

MORE than 750 authors and artists produce more than 2,000 features which are made available daily and at less frequent intervals to newspapers by more than 100 syndicates and services. They can give the circulation-hungry editor a 16-page magazine in colors, or they can give him a 2-line filler for the foot of a column, and they can give him anything and everything else that the formula demands.

What they give is detailed at length in the directory of features on the following pages. This is the third annual listing of its kind by EDITOR & PUBLISHER, and irrespective of the new service elements that it includes it indicates that the feature business has reached record dimensions in range and variety of products.

In addition to the directory of features, this issue presents for the first time a directory of authors and artists and the syndicates through which their work is offered. The usual list of syndicates, their chief executives, and their office addresses appears at the end of the directory.

Casual inspection of the directory warrants the judgment that publication of a dull or uninteresting newspaper for any clientele in the face of this wealth of material approaches the criminal estate. Apparently no feature enjoys a monopoly in its type, though some may win and keep a practical empire over their field by sheer excellence. Even these are imitated. The editor who believes that his competitor's circulation dominance is due to a certain feature should have little difficulty in giving his readers something almost as good in the same line.

Take comics, for instance. The list shows a dozen or so recognized headliners and literally hundreds of panels, strips, and cartoons which, if not in the top-notch class, might appear creditably in any newspaper's columns and bring circulation in their wake. Comics that amuse, comics that educate the youngster, comics that satirize the work and play of Mr. and Mrs. Business Man, comics that find their laughs in the bladder and slapstick of the circus—you can have any or all of them by paying a little money—and taking your choice.

Do you want to make a special drive for the favor of the local ladies? Their beauty, their homes, their gardens, the Sunday morning breakfast or the snack for the bridge club, their husbands, their children, their sweethearts and their children's sweethearts—these are but a trace of the immense volume of material at your disposal. Serial stories galore, some with a daily climax that leaves 'em gripping the chair-arms, some of slower and more ancient vintage, and some just written because editors like serials, form a good under the letter "S" in the directory of general features. Under the same letter come short stories in even greater numbers than the 60,000-80,000-odd masterpieces. Up-to-the-minute "one story" will fill a half-page daily the open delight of the ladies and

to be conned in a corner by the men. Political cartoons are available for the newspaper which favors the League of Nations and for that which shuns it, for the dry and the wet, Republican and Democrat, and a host of cartoons for such issues. Editorials of every shade

of opinion and none at all can be had by the publisher whose purse won't permit the employment of a gifted writer.

Are the town's babies engaging your thoughts? You can give the mothers columns per day on how to feed, bathe, clothe, and quiet the infants without advising father to wear paths in the bedroom carpet after midnight.

Does the idea of a bedtime story stir your thoughts? Take your pick of a dozen or more by famous writers of that material.

Do you think the town needs the stimulating influence of puzzles? You can buy battalions of enigmas, charades, rebuses, cryptograms and regiments of cross-word puzzles.

Does the sport section need bolstering? Almost 100 features pay exclusive attention to the various indoor and outdoor games, telling the neophyte how, describing the professional's methods in word and picture, question boxes, columns of trenchant and pungent comment, opinions on the relative speed of the horses, "by-line" pieces by famous champions, reminiscent tales, etc., ad lib.

Do you want a page of pictures or mat pictures of the day's news? Almost a score of firms stand ready to supply your needs.

For the editor who wants a wide selection of features laid on his desk daily for the assembling of an appropriate daily menu for his clientele, half a dozen "blanket services" are listed.

And what of the Great White Way? Is there a call for odd bits of information on the doings of theatrical stars, society leaders? Fifteen or twenty New York letters, general, movie, dramatic, society, etc., are spread on the counter for the discriminating buyer.

Or is it financial news and comment that is desired? Two dozen different writers approach the marts of trade with spectacles of varying hues. The "big board" in New York, the curb, bond, commodity and foreign exchange markets are all covered by experts for the syndicates, many of which also supply a weekly round-up of market developments to supplement the daily service.

Wealth, plus health—a magic formula for success which the editor can supply. With a score of learned experts attending to information on wealth come almost as many medical men with advice as to daily corporal conduct. As a rule, they won't diagnose ailments nor prescribe remedies, but they do answer simply and ably health queries of general interest in addition to half a column or so of daily comment and constructive advice.

Wealth, health plus beauty—an unbeatable combination for the fair ones which is also within the editor's grasp. Oper stars, movie queens vie with the regular feminine beauties of the newspaper shop in telling their sisters how to keep that girlish complexion and the girth of youth.

Half a score more of respected advisors will counsel the maid and the

EDITOR & PUBLISHER
THIRD ANNUAL DIRECTORY OF FEATURES
 General, Art and Sport Features—Directory of Authors and Artists—
 List of Syndicate Officers and Addresses
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GENERAL NEWSPAPER FEATURES

Interviews, Columns, Editorials, Women's Page, Radio, Serials, Etc.

FEATURE	AUTHOR	SYNDICATE
Abe Martin (d)	Klin Hubbard	National Newspaper Service
About Broadway (w)	Mark Hellinger	Chicago Tribune Newspapers Syndicate
About Photoplays (w) (1/4)	Rupert Hughes	Editor's Copy
About Women (w)	W. S. Ball	Bell Syndicate, Inc.
Ad-route (House Organ) (m)	W. S. Ball	International Syndicate
Advertising Service (m) (ill) (22p)	Star Adcraft Service	Star Adcraft Service
Adventures Around the World, My Galli-Curci	Cosmos Newspaper Syndicate	Cosmos Newspaper Syndicate
Adventures of Dr. Doollittle (d) (1/4)	Hugh Lofting	New York Herald Tribune Syndicate
Advice to Girls (d) (1/4)	Annie Laurie	Newspaper Feature Service, Inc.
Advice to the Lovelorn (3w) (ill) (1)	Beatrice Fairfax	International Feature Service, Inc.
Along the Highway (d) (1)	W. G. Shibley	Chicago Journal of Commerce
American Art Today (w)	Molly C. Ohl	Cosmos Newspaper Syndicate, Inc.
Andrew & Imogene (d) (1/4)	Roe Fulkerson	McNaught Syndicate, Inc.
Anecdotes (d) (1/4)	Selected	Wheeler-Nicholson, Inc.
Annabelle Cut-Outs (w) (tab)	F. J. Haskin	World Color Printing Co.
Answers to Questions (d-w) (1/4)	F. J. Haskin	Frederic J. Haskin
Arabian Nights Color Pictures (d) (2)	Harlewe R. Hoyt	Publishers Syndicate
Are You Discouraged! (d) (1/4)	Frank Wright	C. C. Powell Newspaper Features
Art, American Today (w) (m)	Molly C. Ohl	Cosmos Newspaper Syndicate, Inc.
Articles (d)	Gleason Frank	McClure Newspaper Syndicate
Ask Priscilla Wayne (d) (1/4)	Priscilla Wayne	Des Moines Register & Tribune
Autobiography	George M. Colahan	Bell Syndicate, Inc.
Autobiography (w)	Galli-Curci	Cosmos Newspaper Syndicate, Inc.
Auction Bridge Players, Table	Marle Van Ripper Watts	Imperial News Service
Manners for (d) (1)	Robert Quillen	Publishers Syndicate
Aunt Het (d) (1/4)	Robert Quillen	Publishers Syndicate
Babble from Babylon (d) (1/4)	Duncan	Wheeler-Nicholson, Inc.
Babson, Roger W. (w) (1)	Roger W. Babson	Publishers' Financial Bureau
Baby Brown Speaks Out (w)	Elizabeth Lowndes	T-Bean Newspaper Syndicate
Baby Mine (d)	Paul Plum	George Matthew Adams Service
Background of Events (3-w)	Paul V. Collins	Paul V. Collins Editorial Syndicate
Background of Foreign Affairs (w) (1/2)	Henry Kittredge Norton	New York Herald Tribune Syndicate
Baseball Index (d) (1/4)	J. S. Whitney	Current News Features, Inc.
Hazel Batchelor Serials (d) (1/4)	Hazel Deyo Batchelor	Ledger Syndicate
Beatrice Fairfax Articles (3w) (ill)	Beatrice Fairfax	International Feature Service, Inc.
Beauty—and You (d) (ill)	Vogue	Conde Nast Newspaper Service
Beautiful Home (w) (fp)	Various	Editors' Syndicate
Beauty Articles	Antonette Donnelly	Chicago Tribune Newspapers' Syndicate
Beauty Chats (d)	Edna Kent Forbes	George Matthew Adams Service
Beauty Chats (3tw) (1/4)	Lucy Lowell	Newspaper Feature Service, Inc.
Beauty Hints (d) (1/4)	Peggy Hopkins Joyce	Wheeler-Nicholson, Inc.
Beauty Secrets (ill) (d) (1/4)	Mme. Qui Vive	King Features Syndicate, Inc.
Beautiful Woman, The (d) (1/4)	Jane Grant	D. P. Syndicate
Bedtime Story (d)	Howard R. Garis	McClure Newspaper Syndicate
Behind the Foreign News (w) (1)	Rogers	Wheeler-Nicholson, Inc.
Bettina's Recipes (d) (1/4)	Louise B. Weaver	Des Moines Register & Tribune
B'g Sister Talks (3tw) (1/4)	Lucy Lowell	King Features Syndicate, Inc.
Bingville Puzzle Page (w) (tab)	Julia Cody Goodman	World Color Printing Co.
Biography, Buffalo Bill	Julia Cody Goodman	Cosmos Newspaper Syndicate, Inc.
Biography, Christy Mathewson	Christy Mathewson	Bell Syndicate, Inc.
Biography, Woodrow Wilson (ill) Wm. Allen White	Wm. Allen White	Bell Syndicate, Inc.
Biography, Woodrow Wilson (ill) Mary Allen Hulbert (Mrs. Peck)	Mary Allen Hulbert	Bell Syndicate, Inc.
Blanket Service (d)	Staff	Associated Newspapers
Blanket Service (d)	Staff	Central Press Association

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(Continued on page 61)

MASON LEAVES N. Y. HERALD TRIBUNE TO JOIN EVENING POST AS EDITOR

Former Paper Names Draper Assistant Editor, Holcombe Managing Editor, and Renaud Placed in Charge of Sunday Edition

JULIAN S. MASON, managing editor of the *New York Herald Tribune*, has resigned to become editor-in-chief of the *New York Evening Post*, owned by Cyrus H. K. Curtis. His resignation from the Herald Tribune is effective immediately, but he will not assume his new duties until July 1.



JULIAN S. MASON

two other Curtis newspapers, who has been dividing his time between New York and Philadelphia, will devote all his time to Philadelphia after the end of this month.

In a statement to EDITOR & PUBLISHER, Mr. Mason said:

"I feel that the Evening Post offers the best opportunities in the evening field in New York. It is a paper devoted to the finest traditions. Its editorial chair has been filled by a succession of great figures in American journalism. It is now being published by one of the leading publishing organizations in the country—the Curtis-Martin Newspapers, Inc. I feel the property has an assured future, and I am very much pleased to be associated with it."

A series of important executive changes on the New York Herald Tribune followed the resignation this week of Mr. Mason as the managing editor.

As given to EDITOR & PUBLISHER by Ogden Reid, editor and owner of the Herald Tribune, these changes are: Appointment of Arthur S. Draper as assistant editor.

Creation of an editorship co-ordinate with the managing editorship, with Ralph E. Renaud in charge of the Sunday Herald Tribune. Appointment of Armistead R. Holcombe as managing editor, succeeding Mr. Mason. Mr. Holcombe was formerly night editor, and is succeeded by Henley Hill, his former assistant.

Edward Logan is now the assistant night editor, and Alan T. Holcombe has been named head of the copy desk.

Mr. Mason declined to discuss the reasons for his resignation when questioned by EDITOR & PUBLISHER. He said he intended to take a month's vacation at his home situated in Glen Cove, Long Island.

Other than stating he was sorry to see Mr. Mason leave, Mr. Reid likewise refused to tell the inside story of the shake-up. He said the paper had grown so steadily since the merger with the new York Herald that five men were now needed to handle the news and editorial departments directed by two executives up to six months ago.

Mr. Draper, as assistant editor, will be in complete charge of the paper in the absence of Mr. Reid, and will maintain general supervision of all the editorial and news departments. The news council, however, is directed by Mr. Holcombe, the new managing editor.

Mr. Mason had been managing editor of the Tribune, later the Herald Tribune, since 1922, coming to New York from Chicago, where he was managing editor of the *Chicago Evening Post*. He has also been associated with the *Chicago Tribune* and the *Chicago Daily News*.

All the men promoted as a result of Mr. Mason's resignation are veterans in the service of Mr. Reid and the Herald Tribune. On the 10th of this month, Mr.

Draper will have been 21 years with that newspaper. Mr. Renaud first worked for the New York Tribune in Washington in 1889, and thus, although he worked on other newspapers afterwards, he is listed as one of the daily's oldest employees.

Mr. Draper became a reporter for the New York Tribune immediately after being graduated from New York University. He was later shifted to the review staff, and promoted to night city



New Herald Tribune executives (left to right): A. R. Holcombe, managing editor; A. S. Draper, assistant editor; Ralph Renaud, in charge of Sunday edition.

editor and then in 1913 to Sunday editor. In 1915, Mr. Draper was sent abroad as general European manager of the Tribune with headquarters in London. He returned to this country about a year ago to become foreign editor, the position he held prior to his present promotion.

After his short experience as Washington correspondent for the Tribune, Mr. Renaud went west where he attended Leland Stanford, Jr., University. After college he started newspaper work regularly on the *San Francisco Examiner*. He remained on San Francisco dailies for nine years, becoming dramatic critic of the *San Francisco Bulletin*, and later holding the same position on the *San Francisco Chronicle*. He came to New York in 1912, joining the staff of the *New York Globe*, and in 1914 transferred to the Tribune where he has remained since, with the exception of about a year spent as night managing editor of the *New York Herald* before the merger. He was made assistant managing editor of the Herald Tribune under Mr. Mason.

Mr. Holcombe, the new managing editor, spent several years teaching school, following his graduation with an A. B. degree from Centenary College in Louisiana and an M. A. from Vanderbilt University in 1898. For three years he was an instructor in geology and history at Vanderbilt. Then he taught for a year at a private school in Staunton, Tenn., before actively entering newspaper work.

His first newspaper experience came in 1901 on the staff of the old *New Orleans Picayune*, under Herman Seiferth, still with that publication, now the *Times-Picayune*. He spent eight years with the *Picayune* as reporter and then went to the *St. Louis Republic*, where he became assistant city editor. He left St. Louis for Cleveland and there was assistant city editor of the *Cleveland Leader*, returning after a short while to the *St. Louis Times*. He later became managing editor of this paper.

During the war, Mr. Holcombe came to New York and joined the copy desk of the old *New York Morning Sun*. In the fall of 1918, he transferred to the copy desk of the Tribune. Four years ago he was made night editor.

HERALD TRIBUNE'S NEW TITLE

Merger of Two New York Dailies Now Completed in Name

Merger of the *New York Herald* and the *New York Tribune*, accomplished in fact in March, 1924, was completed in name June 1. Then the newspaper appeared with a new title line, merging the old mastheads of the two papers into one as the *New York Herald Tribune*.

The new masthead was designed by T. M. Cleland, New York artist, under the direct supervision of Ogden M. Reid, owner and editor of the daily.

The "Herald Tribune" is in hand-drawn simplified Old English, with the words separated by the old Tribune's seal enlarged and improved. Centered above the nameplate, "New York" appears in hand-drawn Roman bold.

FIRST UNIT ENQUIRER PLANT COMPLETED

Five Story Section of New 14-Story Home to Be Formally Opened Sunday—Historical Edition Planned

(By Telegraph to EDITOR & PUBLISHER)

CINCINNATI, O., June 2.—Celebration of the temporary completion of the first unit of the fourteen-story home of the *Cincinnati Enquirer* will be observed next Sunday when the executive offices, the counting room, the circulation department and the city editor's staff and telegraph department will move into the first five stories of the first unit of the structure. Forthwith will commence the demolition of the four-story front of the old Enquirer Building which has stood for more than 60 years. The concrete building in the rear, containing the financial department, the art department, the advertising staff and sporting department will not be demolished until the second and third units of the building are completed to a height of about five stories, which will be in about four or five months.

The Enquirer through the work of Librarian Harry Pence has prepared a supplement to its Sunday edition for June 6 which gives a complete history of the personnel of the newspaper from its foundation in 1841 by Washington McLean and James L. Farn, former Congressman and mayor of Cincinnati, to the present day. Among the personnel of former reporters, editors and department heads are men who have attained fame in journalism and belle lettres, such as Lafcadio Hearn, author and essayist; Allen O. Myers, political writer and author; G. M. D. Bloss, editorial writer; John R. McLean, editor and business executive; George Randolph Chester, creator of "Get Rich Quick Wallingford," which famous character was reputed to be a former copy reader on the Enquirer who capitalized his name at \$500,000 while working for \$25 a week; Windsor McCay, artist and cartoonist; James W. Faulkner, dean of Ohio political writers; J. S. Hastings, "Luke McLuke" columnist; John A. Cockerill, editor and later editorial director of *New York World* and *Washington Post*; James M. Cox, three times Governor of Ohio and Democratic presidential candidate; Robert F. Schulkers, boy story writer and creator of "Seketary Hawkins" now syndicated.

Other prominent men who were on the Enquirer staff were: Lewis T. Heck, Charles L. Doran, Charles W. Hodges, Sam F. Cary, O. P. Austin, Charles J. Christie, G. F. Hayman, Theodore Horstman, John T. McCarthy, Alex C. Sands, Charles Scanlon, Ren. Mulford, Jr., James Murray Allison, Elliott Marfield, Harry M. Weldon, Walter F. Draper.

VON WIEGAND IN AUTO ACCIDENT

European Director of Universal Service Narrowly Escapes Death

Karl H. Von Wiegand, European manager of Universal Service, narrowly escaped death on May 20, while returning to his Paris headquarters by automobile from Warsaw, where he had covered the Polish revolution.

While traveling 50 miles an hour along a straight smooth road 15 miles from Kutnow, the motor suddenly flared back into the exhaust and a moment later the forward part of the car was in flames. The automobile was a big six-cylinder French Farman, with a closed body.

Mr. Von Wiegand was sitting in front with the driver. The car has but two doors, both in front. The American correspondent opened one and jumped for his life. No one was injured.

"All's well that ends well," Von Wiegand wrote to Chester Hope, editor of Universal Service, in a letter received in New York this week, "But it was a close call."

Mr. Von Wiegand is now spending a month's vacation with Mrs. Von Wiegand on the Riviera.

TRANSCRIPT IN NEW DRESS

Boston Daily Using Larger Type to Increase Legibility

The *Boston Evening Transcript* on May 24 appeared in a complete new type dress, consisting of 7-point on 7½ point slug. The former type was 6-point. The linotype matrix carries No. 2 Old Style combined with boldface No. 2 for sub-heads.

In a front page box announcing the type change the Transcript stated "it did not mean to say things louder, but to say them more clearly."

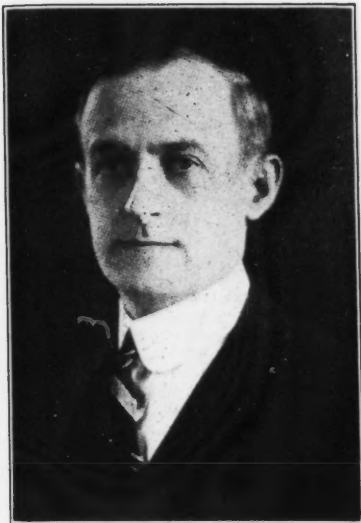
Joyce Leaves Newspaper Work

After more than 20 years in the journalistic field in Philadelphia, J. St. George Joyce, of the *Evening Bulletin* staff, has left newspaper work to join the Russell H. Conwell Foundation, formed to perpetuate the work of the late president of Temple University by raising a fund for \$20,000,000 for the expansion of the institution.

CIRCULATION PROBLEMS UNDER MICROSCOPE

Future of Tabloids, Postal Rates, Motor Delivery, and Ethics Code, Big Topics to Be Considered at I. C. M. A. Philadelphia Meet—Round Table Discussions to Cover Entire Field

NEWSPAPER circulation managers of the country will apply a microscope to their business, seeking new discoveries in the science of selling their products, at the 28th annual convention of the International Circulation Managers' Association.



Pres. E. R. Hatton

The sessions of the convention will be held at the Benjamin Franklin Hotel, Wednesday and Thursday of next week. The future of tabloid newspapers, postal rates, motorization of delivery, and a code of ethics are four outstanding topics on a program which comprehensively covers the old problems and new innovations in the circulation field. The future of the tabloid newspaper will be the first topic up for consideration following the addresses of welcome, reports of officers, and the president's address.

Two representatives of the Postoffice Department will discuss mail rates. Rural motor delivery will be presented for consideration Tuesday morning. D. B. G. Rose of Louisville, Ky., will present a code of ethics for circulation managers. Virtually every phase of circulation will be taken up in round table discussions. Invited guests who will address the



STANLEY CLAGUE



D. B. G. ROSE

circulators include L. B. Palmer, manager, American Newspaper Publishers' Association; Stanley Clague, managing director, Audit Bureau of Circulations; E. W. Chandler, chief auditor, and William F. Hoffman, New York manager, A. B. C.; James Wright Brown, publisher, EDITOR & PUBLISHER, and Fred J. Runde, general manager, *Fourth Estate*. An elaborate entertainment program has been arranged including visits to the Sesqui-Centennial Exposition and historic spots in and about Philadelphia.

The complete program follows:
MONDAY EVENING, JUNE 7
Meeting of the Board of Directors.
Report of the Entertainment Committee.
Report of the Auditing Committee.
Report of the Convention Committee.

GENERAL BUSINESS
TUESDAY MORNING, 9 O'CLOCK, JUNE 8
Convention called to order.
Roll call.
Address of welcome.
Reading of minutes of previous convention.

Report of the board of directors.
Report of program committee.
Auditor's report.
Secretary's report.
Report of special committees.
Report of standing committees.
President's address.
Motions.
Resolutions.
Report of committee on by-laws and constitution.

Special business.
"Tabloids"—Is the newspaper of the future to be tabloid? If so, when will that time come?

Paper by James Sullivan, *New York Daily News*, and Joseph C. Rowett, *Washington (D. C.) News*.

Discussion led by O. O. Scattergood, *New York Graphic*; Ben Bloom, *New York Mirror*; Robert Weir, *Buffalo (N. Y.) Star*; Nathan Sherry, *Baltimore (Md.) Post*; J. M. Annenberg, *Philadelphia (Pa.) Sun*; Rob't Corrigan, *Los Angeles (Cal.) Examiner*.
"Sales Organization and Promotion"—



L. B. PALMER



J. M. SCHMID

M. E. Douglas, circulation manager, Curtis Publishing Company.

"The Relation of Single Mail Rates to Second Class Mailing Privileges"—Regar, Third Assistant Postmaster-General; Wm. Wood, Classification Division, Postoffice Department, Washington, D. C.

TUESDAY P. M.

Rural Auto Delivery—What is its future? Is it more favorable for morning or afternoon papers?

Paper by Galt Burns, *Washington (D. C.) Star*.

Discussion led by Robert W. Taylor, *Flint (Mich.) Daily Journal*; John Schmid, *Indianapolis (Ind.) News*.

"Bus, Railroad Baggage and Postal Rates"—Discussion led by Clarence Hixon, *Syracuse (N. Y.) Post-Standard*; Robert McLean, *Philadelphia (Pa.) Bulletin*; H. C. Klockner, *Cincinnati (O.) Enquirer*.

WEDNESDAY MORNING, 9 O'CLOCK, JUNE 9
Introducing L. B. Palmer, general manager, American Newspaper Publishers' Association.

"Insurance"—Advantages and disadvantages of insurance policies as circulation builders.

Papers by L. J. Hoffman, *St. Louis (Mo.) Star*, and Thos. Welch, *Philadelphia (Pa.) Record*.

Discussion led by Karl Hall, *Toledo (O.) Blade*; Chas. Wilson, *Columbus*

(O.) *Dispatch*; Ray South, *Birmingham (Ala.) News*.

"Promoting Serials and Special Features for Morning, Evening or Sunday Papers"—Paper by Walter Rauck, *Cincinnati Post*.

Discussion led by J. W. Kenny, *Detroit (Mich.) Times*; W. J. Parker, *Chicago American*; J. N. Eisenlord, *Chicago News*; Clem D. O'Rourke, *St. Louis Times*.

"A Code of Ethics for Circulation Managers"—D. B. G. Rose, Louisville, Ky.

WEDNESDAY P. M.

Introducing Stanley Clague, managing director, Audit Bureau of Circulations.



CLARENCE EYSTER



C. E. BLEWER

What Bookkeeping Methods Shall the Circulation Managers Adopt to Facilitate the Work of the A. B. C.?—E. W. Chandler, chief auditor of the A. B. C.; William F. Hoffman, manager New York Office, Audit Bureau of Circulations.

Introducing James Wright Brown, publisher, EDITOR & PUBLISHER.

Introducing Fred J. Runde, vice-president and general manager Fourth Estate.

"Building and Holding Single Mail Circulation on Rural Routes"—Paper by W. A. Cordingly, *Des Moines Register-Tribune*.

Discussion led by Ted Booth, *Grand Rapids (Mich.) Press*; John T. Toler, *Atlanta (Ga.) Constitution*; Geo. Erbe, Jr., *Buffalo (N. Y.) News*; John J. Kirk, *Cleveland Plain Dealer*.

"Promoting Street Sales in the Average Small State Cities"—Paper by V. A. Bridges, *Omaha Bee*.

Discussion led by Chas. T. Buck, *Scranton (Pa.) Republican*; Frank Roberts, *Rochester (N. Y.) Times-Union*; C. W. Crum, *Lexington (Ky.) Leader*; W. B. Mills, *New Haven (Ct.) Register*; C. E. Blewer, *Binghamton (N. Y.) Press*.

"How Can a Small Town Sunday Paper Be Sold Against Competing Metropolitan Editions Which Carry Twice the Number of Features?"—Paper by Bernard Knight *Syracuse (N. Y.) Herald*.

Discussion led by F. M. Hatch, *South Bend (Ind.) Tribune*; A. W. Cockerill, *Utica (N. Y.) Press*; V. P. Willett, *Akron (O.) Times-Press*.

"Most Effective Promotion Methods on a Morning Newspaper in Towns Where the Sentiment Is Toward the Evening Newspapers?"—Paper by J. L. Thornton, *Birmingham (Ala.) Age-Herald*.

Discussion by R. H. Beach, *Springfield (Mass.) Republican*; R. D. M. Decker, *Rochester (N. Y.) Democrat and Chronicle*; G. C. Gardner, *Binghamton (N. Y.) Sun*.

Round Table Talks—Time and place to be announced by Chairman.

Round Table Chairmen
Evening—J. N. Eisenlord, *Chicago Daily News*.

Morning—John J. Kirk, *Cleveland Plain Dealer*.

Sunday—Chairman to be chosen by those present from members operating morning and Sunday, also evening and Sunday papers.

The Sunday meeting will be held after the morning and evening round table talks, if agreeable to a majority present. Farm Papers—E. A. Shearer, *Michigan Farmer*, Detroit, Mich.

THURSDAY A. M.
General Discussion

1—Value of Carrier papers and house organs.

2—Co-operation between Circulation Manager and editorial departments, on News stories—feature promotion and serials.

3—Shortcuts and economies in operation of circulation department, mailing room, trucks, left on hands on press runs.

4—To what extent should "pressrun" exceed "Net Paid"?

5—What effect have flapper stories on circulation? Is the appeal of this type of story diminishing?

6—Value of a Woman's page to a morning newspaper. How many morning newspapers present run one? How many have discontinued them?

7—What are the main problems of operating under a budget system? What do you do to meet emergencies on a budget system? How many operate on budget?

8—What effect has the roto sections on evening papers on Saturday toward overcoming the usual Saturday slump? Does the extra circulation secured this way justify the extra expense?

9—Does the color supplement on evening papers where there is no extra charge, affect the Sunday Bull Dog edition sale?

10—Does Radio Broadcasting by newspapers increase circulation?

11—What papers have used aeroplanes for delivery? What is the average number of pounds a plane can carry? How many stops do they make?

12—What automobile allowance should be made to roadmen? A flat allowance of so much per week? Or a mileage allowance on speedometer readings submitted to the office each day together with a daily report of places visited and results accomplished?

13—Bus Lines? Are they under jurisdiction of Public Utilities Commission in your state? What rates do they charge? Do they file tariffs? Do certain lines refuse to carry papers? What do you do about complaints? What efforts have been made by your state associations to standardize bus rates?

14—Railroad Baggage rates in the south? What states are starting to benefit by these rates? Are they on zone



J. N. EISENLORD



ROBERT WEIR

rate basis, or a flat rate for the whole railroad system?

15—What percentage should a boy receive on a 65 cent monthly collection? What percentage should the office finally receive?

16—Downtown Street Sales Slump. What causes them? Does the installation of buses decrease your sale? Does rigid enforcing of traffic and parking rules cut them down? Does the bus cut down the reading habit of the public because of the vibration and poor lighting of a majority of the busses?

17—What is the best method of distri-

buting a carrier boy's paper on a news-paper with 30,000 city circulation?

18—What are the best methods of handling Base Ball editions in residential neighborhoods?

19—Should district managers or substations be employed, one man to a certain number of subscribers, or to a certain area, or to so many boys?

20—How often should carrier contests be employed? What are the best periods of the year?

21—What has been the BEST stunt employed during the year through carrier organizations? What was the cost per order?

22—Premiums. What has been the most popular premium used during the year, to either boys or readers? If charge is made for premium how and when is the collection made for same? Are subscribers permitted to secure premium before expiration of their contracts?

23—What results have papers had in dish distribution on R. D. Routes? What percentage of subscribers failed to make regular payments where installment payments were permitted?

24—What is the best method of securing and holding Negro readers, especially in the South and South-West?

25—In towns where competitive papers have a circulation of more than 100 copies or more—is it best to have joint or independent agents?

26—Is it possible or practical for competitive newspapers to co-operate successfully in handling country agents circulations? Can they make use of each other's roadmen when it is economical to do so?

27—What satisfactory arrangements can be made with country agents so that they will have the residential neighborhoods of their towns covered thoroughly by sales boys on Sunday mornings?

28—Is it best to have country territories divided into small districts with a traveling representative in charge of each or to have larger districts with fewer traveling men and a few solicitors?

29—Would it be advisable to black list "No Good Foreign Dealers" in the Monthly Bulletin? Would all members co-operate? Would it be possible to have a clearing house where all members could write for the list of O. K. out-of-town newsstands? Would this work a hardship on the secretary-treasurer to keep this revised? Should a charge be made for this service? If so, how much?

30—Best method of changing from office owned routes to independent delivery?

31—Various suggestions to keep carrier complaints to a minimum?

32—How can carriers in outside towns be induced to secure new subscribers without prizes or premiums?

33—How can a newsdealer's counter sales be increased?

34—How many papers have predate editions? How many have eliminated them? How many have reinstated them? Why? How do you bill them? On day they are dated?

35—Overcoming Summer Slumps. Who has succeeded in cutting this Holiday and Summer Half Holiday slump below the previous year? How about Christmas, New Years, Decoration Day and 4th of July? Which is the heaviest loss suffered on? Why?

36—How many publishers are paying full rates on mail bundles and hauling them a great distance before shipping them on trains or trolleys? What can be done to have this matter discussed by the Publishers' Postal Committee or our own Committee?

37—What is expected of a roadman? 38—What is fair to a dealer that receives his papers late, through no fault of his own? Should he receive full credit for them?

39—What methods can be used in promoting street sales in towns less than 60,000?

40—Contest Circulation. What results have been secured through the recent automobile and house contests?

41—What methods have been used in keeping records of paid-in-advance subscriptions?

42—What value is a promotion manager to a Circulation Department? Should Circulation Promotion be handled

through the Circulation Department or through a specially organized promotion department entirely separate from circulation?

43—What is the best means to secure better representation through Railway News Agencies and Steamship Agencies?

44—Does a Bull Dog edition of a morning paper in a town where the competitive morning paper does not have a Bull Dog edition, work to the detriment of the morning sales with the regular morning sale of the paper that prints the bull dog?

45—What is the best method to stop "Stops"?

46—What is the most practical way to order PRESS RUNS by editions to hold down left overs and returns?

47—What percentage of Single Mail Subscribers renew each year? What would you consider a fair percentage? What have you found to be the most general reason for not renewing?

48—How would you combat the free distribution of a paper by a department store?

49—Do you save money on upkeep of your mail list by putting in addressing machines?

50—Which is the most practical for dealer labels? For Single Mail List?

51—Should we offer in our club combinations of magazines more than 50 per cent of the face value of the magazines suggested? For example, is it better to offer three magazines at their face value, which would amount to \$1.00, and then cut it 50 per cent plus your paper charge, or is it better to educate the farmer to receive a big offer for a great number of magazines, say twelve or thirteen whose face value is possibly \$3.00 and for which the agencies charge only 75c, plus your regular charge? Is there any special advantage in using this great number of magazines in clubs? Will the A. B. C. OK them and what about the Post Office Department rulings? Are you educating the farmer to hold out on his renewal with the hope of getting many dollars worth of reading matter for a dime?

52—How to hold a morning subscription of a laboring man who goes to work at 7 o'clock in the morning.

53—Advantage of using "stuffing machines" for assembling complete Sunday paper over "hand" stuffing. Difference in cost.

At 4 P. M. Thursday afternoon, all members and their families are invited to inspect the publishing plant of the CURTIS PUBLISHING COMPANY, publishers of the *Saturday Evening Post*, *Ladies' Home Journal* and *Country Gentleman*.

THURSDAY P. M.

Election of Officers
Selection of Next Meeting Place
Unfinished Business
Adjournment of Convention
Meeting of Board of Directors

ENTERTAINMENT PROGRAM

MONDAY, JUNE 7

General reception and get together party at Benjamin Franklin Hotel.
For Early Arrivals

Monday afternoon—Baseball at National League Park, Phillies vs. St. Louis.

Monday evening—Parties at various theatres, where there will be some "real" shows.

TUESDAY, JUNE 8

9:30—Ladies of the Convention register in the LaFayette Room, Mezzanine floor, Benjamin Franklin Hotel.

10:00—Tour of inspection for ladies to John Wanamaker's and other department and retail stores, under the escort of the wives of the Philadelphia members.

12:30—Luncheon will be served for the visiting ladies by the local hostesses at the Benjamin Franklin Hotel. Ladies are to be together.

1:45—Ladies of the convention should be ready in the lobby of the hotel promptly to be transported to the Chestnut Street wharf.

2:00—Trip on the Delaware River, on the steamers "Wanamaker" and "Ashbridge," through the courtesy of Mayor W. Freeland Kendrick.

4:00—The ladies will return to the hotel from their boat trip. Meeting of the business session will be adjourned.

EDITOR & PUBLISHER

CALENDAR

June 8-10—International Circulation Managers' Assn., annual convention, Philadelphia, Pa.

June 11-13—Texas Press Assn., annual convention, San Antonio, Tex.

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 25-28—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.

Visit to the Sesqui-Centennial grounds for members and their ladies. Tickets will be furnished through the courtesy of Mayor W. Freeland Kendrick.

WEDNESDAY, JUNE 9

9:30—Ladies meet in the LaFayette Room of the Benjamin Franklin Hotel.

10:00—Ladies of the convention will leave in automobiles at ten o'clock for a trip through Fairmount Park, up to Valley Forge, visiting Washington headquarters, Starvation Hill, Memorial Chapel, and then a motor trip to the Manufacturer's Country Club, arriving there about 1 P. M. for luncheon and cards.

4:30—Leave the Country Club, arrive at Benjamin Franklin Hotel at 5:30.

7:00—Annual Banquet in Ball Room, Benjamin Franklin Hotel,—dancing, entertainment and surprises.

THURSDAY, JUNE 10

This farewell day will offer an opportunity to see Philadelphia and its historical sights.

INDIANA A. P. MEETING

E. T. Cutter Describes Work of New Automatic Printer Circuit

Improvement in the relay system of the Associated Press which will bring international and domestic news into Indianapolis 50 per cent faster than before was the principal subject discussed at a meeting of the Indiana Associated Press Editorial Association at Indianapolis, May 24. Edgar T. Cutter, superintendent of the Central division of the Associated Press, who came from Chicago to attend the meeting, told of the superior speed of the new high-speed automatic printers which have been installed in the A. P. offices in Indianapolis.

In incidental discussion at the meeting it was decided to open the night wire to Indiana points one hour and a half earlier on Saturday to send out sports news.

Rudolph H. Horst, managing editor of the *South Bend Tribune*, and president of the association, presided. A luncheon was held at noon. Organization problems were discussed following a paper presented by Thomas Keene, managing editor of the *Elkhart Truth*. Hilton U. Brown of the *Indianapolis News* also spoke.

N. Y. DELEGATES TO GO BY BUS TO I.C.M.A.

Circulators Invited to Use Wanamaker De Luxe Line to Philadelphia, Leaving June 7—James McKernan Heads Transportation Committee

New York delegates to the International Circulation Managers Association's convention to be held in Philadelphia, June 8-10 have been invited to use the Wanamaker De Luxe Bus Line to make the journey. The bus will leave from Wanamaker's New York store June 7 at 9:30 A. M.

Those intending to go this way include: N. H. Hoover, circulation manager, *New York World*; A. A. Brandon, circulation manager, *Long Island Star*; F. Bresnan, city circulator, *New York Evening World*; William Baldwin, *Metropolitan News*; L. Weinstock, foreign language newspaper distributor; L. Gautier, circulation manager, *New York Morning Telegraph*; E. A. Scholz, *United States Daily*; James McKernan, Associated Newspapers; E. S. Dobson, circulation manager, *Brooklyn Daily Times*; John Sternecker, Kings County Delivery Company; James Allardice, circulation manager, *Brooklyn Eagle*; and O. O. Scattergood, circulation manager, *New York Evening Graphic*.

Mr. McKernan is chairman of the transportation committee.

NEW EASTMAN WILL CONTEST

Seven Cousins Again Ask Court to Declare It Void

The will of the late John C. Eastman, publisher of the *Chicago Evening Journal*, in which he left all of his \$1,000,000 estate, including the newspaper to three of his employees is called a written jest, in a bill filed in the Circuit court, Chicago, by seven first cousins of the publisher who seek the estate.

The bill charges that Mr. Eastman was not of sound mind and memory when he made the will in April, 1922. The cousins have lost several previous appeals to break the will.

In his will the publisher directed that his entire estate be shared equally by W. Frank Dunn, now president of the Journal company; O. L. Hall, dramatic critic, vice president, and H. C. Deuter, treasurer.

The bill now filed by Mr. Eastman's cousins asserts that the publisher executed the will in writing as a jest and declared at the time that it was fictitious.

JOINS MASONS AT 69

V. S. McClatchy, Former Sacramento Bee Publisher, Tells Why He Waited

V. S. McClatchy, former editor of the *Sacramento* (Cal.) *Bee* and present secretary of California Joint Immigration Committee, of San Francisco received his third degree in Golden City Lodge No. 526, F. & A. M. in San Francisco recently.

Mr. McClatchy, who is 69 years old, made an address after the ceremony, in which he explained why he had waited so long before becoming a Mason.

He said that, when his father died, and he and his brother inherited the Sacramento Bee, they made an agreement that, so long as they guided the destinies of that paper they would join no fraternal organizations, nor would they own stock in any public utility corporation, nor have any financial holdings or fraternal affiliations that could, in any way, bias their viewpoint, or editorial or business policy; making it sure that the Bee, under their management, should be free from any and all strings.

Denison Herald to Build

The *Denison* (Tex.) *Daily Herald* has let a contract for a new office building and equipment to cost approximately \$75,000. The building will be a two-story fire-proof structure.

COLVER, EDITOR AND PUBLIC SERVANT, DEAD

Long an Executive of Scripps-Howard Concern—Was One of Organizers of NEA—As Wartime Chairman of Federal Trade Commission He Instituted Vigorous Protection of Public Welfare

By MARLEN PEW

WILLIAM BYRON COLVER, nationally known newspaper man and Chairman of the Federal Trade Commission for four years during the Wilson administration, died at his Washington residence, 3303 18th street, N. W., May 28, after seven months' painful illness.

He is survived by his wife, daughter Polly Anne and a brother, Dr. Benton Colver of Battle Creek, Mich.

Simple funeral services were held on Tuesday, attended by many newspaper men, public officials and personal friends. Honorary pall bearers were Hon. Huston Thompson, H. N. Rickey, Gilson Gardner, William Philip Simms, Frank Friend and Marlen Pew. Burial was at Washington.

William Byron Colver was born at Wellington, O., in 1870. After common school education he studied law and was admitted to the bar. He practised law for a short time and then entered newspaper work, first on the *Cleveland Leader*, then the *Plain Dealer* and then with the *Cleveland Press*, edited by Robert F. Paine, with H. N. Rickey managing editor.

As a junior reporter he was a brilliant success, being quickly rewarded with executive positions. Mr. Colver served in every editorial capacity of the Scripps-McRae, latterly Scripps-Howard organization, retiring as editorial director more than a year ago on account of failing health. He was one of the organizers of NEA Service, of which he was editor and general manager for more than ten years, participated in the formation of the Scripps-McRae Press Association, nucleus of the United Press Associations, and assisted in starting or inspiring the policies of many of the Scripps-Howard newspapers and auxiliary services.

Mr. Colver was a writer of editorials that bristled with purpose and solid information. He was a campaigner for notable public causes and dozens of the best remembered crusades of the Scripps-Howard newspapers were creatures of his imagination. It was W. B. Colver's editorial skill, for instance, that exposed the celebrated power site and forest exploitation case and forced Ballinger to resign from Taft's cabinet. Never happier than when fighting for ideals he engaged in almost every progressive campaign of national importance for more than 25 years. Bitterness had no place in his make-up, going cheerfully into his battles, magnanimous in victory and smiling in defeat.

Mr. Colver was a close political and personal friend of the late Tom L. Johnson, for ten years Mayor of Cleveland, and during his famous 3-cent fare fight, he withdrew from journalism and devoted himself with energy and enthusiasm to the civic cause.

He was appointed secretary of the Municipal Traction Co., the original 3-cent fare line, and was one of a group of half-a-dozen men who, under Johnson's leadership, fought for public control of the street car lines.

The Taylor Grant, under which Cleveland street cars have been operating for many years, was one outcome of the fight. Others then associated with Johnson were Newton D. Baker, William Stage, Erman Dupont and John R. Stockwell. Through Johnson's influence, Mr. Colver was appointed Cuyahoga county tax inquisitor.

For several years Mr. Colver was editorial director of the Clover Leaf newspapers, of the Northwest and it was while thus serving that President Wilson appointed him to the chairmanship of the Federal Trade Commission, which developed into a war-time post of grave responsibility. Mr. Colver's associates have given credit to his practical vision for many of the stoutest principles set up for the administration of the commission to



The late William B. Colver

govern competition and prevent unfair trade practices. He led a number of important fights, including the famous "stolen files" case against the Chicago beef packers.

During the war Mr. Colver, at the request of EDITOR & PUBLISHER, wrote a notable article on good will in advertising, setting forth the principle in such crystal language as to deserve a place in the memory of the craft. The question of the day was whether or not national advertisers should curb their schedules as a war measure. Mr. Colver declared that this would be false economy and discouraged it in the following language:

"Good-will, in my estimation, is far more valuable than the physical property with which it is linked. The physical property is, in a measure, useless without the vitalizing spark of good-will. The Proctor & Gamble plant might be completely destroyed by fire, and yet the havoc would not extend to the commercial identity represented by the name Ivory Soap. Far from sustaining loss, the good-will inherent in the word "Ivory" would, of anything, be enhanced by reason of that trait of human nature which makes the public the more eager to obtain that which is denied to it or which is obtainable only over difficulty." ***

"Dominating the minor considerations of ways and means is the big idea that an advertiser is justified, in the face of suspended animation, commercially speaking, in doing everything within his power to sustain his commercial integrity and preserve his commercial identity. Let the corporation with such an asset use its sur-

plus, employ its undivided profits, or even borrow money to protect, by means of consistent and insistent advertising, that invaluable, intangible asset—good will, which is the one thing that cannot be bought out of hand after the war.

"They told me when I was a youngster that 'even the Lord can't make a two-year-old calf in a minute.' Big advertising spreads after the war will meet equally big spreads. Business will bid for public attention and interest on a bull market. The purpose will be to put a punch into the good-will that has gone flabby. The man who goes into that contest with a public attention and interest which he has never allowed to relax will go in with his good-will trained to the minute. He will win."

Upon his retirement from public office President Wilson sent to Mr. Colver a letter of unusual warmth expressing appreciation of the service he had rendered to the commission and to the War Industries Board, of which he was a member.

Mr. Colver returned as editorial director of the Scripps-Howard newspapers. He wrote some stirring material in reference to the Teapot Dome exposures. At that time, in a letter to EDITOR & PUBLISHER, he said: "Teapot Dome reveals to the public the invisible government which all newspaper men have known existed and many newspapers have denied. Its symptoms take varied forms; graft for political influence; blackmail for silence; public influence for jobs for the family; perjury; indolence and stupidity; party obligations paid out of the public purse.

"The whole theory of appointing bipartisan prosecuting counsel is wrong. The bi-partnership is on the other side of the trial table, as both political parties are on trial.

"Newspapers and newspaper men have not escaped, for that this state of affairs should have flourished in secret in Washington is itself an indictment of the newspapers of the country. One definite lesson is that when a newspaper publisher substitutes for a newspaper editor the result is deplorable."

The most recent enthusiasm of the subject of this sketch was the tabloid newspaper and *Baltimore (Md.) Post* and *Washington (D. C.) News* were in large part influenced by him. Throughout his life he preached the gospel of terse, bright, "say it and quit" news writing, with a first page "punch," wholesome and entertaining features, legible type, ample volume of interesting pictures (but no duplication of subjects), and editorials which "had something to say." The tabloid newspaper fitted his scheme, not as a sensational paper to stand apart from the standard sheets, but as a soundly readable form in which brevity could easily be conserved and displays made without waste of materials. He predicted widespread employment of the tabloid idea in strict competition with the newspapers of standard size.

It is said that Mr. Colver influenced more young newspaper men than any editor of this generation. His mind was open to any idea and he believed the laborer was worthy of his hire. His great delight was in boosting a bright young fellow up the ladder. Unfailing enthusiasm, sense of justice, courage, intelligence, generosity flowed from him and inspired men to do their best work. News of his death brought to his widow a sheaf of telegrams expressing love and devotion from newspaper men in all parts of the country. He numbered personal friends by thousands.

A glimpse into the ample mind of this editor may be gained from an address he made several years ago during the annual Journalism Week at the University of Missouri. His subject was "Tendencies in American Journalism" and he applied to the theme the following serio-comic parody on Shakespeare's *Seven Ages of Man*:

"At first the infant
Mewling and puking in the nurse's arms."

Those of you who have stood by at the first day's publication of a baby newspaper will agree that that is a pretty good description of the first age of a newspaper.

Like the human infant, brought into an unweaner world without its consent being asked, it finds itself "mewling and puking in its nurse's arms," its baby brain bewildered and its parents wondering whether it will live long enough to prove that the second summer is the hardest.

Friend Shakespeare describes the second stage in the life of man:

"And then the whining school-boy, with his satchel
And his shining morning face, creeping like snail
Unwillingly to school."

So the baby newspaper, if it did survive the second summer, having gotten its little stomach settled and eased off on the mewling stuff, enters upon the boyhood stage. It is going to the School of Experience. It is too big by now to command the pity and sympathy to which it was entitled as an infant, and like a boy, it takes advantage of this fact and the fact that it is not big enough and old enough to be held accountable for its whining, for its reluctance to go to the School of Experience. I suppose the line, "creeping like snail," means the ingrained reluctance of a newspaper in its earlier age, to go to press on time.

These are the childhood years when the newspaper is likely to be noisy and rude and unmannerly. To be, generally, a little

rowdy. The exception, of course, is the flaxen haired blue eyed, little angel, dressed all-the-same Lord Fauntleroy and who never, never tells a lie or gets its hands dirty. As between the mollicoddle and the rowdy, give me the rowdy. For he, however unwillingly, is learning in the School of Experience where, if he has red blood enough to be a rowdy he will be able to survive the polishing process which will prepare him for his next and quite interesting age, when, according to Shakespeare:

"And then the lover,
Sighing like a furnace, with a woeful ballad
Made to his mistress' eyebrow."

Here is the newspaper with the down beginning to show on its upper lip and its voice beginning to seek the lower registers — cracking occasionally — turned lover and "sighing like a furnace" as it woos its necessary mate.

There are always two of these gals. One is a coy miss, shy and bashful, but very, very canny. The lover "sighing like a furnace" will make small progress with this girl unless she knows all the time that his intentions are honorable and that he is a he-man. This girl's name is Circulation.

The other girl is a vamp. She is all for the jazz. She will have no dealings with our young lover unless she is perfectly certain that she will get the big end of the bargain. She won't stand by him in adversity. She won't nurse him when he is sick. I am not saying anything against this girl, except—that she is not exactly of a generous disposition. Her name is Advertising Copy—call her Addie for short.

It is at this point in life that many newspapers wreck promising careers by electing to lead Miss Circulation to the altar (thereby thinking they have her tied for life), while their real affections are given to the other girl—Addie. And the more the newspaper galivants around with his mistress the more certain it is that his jealous wife, Circulation, will effect a separation even if she has to take the road to Reno. And when she does separate—the alimony is something awful.

Well, if the newspaper gets through this rather perilous point in its career, it finds itself happily married to Circulation, who, on her part, fulfills her duty and provides him with a plenteous progeny, while the vamp girl is what we used to call the "hired girl" and now call the "maid." She is out in the kitchen preparing nourishing food for Mamma Circulation and all the little Circulations. Then everything is fine and our hero, thinking pretty well of himself, passes to Shakespeare's fourth estate, which is described:

"Then a soldier,
Full of strange oaths and bearded like the pard:
Jealous in honour, sudden and quick in quarrel,
Seeking the bubble reputation
Even in the Cannon's mouth."

And here you have the newspaper in the prime of young manhood, inclined perhaps to be sudden and quick in quarrel, though in most cases not his own quarrel but rather the quarrel of his community and of his own fellow citizens, and jealous of the honor and integrity of his town. This is the period and these are the years that decent living, courage, honesty, temperance charity and loyalty will prolong almost indefinitely. And these are the years when the newspaper pays back, or should pay back, to its suffering fellow citizens, for the inconvenience and the bother that it has inflicted upon the community during those years that it has been "mewling and puking" and "whining" and "sighing like a furnace" and being guided generally, by the selfishness and egotism of extreme youth.

Four of the seven periods are passed. These are the periods of growth and of achievement. So the fifth one:

"And then the justice,
In fair round belly with good capon lined,
With eyes, severe and beard of formal cut,
Full of wise saws and modern instances."

There is your newspaper, no longer militant, no longer fighting on foot, the comrade and equal of his fellow citizens, but with "fair round belly" lined with dividends. Plant all paid for, money in the bank. Member of the best clubs;

director in the bank; from the height of his own self-esteem, judging his humble fellow citizens with "eyes severe."

"Beard of formal cut"—some of the jazz gone out of the make-up. Getting sobered down now. A bit conservative—eh what? And "full of wise saws and modern instances." The wise saws being its own particular inspired-from-on-high judgments on its fellow man and on nations and considerable less emphasis laid on "modern instances," which along back in the second, third and fourth periods of the newspaper's life, were the much-prized, but now vulgar news items.

Well, that can't last. Growth is ended. The decline begins. The wife, Circulation, is either dead or growing extremely feeble and all the little Circulations have married and left home. Addie no longer a vamp, thin and feeble, only works a few days at a time and the meals she cooks are not nourishing. Which, of course, brings us to Shakespeare's sixth age, described thus:

"The lean and slipper'd pantaloon,

With spectacles on nose and pouch on side:
His youthful hose, well saved, a world too wide
For his shrunk shank; and his big manly voice,
Turning again toward childish treble, pipes
and whistles in his sound."

Lean, hungry, spingle-shanked and too small for his socks—that means the fine, big building and the great plant are too big for the dwindling product. The lusty voice of former days turned to "a childish treble" which commands neither attention nor respect but which in the nature of a querulous whine, annoys the neighbors and becomes a public nuisance. And the burden of the old man's plaint is that "things are not as they used to be."

These years are few. For the descent

once started is rapid, and, none too soon for the comfort of the poor old man and for the pleasure of the community, the newspaper slips swiftly and unnoticed into the seventh stage, which is the:

"Last scene of all,

That ends this strange eventful history,
Is second childishness and mere oblivion,
Sans teeth, sans eyes, sans taste, sans every-
thing."

One more job for the undertaker. Eyes too dim to see injustice or oppression; no teeth to bite into the problem of the day; no taste wherewith to savor the lust of battle and the joy of victory. "Sans everything."

And now come the lawyers with their green bags to advise the executors or the trustees how best to lay away the ancient ashes.

So you see the newspaper life cycle fits fairly well the Shakespearean life of man.

That is enough. The tendency of American Journalism is to live and to die, to love, to hate, to serve and to betray, to seek glory, wealth and fame, to be heroic and to be cowardly; to be good and to be bad and to prepare the way for another generation not much better; not much worse but just like human beings—just folks.

And just as we love folks in the mass and like or hate them as individuals, we like or dislike individual newspapers but love them in the mass and devote our lives to their service. And if we choose our masters well there is no more honorable service under the sun. If our paper's purpose is the public service, we become the servants of the servant of our fellow man. We prosper and our papers live. Truly that is a place of honor.

THE IDEAL EDITORIAL

Newspaper Ought to Be a Living, Breathing Human Personality

The following classic analysis of the newspaper and its ideal of service to the reader was written as a letter to a friend by the late William B. Colver in April, 1911,

THE newspaper, it seems to me, ought to be a living, breathing, human personality. It is one of the merchants and citizens of the town in which it is printed. It contracts to sell to its readers the news of the day, and it contracts with its advertisers to tell a definite number of people each day of the goods that other merchants have for sale.

Now the contract for the delivery of news to the reader is a real and serious obligation. First of all, you are bound to print real news—that is, facts. Having the facts, it is fine to dress them up as attractively as possible with good writing and display and all that. But adjectives and "human interest" padding and exaggeration do not supply the place of fact nor discharge your obligation. And putting a glittering headline over a simple little item is like putting a layer of fine apples over a basket full of wind-falls and selling the whole as "extra prime."

The contract to tell the news does not permit us to slight stories which we have not gotten first. That is, to dishonestly "play down" or leave out stories that morning papers have covered or that our opposition saw first. So that our first duty is to clearly rewrite and print all the essential stuff that the other fellows—morning and evening—have had, and in judging this do not judge it by what we like to do, but by what we ought to do. If the story that came in the night, or too late yesterday afternoon is the story our readers will most enjoy if properly and honestly treated, we must treat it that way.

If one of your merchants laid in a stock of coal-bucket hats this fall, and the other didn't, the second man, if he is a wise merchant and if the coal-bucket is the popular lid, won't try to bull his buyer's blunder by insisting on selling

only turbans, he will get a stock of coal-bucket hats and get in the game as quickly as he can. He'll do that or lose his trade, for he has contracted to sell people what they want.

Then there is the other kind of news—department stuff, semi-editorial, humor and all that. These are on the "notion" counter in your merchandising and they should be sound and clean and of good material. They should interest, instruct, amuse and divert. By custom you are as much under contract to furnish this matter as you are the more conventional brands of "news."

Now this brings us to the editorial. I've had in my mind up to now that you are a merchant and these things—staple and fancy news—are on your shelves displayed for sale.

Your staple news is honest, truthful, attractively put up, clean and condensed. That is, if you sell corn it is shelled and the sugar hasn't any sand or water in it. Your customer won't have to pick pebbles out of the peas or toothpicks out of the breakfast food.

That is, you will not let a bright young man write a josh story in order to save the bother of going out and getting the facts, and you won't let the real nub of the item be lost or distorted in a maze of adjectives.

But all this is simply bargain and sale. You have contracted to tell the plain and fancy news of the day and you have done so. Very well. Up to now, the paper is your store, or your delivery wagon. You are impersonal. The only reputation you have up to now is that you are a man whose scales are honest and whose stock is fresh. You are no more than you can rightly be expected to be, and you can lay no claim to virtue for simply doing those things which you are duty-bound to do.

This brings us to the Editorial Column. Here is where the man shows himself behind the merchant; where the taxpayer and citizen gets the human touch with his fellows; where the careful workman and honest merchant commands the

personal esteem of others of his kind.

The Editorial Column is the personality of the paper, its incarnation into human being. What was merely a store crowded with a miscellaneous stock of goods becomes the setting forth of the merchant himself.

What kind of a person shall this be? If I can describe him I have described my idea (or ideal) of the Editorial Column, for what column is his manifestation to his readers.

To begin with, he must be human and make his mistakes. One of the silliest customs in the business is the tradition that a newspaper must never admit an error (except to escape a libel suit). This man (or column) must be many-sided—else he is a crank or a bigot. He must be well posted and talk pleasantly and entertainingly on serious subjects. Also, he must have a sense of humor and must get both fun and information out of little things, for any stupid ass can see something to think and talk about in the biggest topics of the day. But he mustn't get the little things out of proportion with the big or else he is a mere gabbler or liar.

Somehow, I don't seem to get the thing out of my system as I feel it lurks there. Let me try a new tack.

Suppose I am a subscriber to your paper. I read it—that is, I visit your store and select from your stock the goods I want. I have traded with you before and I know your goods are full weight, fresh, first quality, unadulterated with padding and chaff, and generally dependable. Having finished my shopping, I turn to the Editorial Column and have a little chat with the person who, to me, is the identity of the establishment. What sort of man shall I meet?

Well, suppose you dropped into a department store and got a pair of socks and a curling iron, and, as you were leaving, you met the proprietor at the door. Suppose he greeted you cheerily and you two started home together. Weather? Oh, yes, he might have some inane remark ready or he might let slip some queer little bit of information that he had picked up from the weather man at lunch that day. Politics? He doesn't stop in his walk, clutch you by the coat, get red in the face and bellow like a bull. No, but as you walk a couple of blocks you realize that what he is saying is the talk of a thoughtful, patriotic citizen. Then he tells you of some little occurrence of the day at the store and that suggests a thought from a book he has read, and you have two observations. Just little flashes that show he sees and knows and thinks. Then the talk jumps to some bit of popular science, and again you feel that he thinks and knows and enjoys both thinking and knowing. Then he speaks of his kids—his ambitions for them and how much of his success he owes to his wife. And that reminds him of an anecdote that is short and funny, and you get another observation. The schools? Oh, yes, he knows about them and understands not only the course of study but the theory of education, or lack of it, that impelled the school superintendent to lay it out. The tariff? Well, for instance—and he tells how it has affected his business.

And so on, until you have walked clear to his gate and you stand there chatting for a few minutes, and then you go on.

And you say to your wife, "I walked home with Brown tonight. He's a clever chap. Just plain and simple and honest, but wonderfully informed. I don't see where he gets the time to do all the reading he must do. And he knows all about the city hall and what the legislature is up to. You can't fool him a bit. Yet he is jolly, and he seems to love people, and to understand them, too. He's an interesting talker, but not a gabbler; he's well informed but doesn't claim to know it all; he seems a decent fellow but he doesn't preach and he isn't a bit of a pharisee. He's just a darned nice, comfortable, common, wholesome, keen, sensible cuss and I'm going into his store about six tomorrow night and buy a paper of pins on the chance that he'll be ready to walk out home."

FRENCH A. A. C. W. DELEGATES HERE NEXT WEEK

Dr. Marcel Knecht, Leon Renier, Jr., Adrian Muller and Gillis Duroulet Officially Represent French Press at A. A. C. W. Convention—British Delegation Will Arrive June 18

THE first of the overseas delegates to arrive on this side for attendance upon the convention of the Associated Advertising Clubs of the World in Philadelphia, June 20-24, will be the French delegation under the chairmanship of Dr. Marcel Knecht, general secretary of *Le Matin*. Dr. Knecht is also general secretary of the French Parisian and Provincial Newspaper Publishers' Association, composed of 52 of the most important newspapers in France. He is an honorary member of the Advertising Club of New York.

Included in the delegation of distinguished French visitors is Leon Renier, Jr., managing director of the Agence Havas; Adrian Muller, chief of the foreign department of Havas, and Gillis Duroulet, another of the important executives of Havas, who will make the Waldorf-Astoria Hotel their New York headquarters. Others of the French delegation are Andre Kaminker of the Agence Damour of Paris, France, who is attending the convention as the personal representative of Etienne Damour, vice-president of District 17 of the Associated Advertising Clubs of the World, comprising Continental countries, and Henri Dumay, director of services Exploitation and Publicity Quotidien Progres Civique, who will make the Pennsylvania Hotel their headquarters while in New York.

Dr. Knecht and M. Renier sailed on the "Paris" June 2, an enthusiastic group of their colleagues bidding them bon voyage at the boat train. They bear official greetings from the associated French newspapers to the newspapers of the United States.

Senator Paul Dupuy, proprietor and editor of *Le Petit Parisien*, also an honorary member of the Advertising Club of New York and a member of the Caillaux Debt Commission, will arrive in New York on the "France" June 16, and go directly to the Bellevue-Stratford in Philadelphia.

Recently President Doumergue and Premier Briand made Dr. Knecht an Officer of the Legion of Honor in recognition of his work toward furthering Franco-American friendship. The Hon. Myron T. Herrick, U. S. Ambassador to France, acted as Marcel Knecht's sponsor on his induction into the Legion. Dr. Knecht has since 1905 organized several committees for the betterment of the cordial relations between France and America; he was the organizer of the great drive for French aviation in 1912 and after being in charge of the French press bureau in Switzerland, he was afterward assigned to serve, under Ambassador Jusserand as Director at Washington, D. C. of the French Information Bureau. In 1921 he escorted the American Legion delegation to France, and he also escorted the delegation of the Knights of Columbus when it presented the Lafayette statue to the city of Metz. While in the United States, he accompanied, as liaison officer, Marshal Joffre, Rene Viviani, M. Henri, Franklin Bouillon and others, and later he was awarded the degree of LL.D. by the University of Wisconsin.

Elaborate plans are on foot to accord a worthy reception and welcome to these distinguished French citizens. The night after their arrival on the "Paris," a special dinner in their honor will be given at the Advertising Club of New York, at which it is expected that Mayor Walker will officially bid them welcome. This will be the evening of June 10.

A luncheon will be tendered them at the Advertising Club of New York on Wednesday, June 16, to be broadcast by WEA. Other functions will be given by the Association of Foreign Press Correspondents and the Press Congress of the World.

The British delegation under the



Dr. Marcel Knecht

chairmanship of Lt. Col. Edward Frederick Lawson, D. S. O., will arrive on the "Berengaria" on Friday afternoon, June 18. They will be met down the bay by a special delegation of advertising men under the direction of the Hon. Grover A. Whalen, chairman of the Mayor's Committee to receive distinguished guests.

The Special Reception Committee of the Advertising Club of New York has arranged the following program for the overseas delegates:

Friday evening, June 18, an informal reception at the Advertising Club.

Saturday, June 19, a luncheon at the Advertising Club followed by an automobile sightseeing tour of the City, with dinner at the Ritz-Carlton, followed by a theatre party at the Casino to witness "The Vagabond King," and an after-theatre supper at the Cafe de Paris on the Century Roof.

The delegates will be taken to Philadelphia on a special Pennsylvania train, leaving ten o'clock Sunday morning. A luncheon will be served on the train. While in Philadelphia, the overseas delegates will stay at the Bellevue-Stratford. They will attend the official welcome by the Governor of Pennsylvania and the Mayor of Philadelphia, at Independence Hall at 2 p. m. on Sunday. At 4 o'clock they will be present at the inspirational meeting to be presided over by Rowe Stewart, chairman of the Poor Richard Club Convention Committee, at which Dr. S. Parkes Cadman of New York is the principal speaker.

After the Convention, the visitors will be entertained by John McEntee Bowman at the Westchester Biltmore Country Club.

The list of British and French delegates follows:

British Delegates

Col. E. F. Lawson (President Advertising Association), London Daily Telegraph, and Mrs. E. F. Lawson.

Edward N. Illingworth, London manager Belfast Telegraph.

William M. Teasdale, advertisement manager, London and North Eastern Railway.

Ivor Nicholson, Director and Business Manager, National Magazine Co., Ltd.

Eric Field, Director, Erwoods, Ltd.

James Howard Perkin, Advertising Manager, Goodall Backhouse & Co., Leeds.

George Edward Bowman, Goodall, Backhouse & Co., Leeds.

Herbert Stephen Boyd, Leeds.

Harold Herd, proprietor, Regent Institute, London.

Herbert Osborne, managing director, Granose Foods, Ltd., Watford, Herts.

Sir William Henry Veno, advertising advisor, Veno Drug Company, Ltd.; also President Manchester Publicity Club. William Henry Veno, Jr.

Col. E. Watts Allen, C. B. E., general manager, Civil Supply Association, and Mrs. Allen.

Andrew Milne, advertisement manager, Daily Chronicle, London.

Sir Robert Baird (president Belfast Advertising Club), managing proprietor, Belfast Telegraph.

Victor Salter, advertising representative, Belfast Telegraph.

Herman Backert, branch manager, Mabie, Todd & Co., Ltd., London.

Thomas Philpot, advertising manager, Mabie, Todd & Co., Ltd.

William Conor, artist, Belfast.

W. H. Webb, D. L., director, Old Bleach Linen Company, Randalstown, Co., Antrim.

Arthur Berry Richardson, manager, Vaseline preparations, Chesebrough Manufacturing Company.

W. H. Lynas, Alfred Graham & Co. Albert C. Douglass, governing director, Douglass & Co., Ltd., Liverpool.

Ernest Hope Prince, Editor, Liverpool Echo.

Sinclair Wood, director, Advertising and Publicity, Ltd., London.

Frederick A. Spearing, London.

G. Russell Chapman (Campaign Director, Middlesex Hospital, Reconstruction Fund), London.

Norman Bower, Aldwych Club, Editor Advertising World.

Mr. and Mrs. Dean, Austin Reed, Ltd., London.

Mr. Sharter, display manager.

French Delegates

Dr. Marcel Knecht, General Secretary of *Le Matin*, Paris. Also General Secretary of the French Paris Provincial Newspaper Publishers' Association, composed of 52 of the most important newspapers in France, and an honorary member of the Advertising Club of New York.

Senator Paul Dupuy, proprietor and editor of *Le Petit Parisien*, Paris. Member of the Caillaux Debt Commission.

Leon Renier, Jr., Commercial Manager of Agence Havas, Paris, France.

Adrian Muller, chief of foreign department of Agence Havas.

Gillis Duroulet, Agence Havas.

Andre Kaminker, representative of M. Etienne Damour, Vice-President for District 17 of the Associated Advertising Clubs of the World.

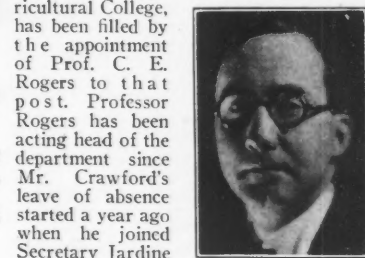
Henri Dumay, Jr., Director Services Exploitation Publicity Quotidien Progres Civique.

Overseas delegates are expected also from Switzerland, Belgium and Germany.

N. A. CRAWFORD RESIGNS

Rogers Succeeds Him as K. S. A. C. Journalism Director

The vacancy created by the resignation of Prof. Nelson Antrim Crawford, head of the department of journalism at the



N. A. CRAWFORD

Kansas State Agricultural College, has been filled by the appointment of Prof. C. E. Rogers to that post. Professor Rogers has been acting head of the department since Mr. Crawford's leave of absence started a year ago when he joined Secretary Jardine as director of information for the United States Department of Agriculture.

The new department head of journalism at Kansas State was graduated from the University of Oklahoma in 1914. He has had varied practical experience on newspapers and been a reporter on the *Tulsa* (Okla.) *World*, copy reader and feature writer with the *Kansas City Star*, and for seven years a member of the department of journalism at the Kansas State College.

Maynard W. Brown, Wisconsin, '23, succeeds Professor Rogers at the Kansas College as associate professor of journalism. Professor Brown was for two years on the staff of the *St. Charles* (Minn.) *Union*, and has done special service for the Associated Press.

LONDON POST AT PENNY PRICE

Announced as Meeting Demand Long Made by Conservatives

The *London Morning Post* on May 18 announced a new price of a penny, explaining the change, in part, as follows:

"The directors of the Morning Post have realized for long the need of a penny paper professing strong and definite conservative principles, informed continually by a loyalty to those principles which can only acknowledge one greater loyalty—allegiance to King and country. Many resolutions have been passed by many Conservative Associations demanding such a newspaper at such a price. There have been difficulties and doubts which from time to time have seemed insuperable. They have been overcome.

"It is impossible to estimate the support we may obtain or to gauge exactly the success of a bold venture."

LIBEL PENALTY DAILY'S REWARD FOR ATTEMPT TO AID PUBLIC

Southern Publisher Tells of Damage Cases Based on City Health Officers' Reports in Typhoid Scare—Praises Editor & Publisher's Libel Series

By R. CHARLTON WRIGHT

Editor and publisher, Columbia (S. C.) Record

I HAVE been reading with sustained interest myself, and have been urging every member of the news staff of The Record to read, the series of articles on libel, by Philip Schuyler, now appearing in EDITOR & PUBLISHER. Experience has taught me, somewhat painfully, to appreciate the full significance of those articles.

The following story of two libel suits against my newspaper, within recent months, illustrates the dangers that lurk in apparently not only the most innocent publications, but in publications made for no other purpose than to minister to the public welfare.

On May 23, 1924, several persons in a restricted area in Columbia became ill with fever, which was diagnosed as typhoid. An attending physician notified the city health department. On investigation that department observed that, without exception, the persons attacked by the fever were customers of a certain dairy. Pending an inspection of the dairy premises and personnel, the health officers closed the dairy and notified at least a hundred of the dairyman's customers that the dairy had been closed by order of the board of health and advised these customers to be inoculated immediately. A clinic was instituted, all the public nurses of the city were put on duty, and within five weeks about 3,000 persons were inoculated against typhoid as a result of the outbreak on this dairy route.

Pending the results of the inspection, the dairyman and his milker were forbidden to handle milk to be sold in Columbia.

On Sunday, May 25, two days after the closing of the dairy, The Record printed a story under the caption: "City Health Department Nips in the Bud Typhoid Outbreak," from which the following principal details are quoted:

"Paying high tribute to the prompt and efficient work of the city health officer, whose timely work, he felt confident, nipped a threatened outbreak of typhoid fever in the bud, Dr. ———, physician and surgeon, recounted in detail last night the circumstances of the incident which had deeply impressed him."

The story went on to relate how the physician had discovered several cases of the fever, and reported them to the health authorities, and that the health board, "after a test of the milk found in the home had showed typhoid germs," closed the dairy.

"The water used by the family of the first patient," wrote the reporter, "was found perfectly pure. Dr. ——— said, in the earliest stages of the inquiry, so the conclusion was inevitable that milk was the source of the typhoid germs that were spreading like the proverbial wild fire."

"The investigators found out as another detail of the case that the milk had been contaminated almost overnight, as a new milker who was in charge of the dairy for the regular milkman, who was ill, was the 'importer' of the germs. Working the investigation down to the finest point, the health officers located the source of the germs which the new milkman had unknowingly transported to his new work."

In the publication neither the name of the dairyman nor of the milker was mentioned, and there was nothing to indicate where the dairy was located, and, furthermore, as I have pointed out, the story was not published until two days after the dairy had been closed and all the dairyman's customers had been notified of the closing by the health authorities. Subsequently, on May 27, the dairy was allowed to resume business, in a new location, using new milkers and city water. The Record printed this circumstance.

Very soon thereafter the dairyman sued

The Record for \$25,000 and the unnamed milker sued for \$3,000. The milker's case was tried first and a verdict was rendered for \$850, which the trial judge cut to \$600. The defendant appealed. On May 12, this year, the Supreme Court of South Carolina affirmed the judgment of the lower court and The Record has paid the judgment.

The case of the dairyman was tried a little later, at the spring term of the circuit court, 1924. It was shown that the testimony of the city health officer that there was no doubt in his mind that the typhoid was caused by the milk that had come from the dairy in question, but, as the inspection made later disclosed no infection at the dairy, it was presumed that the milk had become infected through an unsterilized bottle. The presiding judge directed a verdict for the plaintiff for actual and punitive damages, taking from the jury altogether the consideration of any of the evidence and leaving to them only to determine the quantum of damages. The jury rendered a verdict for \$6,000, actual, and no punitive damages, which amount the presiding judge later cut to \$4,000. The Record appealed mainly on the ground that the testimony should have gone to the jury.

On May 12, this year, the Supreme Court reversed the decision of the circuit court and remanded the case for a new trial, on the ground that there was error in the direction of the verdict, that certain questions of fact should have gone to the jury, as to whether the damages suffered by the plaintiff resulted from a publication or from other matters upon which there was evidence (i. e., the action of the health authorities in closing the dairy and notifying its customers of the typhoid outbreak on the route), "and whether defendant's plea of justification had been sustained." In its opinion the Supreme Court said: "Two days after the dairy was closed, the defendant published an account of the sensation naturally created by the circumstances above detailed, in commendation of the energy with which the health department had grappled with the situation, and manifestly to allay public feeling about the matter." (Italics mine.)

Here then, is a case in which, with the most laudable purposes a reporter wrote a story told to him by a reputable physician, who wished to see that the health officer was praised for his prompt work in heading off a typhoid epidemic. The reporter erred in that he did not call up the health department and check up on all the details. It turned out that, on investigation, the milker was not found to be a carrier, and that, though the health officer testified there was no doubt in his mind that the fever had been caused by the milk served by the dairyman, he had not found the source of infection at the dairy and assumed that the infection had been caused by flies getting into a bottle or bottles after they had been emptied by customers and set out on the porches or steps for the milkman to gather, and that these bottles, or as the health officer stated, "this bottle was not thoroughly sterilized, thus contaminating the milk."

All the facts in the story, however, were substantially correct, save that the milker was not found to be a carrier; there was obviously no malice; the dairyman's damage resulted from the closing of his dairy by the health authorities, and not from the publication of the story after the event, and the names of the plaintiffs were not printed. Nevertheless, because of the fact that there were some purely unessential and technical inaccuracies between the story and the final report and testimony of the health officer, The

Record was mulcted in very substantial damages, the circuit court itself directing a verdict for the plaintiff not only for actual, but also for punitive damages, which latter damages the jury did not award.

As a consequence of this damage suit it is impossible to get either the morning or afternoon newspaper in Columbia to publish any information or reports from the city health department with regard to milk inspections, and the people have no means of getting any knowledge on the subject. All of which goes to show that when the lawyer can be found to bring such actions (and there are plenty of them in Columbia, as there are elsewhere), it behooves a newspaper reporter to watch his step closely, as it behooves a publisher to count the cost of public service before he tries to render it. We hope, of course, to win the case on the new trial.

FIX LEGAL AD RATE IN CALIFORNIA

Ten Cents Per 8 Point Line First Insertion, 8 Cents for Following Printings Recommended by Editorial Assn.

Following almost a year of intensive investigation into legal advertising rates with a view to determining a fair and reasonable rate to both publisher and customer, a committee of the Southern California Editorial Association has recommended 10 cents per single column line of 8 point type for the first insertion as a price to be made universal with association members, and eight cents per line of eight point type for subsequent insertions. Notices published in other than 8 point type to be figured upon a basis equivalent to 8 point.

The recommendations of the committee have been approved by a referendum vote of the membership and adopted by the executive committee.

In arriving at these figures the committee studied the costs of production, service required from the publisher and responsibility attaching to correct and proper publication of such notices.

DAILY WINS LEGAL POINT

Richmond Times-Dispatch Granted Writ of Error in Libel Case

The Richmond Times-Dispatch on May 27 was granted a writ of error by the Special Court of Appeals from a libel judgment of \$750 given by the circuit court of Fairfax county to Charles Zoll, mayor of Fairfax.

Zoll sued because of a publication saying that he was arrested with others on charges of possessing liquor. The defendant offered witnesses to testify that the publication was based on an official report made by State Prohibition Inspector Virgil Williams to Attorney-General Saunders, but the trial court excluded this testimony.

Eureka Editor Asks Pardon

Alfred Lindsley, former editor of the Eureka (Cal.) Humboldt News, has applied to Governor Friend W. Richardson of California for a pardon. Lindsley is now serving a three year term in the Humboldt county jail as the result of his conviction for contempt of court last winter. His sentence is in default of \$2,000 fine levied by Superior Judge Denver Sevier as the result of alleged contemptuous articles printed by Lindsley during his trial for libel. The libel complaint was brought by a member of the county "dry squad."

Chicago American Issues Notes

The Chicago Evening American has sold \$3,000,000 five year 6 per cent notes to Halsey, Stuart & Co. and Whiting & Co. Public offering was made last week.

MUSSOLINI MOVES FOR RIGID PRESS CONTROL

Fascist Directorate Orders Severe Revision of Daily and Weekly Newspapers to List Those Authorized by Party

Severe revision of all daily and weekly newspapers in Italy in order to draw up a list of those authorized by the party has been ordered by the Fascist Directorate, under Premier Benito Mussolini.

Those not authorized will be warned that police authorities will revoke their licenses if they print illicit speculation.

Control of the Italian press has been severely exercised since the Fascists went into power, but Italy for many years has had a law which empowers prefects to seize newspapers "for reasons of public order." The Fascist directorate obtained a royal decree extending this power, and last December the Senate passed a bill which had already been approved by the Chamber, making such regulation a law. This law gave the prefects authority to seize or suspend newspapers containing attacks on the King, religion, State institutions and friendly nations.

Later another law was passed providing severe penalties for criticism of Fascism or Mussolini, and this was followed by an act providing for the revocation of citizenship and the confiscation of property held in Italy by critics abroad, including those who had fled the country.

One of the persons who was so punished was Vincenzo Vacira, city editor of a New York Italian newspaper.

Several newspapers have been suppressed by the Fascists under the press regulations, including *Il Mattino* of Naples, one of the most famous journals in Italy; *Unita*, *Avanti* and *La Giustizia*, the three latter Socialist journals, and the former, Liberal. Pietro Nenni, editor of *Avanti*, was ordered arrested, Dr. Giuseppe Donati, editor of the Roman Catholic journal, *Il Popolo*, was named for arrest, and former Senator Albertini, editor of *The Corriere della Sera*, of Rome, was forced to resign by the Fascists.

BOURNE WINS TIMES' REWARD

Given \$100 for Information Leading to Conviction of Fraud Advertiser

The New York Times has awarded to Stephen Bourne, 247 Park Avenue, New York, the reward of \$100 which it offers for information leading to the arrest and conviction of anyone who may have obtained money under false pretenses through the medium of a fraudulent advertisement in the Times.

The reward to Bourne was in connection with the recent conviction and sentence to 15 years' imprisonment of Edwin Arden Noblett on the charge of using the Times' advertising columns fraudulently. Mr. Bourne co-operated with the *World* and the Times in steps that led to Noblett's arrest.

Editor Charged With Criminal Libel

Andrew A. Strauch, aged publisher of the Chadwick (Ill.) *Weekly Clarion*, has been held under \$1,000 bond to the Carroll County Grand Jury for criminal libel as the result of complaint of J. O. Kerch, a Chadwick attorney. Kerch took offense at articles published about him in the *Clarion*.

Fined for Printing Students' Paper

Lee Hettick, owner and editor of the *Gridley* (Kan.) *Light*, entered a plea of guilty in district court, Lawrence, and was fined \$100 and costs for his part in the publication of *The Red*, alleged objectionable publication issued by a fraternity at Baker University, Baldwin.

Discontinues Sunday Roto Section

The Charleston (S. C.) *News and Courier* has discontinued its Sunday roto-gravure section.

MISSING NOTEBOOKS AND MISREPRESENTATION

Go Hand-in-Hand Down Libel Lane—Thorough Understanding Needed for Plain Writing—Reporters Urged by Editors and Lawyers to Use More Care in Note-Taking

By PHILIP SCHUYLER

AN old tradition among American newspaper men is one of the best libel-breeders in the business. It has become what might be called the anti-notebook complex, is hoary with age, and, according to some editors and libel lawyers, is ripe for the discard.

Newspaper men should bear in mind, they say, that the aim of all legislation and judicial precedent on the subject of libel is simply to prevent wanton, thoughtless, careless, or ignorant misrepresentation.

Missing notebooks and misrepresentation go hand in hand down Libel Lane.

And yet the anti-notebook complex early and without sound reason becomes a part of every newspaper neophyte's psychology. The new man on the job, anxious to be careful, is laughed into carelessness and laughed into the libel courts with the same taunting guffaw.

The old boys on the paper see absolutely no use for a notebook, preferring folded copy paper, envelope backs, their cuffs, railroad timetables, or their superhuman memories. The notebook, however, is symbolic of precision and care, while the present hand-me-down method spells sloppiness, recklessness, negligence, and a wild eagerness to get into trouble.

"A notebook!" the veteran scoffs, "Har! Har! That's rich! Who do you think you are? A newspaper hero in a movie drama?"

Then he goes out on a booze raid story, chuckling up his sleeve. He scribbles some notes on the back of his last week's laundry bill, comes back to the office and can't quite make out what he's written. Finally he braves it, but gets the address wrong. The next day an infuriated Methodist minister sues for libel, claiming his reputation as a divine has been damaged to the extent of \$50,000 because the daily paper said his house had been raided and a still found on the premises by prohibition officers.

The courts do not recognize the alibi of "honest mistake." Malice on the part of the newspaper is presumed in the pastor's complaint. Carelessness is regarded as the equivalent to malice and the intent to injure.

Once again the man with the anti-notebook complex goes out to interview a number of politicians collecting a record of defamatory charges and counter-charges against a candidate. He doesn't want to scare his sources of information out of talking and doesn't use a notebook. Libel litigation follows and the defense lawyer has no definite defense material to work on.

In other words, "flash a notebook and flush an interview" today seems to have more weight as a newspaper proverb, than "get it first, but first get it right." In consequence, the newspaper man evolved in America is often first getting it twisted and then getting it in the neck.

With this anti-notebook complex goes a whole catalog of reportorial evils, and certain editors and newspaper lawyers are agreed that a little psychoanalysis will do no harm.

Absolutely the best editor I know in the business had this to say this week about missing notes and misrepresentation:

"To maintain public respect for and confidence in a newspaper the utmost reportorial care is necessary. The present persistent sloppiness in note-taking is certainly not consistent with this fundamental requisite.

"All important stories and interviews should be collected neatly in notebooks and filed away in the event they are needed by the defense in subsequent libel litigation.

"In the evening field, the speed required makes it impossible for a reporter

"Do the best that is in you to be fair, to judge as impartially as you may upon all the facts that diligence and common sense can accumulate, to allow any man who is accused to speak in his defense if this be humanly possible, to understand a matter thoroughly before you commit it to paper, and then to write it as plainly and directly as the language permits."

"A newspaper whose men and women make this the standard of their work need never fear to present its case to any jury."

This advice, quoted from "Newspapers and the Libel Law," by William H. Oppenheimer, attorney for the St. Paul Dispatch and Pioneer Press, is used with permission as the foreword to this the 12th article obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage.

to be too methodical, but speed does not necessarily exelude care. Morning newspaper men, on the other hand, have no excuse usually for recklessness in news fact collection and writing. Let them take complete and careful notes, using shorthand preferably, or the Phillips telegraphers' code. It is their duty to their editors and their readers to understand an entire story thoroughly before they start to type it out. In order to gain this understanding, they should not be ashamed to ask to have facts or opinions repeated to them several times if necessary, when they are gathering material for a story. They must be perfectly sure of their spelling, printing out proper names. Then let them take time to plot out the whole story, before they begin to typewrite."

A lawyer's opinion on the subject was obtained from Harold L. Cross, of Sackett, Chapman, Brown & Cross, attorneys for the *New York Herald Tribune*.

"A reporter ought to bear in mind that his duty to his publisher not only lies in his obligation to avoid libel suits, but also to be able to assist intelligently in libel defense," Mr. Cross declared. "It is very important that a reporter

should know where to lay his hands on defense material when it is needed. Carefully kept notes are of considerable assistance to the defense counsel."

Mr. Cross agreed that sloppy note-taking was symbolic of much reportorial carelessness responsible for a large share of libel litigation.

"Seventy-five per cent of all libel suits arise out of police court incidents and arrests by police where the newspapers have claimed to have printed statements by public officers, and the arrested person beats the case.

"Careful reporters certainly would know that they cannot print these libellous statements under privilege. The statute plainly says that statements made at the time of court proceedings, which are not a part of them, are not privileged."

William Preston Beazell, assistant managing editor of the *New York World*, has in his long newspaper career been involved in only one libel suit. That was in 1917, when the *World* attacked John F. Hylan, candidate for mayor, in a series of articles. Just before election, Hylan sued the *World* for a total of \$525,000 libel damages. When the case came to trial, the *World's* attorneys were

fully prepared to defend the newspaper. Mr. Beazell had kept a careful and accurate notebook containing evidence of the truth of all the alleged libels. Attorneys for Hylan discontinued the cases.

"I've never known a big, involved or extended story to be covered as it should be, without the taking of careful notes, kept in a notebook, filed away for ready reference," Mr. Beazell said this week.

Jackson S. Elliott, assistant general manager of the Associated Press, who, before taking his present executive position, spent many years as chief A. P. correspondent in Washington, favors a re-birth of reportorial care in America.

"I think that by all means reporters should record names and dates and a quotation which they intend to use with extreme care, and if the occasion warrants it, in a notebook.

"It is true, I believe, that notebook pullers give the impression of inexperience, and are not apt to gain confidences as they should. But when a man is saying something important, when he is speaking clearly and with care, a reporter will help himself, by interrupting to take out his notebook and to say: "May I take down those words and use them?"

"After using his notebook in this fashion, let him put it away."

After all is said and done a reporter's chief business is to write a story truthfully and plainly. Can a man write the truth plainly from garbled and messy notes? Very obviously, an incubator for libellous insinuations and inferences is the American newspaper man's scrap paper method.

Addressing the editorial staff of the *St. Paul Dispatch and Pioneer Press*, William H. Oppenheimer, attorney for that newspaper, once declared:

"In considering any alleged libellous statement, the courts will view the language used in the light of the question: 'How would ordinary men naturally understand it?'"

"It is immaterial what meaning you intended to convey. The language must speak for itself in the light of the surrounding circumstances. You may have intended no harm, you may have even been ignorant of the full import of your words, yet if you set afloat a false declaration which might convey a libellous meaning to an ordinary man, the communication is libellous. It is not necessary that the charge be direct or positive. The tendency of the language used and not its form is the criterion, and hence insinuations may be as defamatory as direct assertions.

"A defamatory charge published as an expression of belief or opinion is as effectual as if made in positive language; the fact that the reasons for the belief are also given will not affect the question, unless these reasons explain away the charge.

"You may libel another by putting your communication in the shape of hearsay as effectually as by making distinct assertions of defamatory matter and hence the fact that your article is published with the qualification, 'if reports are true,' 'report says,' or other similar qualification does not effect its libellous character."

Mr. Oppenheimer closed his address with this significant statement:

"A newspaper to be of service must take some risks; things that are old are not 'news.' You do not have time to investigate everything. The publisher must necessarily rely largely on your judgment as to the reliability of your sources of information, your discretion in so wording your articles as not to impute motives or actions beyond the facts of the case."

THE TABLOID CITY EDITOR TO HIS REPORTER

A Reply

(Reprinted from F.P.A.'s Conning Tower, New York World, May 24)

Slave of assignments, on your way!
But keep in mind these facts to-day.
CHECK UP ON PICTURES. Get a report.
Cover the story but **KEEP IT SHORT.**
Slice it and Boil it. Keep it Down.
Get every angle that breaks in town.
Make it snappy and make dead-line
(The presses begin at quarter to nine).
Here's your assignment—that's enough—
Do your stuff.

GET ME A PICTURE—don't forget.
I've one photographer waiting yet.
Call me up if he can crash
In for a flashlight—then we'll smash
It for the Pink—do all your tricks.
Get me a story and **GET ME PIX.**
Get facts for a first-class staff,
Then write half.

Write me half, but all those facts
Got to get in or you get the ax.
Get me facts and **PICTURES**, too.
GET ME PICTURES, whatever you do.
Pix of dogs and of bathing girls,
Walter Ward's home and Peaches' curls,
That rum boat you spoke of, awash with booze,
Peg Joyce's next one—although not news;
Blue blooded heirsch, children's tricks,
GET ME PIX.

Slave of assignments—lucky wight—
I'm desk-tied here for half the night.
Out in the open, you should fret!
All in the world that you have to get
Is—no wonder your job attracts—
PIX and facts.

WAMP

HEARST MEN GIVEN ONE DAY IN JAIL M. E. FINED \$5,000 FOR CONTEMPT

Baltimore Judge Praises Their Candor on Stand, But Declares Dignity of Court Was Directly Challenged in an Important Criminal Case

(By Telegraph to Editor & Publisher)

BALTIMORE, Md., June 1—The right to appeal today was granted by Judge Eugene O'Dunne to the three editors and two photographers of the Hearst newspapers of Baltimore, upon whom he imposed sentences of one day in jail each and, in the case of Harold Elliston, managing editor of the *Baltimore News*, a fine of \$5,000.

Those sentenced, in addition to Mr. Elliston, were Earl C. Deland, managing editor of the *Baltimore American*, Harry Clark, city editor of the *Baltimore News*, and William Sturm and William Klemm, photographers.

Their sentence followed conviction by Judge O'Dunne of contempt of court by taking and publishing pictures of the trial of Richard Reese Whittemore after the court had forbidden the taking of photographs.

He ordered immediate release of all five defendants on their own recognizance, pending decision of the court of appeals. Judge O'Dunne pointed out that the court of appeals may decide that it has no jurisdiction and indicated that this was his own view.

In his opinion Judge O'Dunne said in part: "The testimony of all defendants has been characterized by the utmost frankness and candor, without the slightest attempt at any time to either suppress the facts or color the evidence."

"The profession of journalism might point with pride to this fact if it could be thought that it was due to habit begotten of long journalistic training.

"Personally, I must attribute it to their own integrity rather than habits formed by their professional careers.

"Whatever the cause, the fact is at least commendable, and, if I may say so, refreshing in the criminal court.

"While admiring their candor, the boldness of their contention would challenge admiration except for the alarm that it creates in the attempted encroachment of the press on the undoubted rights of the courts to control those institutions in the protection of the public interests.

"Because of the importance of the public question here presented, and because of the bold manner in which the authority of courts as institutions is definitely challenged, and the usurpation of authority by the press sought to be substituted for the exercise of judicial discretion of the courts in controlling the decorum of legal tribunals when engaged, as it was, in the most serious undertaking of the trial of a notorious bandit, since convicted of murder in the first degree, I would be recreant to the trust imposed in me as the temporary incumbent of the office of judge if this public challenge of the authority of the tribunals of the people was not fearlessly met, and firmly disposed of in the public interest."

After passing sentence on to five defendants, the judge continued:

"All of these defendants are but the product of a journalistic system which looks upon its conception of duty to its employer and its reading public as above the law.

"The person highest in authority in this jurisdiction to whom the trial of personal responsibility leads as far as disclosed by the record in this case is Mr. Harold Elliston, the managing editor of the *Baltimore News*, one of the Hearst newspapers in this community.

"As the dignified affairs of the legal forum were shifted to the commerce of the street for the benefit of the Hearst International News Reel Corporation—with its world-wide distribution, it may not be too much to expect that the system and the syndicate of which they are but the local operators, will pay the fine, and in that way, commercialism

will be robbed of its chief incentive to make profit out of the administration of justice in defiance of the orders of the court.

"The newspapers represented by these defendants have since the institution of these contempt proceedings published fully the entire accounts of the proceedings with an impartiality which is admirable.

"This only further demonstrated how fairly great newspapers can be operated, when there is a disposition of the managers to do so.

"While I do not believe the case is appealable, they are represented by counsel who entertain a different view of the law.

"It would ill become me to deny them opportunity even to reach a legal forum where that question may be determined.

"They will be accorded that opportunity for determination.

"In the prosecution of the appeal, if it should be decided on appeal that they have no right of appeal, then in that case I sincerely hope that the court of appeals will also indicate whether, in its judgment, they are guilty of contempt of court, irrespective of the technical question of whether they have the right of appeal.

"If, in the event of the denial of the right of appeal, the court should indicate that the acts do not constitute contempt of court, or that this court is or was without authority to pass the order made the basis of this contempt proceedings, then I will reconsider and strike out the sentence and strike out the verdict if such power to right a wrong still exists in a judicial tribunal."

During his remarks Judge O'Dunne spoke of the suggested conference between the press and the bar.

"What we now want to accomplish is something constructive for the future," he declared. "We want the future co-operation of the press as a most valuable public agency of a private nature which is capable of great work in promoting the public interest in the general administration of justice. Mr. Bowen and Mr. Coleman, representing the Baltimore Bar Association, have, as I understand it, suggested a conference between the bar, the bench and the press, looking to a more detailed plan of operation for the

future, in which the rights, necessities and limitations of each can be more carefully examined and determined upon.

"A general spirit of co-operation may well result from such a conference. No one entering such conference will be asked or expected to surrender any of his rights."

Judge O'Dunne referred in his decision to an editorial in the *Baltimore Post* in the following words:

"As children, in the formative period of their moral character, are scandalized by the evil example set by their elders and their betters, so are infant newspapers in a community affected in the tone of their journalistic work by the evil example of their elders and their betters.

"The evil consequence of bad example is aptly illustrated in this case by the editorial of the *Post*, read into the record for the purpose toward the close of the case (or so much thereof as bore upon that question), namely, that the only reason that they did not print the picture in defiance of the court order was that they did not attach sufficient importance to its news value to inspire them to flaunt the court's order.

"It is even questionable in my mind whether a widespread editorial statement of that character is not actually more subversive of the wholesome respect due courts, as institutions, than the actual publishing of the picture, unaccompanied by such statement. The latter act might, in most cases, pass as an unknown defiance of judicial authority—whereas the former carries with it the evil effect of premeditated, deliberate, contemptuous disregard of judicial authority.

"This journalistic organ, disappointed in the recent decision of our associate, his Honor Judge Frank, in upholding the United Railways valuations at a certain figure, expressed the hope that, on appeal of the case, they would be fortunate enough to find a court 'less corporation-minded.' The imputation there is plain; the consummate insolence, appalling!

"Whether such editorial comment is contempt of court under the established decisions is not a question on which I am called to pass in this case. That it is the kind of actual contempt (as distinguished from the use of the term in the technical legal sense) which has, in fact, a tendency to undermine the public confidence in the institutions of courts, I have no doubt. It strengthens the growing tendency, in an age of irreverence for all things, to undermine the public confidence in judicial tribunals. When contempt for law, and contempt for judicial authority, become general and widespread, thereafter our American institutions cannot long endure."

WHAT NEWSPAPERS WOULD BE LIKE IF THEY WERE RUN BY LAWYERS

Jesse N. Bowen, president of the Baltimore Bar Association, has been invited to edit one day's editions of the Baltimore Post, Scripps-Howard newspaper, by Harold D. Jacobs, editor. The invitation was issued after Bowen, representing the court in the contempt proceedings last week against the five Baltimore Hearst newspaper men for taking pictures in court, had made the following statements in the courtroom:

"Newspapers have no right to photograph anybody, anywhere, without obtaining their consent.

"If a newspaper wishes to test a court order it should do so by certain 'orderly procedure'—that is, by notifying the court that it takes an exception to the order and then appealing to a higher tribunal."

Under the announcement that Bowen had been invited by the *Post* to take charge for a day followed the article reprinted here.

SCENE: City room of an afternoon newspaper. Time: 10 a. m. (The work day of a common, ordinary newspaper man starts at 7 a. m. and the first edition usually is to press by 10.)

Reporters, rewrite men, copy readers, office boys and various sub-editors rise and stand solemnly at attention as His Honor, the Editor-in-Chief, stalks in and seats himself behind a high rostrum at one end of the room.

Bailiff Office Boy—"Hear ye! Hear ye! Hear ye! The honorable *Daily Bazzoo* is now in session."

Telephone tinkles. His Honor frowns ominously.

Attorney Rewrite Man answers phone

His Honor—"You may cite what authorities you will that such conflagration as you report is, ipso facto, a fire per se."

There ensues a delay of several hours while State's Attorney City Editor's assistants are looking up the citations. Eventually they stagger in under a truckload of musty tomes, which are solemnly consulted for a few more hours. Finally—

State's Attorney City Editor—"May it please Your Honor, we here have the case of Mrs. O'Leary's cow versus the lantern, involving a destructive fire in the City of Chicago, situate in Cook county, State of Illinois, in which aforesaid cow did kick or otherwise propel said lantern into a pile of hay, causing . . ." etc., etc.

He goes on to cite the case of the destruction of Sodom and Gomorrah, the Baltimore fire of 1904, the burning of the Peggy Stewart, the origin of the expression "a burning shame," and several cases of sunburn.

His Honor—"The court will take the matter under advisement. Call the next case."

Attorney Art Editor—"May it please Your Honor, there is a parade of 5,000 National Guardsmen which is alleged to have started two days ago. May I have the court's permission to take a photograph of aforesaid parade?"

His Honor—"The case of Bowen versus the Baltimore press says very plainly that no newspaper has a right to photograph anyone, anywhere, without their permission, e pluribus unum. You will proceed at once to obtain such a permission from aforesaid 5,000 National Guardsmen, individually and collectively, pro bono publico. Call the next case."

The dignity of the scene is disturbed by a man pressing forward. He speaks.

Attorney Circulation Manager—"May it please Your Honor, I learn on reliable authority that the opposition plans within two weeks to issue a so-called extra on the fact Coolidge defeated Davis in the recent Presidential elections."

His Honor—"Such unseemly haste! Such violation of our ethics! We will apply at once to the American Newspaper Publishers' Association for an injunction to estop aforesaid extra."

Attorney Rewrite Man starts to pound on typewriter.

Chorus of Bailiff Office Boys—"Silence! Silence!"

Attorney Telegraph Editor removes coat and rolls up shirt sleeves, preparatory to tackling immense pile of press service news from all over world, which has been collecting for weeks. Editor-in-Chief spies him.

"Bailiff, bring that man before me!"

Bailiff Office Boy drags offending Attorney Telegraph Editor before the bench.

His Honor—"You have offended the dignity of this newspaper by removing your coat. Besides, I don't like your looks. You are adjudged in contempt of this honorable publication. As that great authority, Lewis Carroll, would say, 'Off with his head!'"

After Attorney Executioner chops off the varlet's head, forthwith, His Honor relents and grants him an appeal to the Government Printing Office.

His Honor—"Call the next case!"

Attorney Managing Editor—"May it please Your Honor, the newspaper readers are alleged to be anxious regarding the next appearance of the *Daily Bazzoo*. May I ask Your Honor if it will be possible to go to press with the Noon Edition by Sept. 1?"

His Honor—"Ahem! Harr-r-r-umph! Mr. Clerk Assistant City Editor, will you please consult the docket?"

Clerk spends next several hours looking over docket, then holds whispered conference with His Honor.

His Honor—"Mr. Attorney Managing Editor, the court regrets to say the docket is so congested with stories and articles as yet completely unverified or substantiated or otherwise undisposed of that it will be impossible to go to press with the Noon Edition before June 6, 1933."

CURTAIN

A.N.A.E. PHILADELPHIA PROGRAM COMPLETED

Roy Durstine, J. M. Cleary, Col. Lawson, Among Speakers Named for Annual Convention June 20-24

Promotion problems, free publicity, and merchandising service are the outstanding topics to be considered by the Association of Newspaper Advertising Executives at their annual convention in Philadelphia, June 20-24 in connection with the meeting of the Associated Advertising Clubs of the World.

The complete program, just issued by President Frank T. Carroll, advertising manager of the *Indianapolis News*, follows:

MONDAY MORNING, JUNE 21, 10 O'CLOCK—OPENING SESSION.
This short session will be devoted to a get-together and general introductory meeting. Organization and business matters of importance are scheduled.

MONDAY AFTERNOON, 2 O'CLOCK—NEWSPAPER PROMOTION.

W. G. Bryan, president, The W. G. Bryan Organization of New York—"What is Newspaper Efficiency?"
L. E. McGivern, manager of publicity, the *New York News*—"No Place for a Plumber."
B. T. McCanna, manager of publicity, *Chicago Tribune*—"God Will Through Public Service."
Subjects scheduled for general discussion from the floor during this session are:
"How may a radio station be used to develop good will for newspapers?"
"How may more readers be secured for existing circulation?"
"What are effective methods of meeting competition from mail advertising?"
"Why don't newspapers advertise as consistently as they urge others to do?"
"Should promotion advertisements inserted in newspapers own columns be considered as lineage in advertising reports?"

TUESDAY MORNING, JUNE 22, 9 O'CLOCK—NATIONAL ADVERTISING.

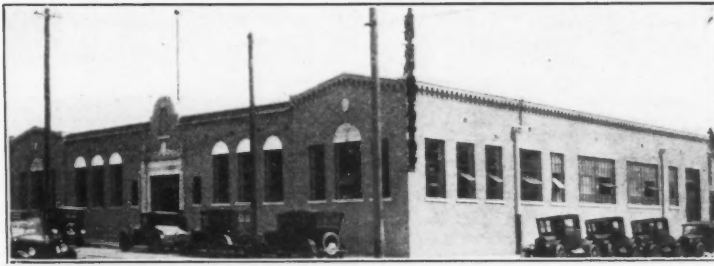
Miss Grace Walton, advertising manager, Julius Kayser & Co.—"If Retailers Can Make Newspaper Space Pay, So Can Manufacturers."
Roy S. Durstine, secretary-treasurer, Barton, Durstine & Osborn, Inc., and president of the American Association of Advertising Agencies—"Suggestions From the Advertising Agency Angle."
J. M. Cleary, sales manager, The Studebaker Corporation of America—"Why Is Free Publicity?"

Subjects for open discussion:
"Is a revision of the present Standard of Merchandising Practice for Newspapers, as adopted by the A. of N. A. E. in 1921, expedient?"
"What is the best current experience in defining local advertising and national advertising and what are the best methods of enforcing established policies?"
"What is the best method of handling situations arising when an advertising agency endeavors to cancel a contract that has been in effect for six or eight months in order to place a new contract for one year from its date?"
"How do national advertisers check up on results secured from periodical publication advertising?"
"Recently some newspapers have issued rate cards, entirely eliminating cash discounts to agencies and allowing agency commissions only when payment is made in full on or before the 15th or the 20th of the month. Is this good practice for other newspapers to adopt?"

TUESDAY AFTERNOON, 2 O'CLOCK—LOCAL DISPLAY ADVERTISING.
I. R. Parsons, advertising director, *New York Telegram* (formerly a department store advertising manager)—"Merchandising a Newspaper."
Frank B. Jennings, advertising manager, The May Company, Cleveland—"Is Circulation Your Chief Merchandise?"
Edwin S. Friendly, business manager, *New York Sun*—"Development of Modern Newspaper Advertising."
Subjects for open discussion:
"What are the best methods for selling special editions and what results are secured by the advertiser and by the newspaper?"
"Should special sections or editions at a high rate be encouraged?"
"What program might a newspaper suggest to merchants as a means of causing people to trade at home?"
"Should a newspaper combat merchants who advertise untruthfully?"
"What should be the attitude of newspapers toward requests from periodical publication advertisers urging the newspapers to sell so-called 'tie-up' advertising to retailers?"

WEDNESDAY MORNING, JUNE 23, 9 O'CLOCK—CLASSIFIED ADVERTISING.
Walter W. Murdock, classified advertising manager, *Detroit Free Press*—"Building Classified Advertising."
Frank McCabe, classified advertising manager, *New York World*—"The Relative Importance of Classified and Display Advertising."
Open discussion of classified advertising prob-

NEW FORT WORTH PRESS BUILDING



lems will follow the two addresses. In case all discussions from previous sessions have not been completed, they will be taken up at this time.

Previous to this session the judges will have considered the various stories of newspaper advertising success that were entered in the competition for the A. L. Shuman trophy. Success stories specified by the judges will be presented at this session.

WEDNESDAY AFTERNOON, 2 O'CLOCK—GENERAL PROBLEMS CONCERNING COMPLETE ADVERTISING DEPARTMENT.

Wm. B. Bryant, publisher, *Paterson* (N. J.) *Press-Guardian*—"The Advertising Department as Seen by a Publisher in a City of Medium Size."
Col. Edward F. Lawson, *London Daily Telegraph*—"Modern Newspapering."
Frank E. Tripp, general manager, Gannett Newspapers—"Why Every Man for Himself?"
Subjects for open discussion:
"What is the most satisfactory solution to the position problem?"
"In case of a newspaper consolidation, what is the most satisfactory manner in which to handle old contracts?"
"What are the most practical standards of measurement for advertising?"
"What is the most equitable differential between the average net retail rate and the average gross national rate?"

THURSDAY MORNING, JUNE 24, 9 O'CLOCK—CLOSING SESSION.

Any discussions not completed during previous sessions will be taken up at this time. Reports of committees, election of officers and other closing business matters.

PRINTERS AND ADVERTISERS

How the Former Can Help the Latter to Be Discussed at A.A.C.W. Meet

How the printer can best help the advertiser will be discussed by speakers before the Graphic Arts Department meeting, June 22, during the 22nd annual convention week in Philadelphia of the Associated Advertising Clubs of the World.

Bernard Lichtenberg, advertising manager of the Alexander Hamilton Institute, New York, and Verne Burnett, secretary of the institutional advertising committee of the General Motors Corporation, Detroit, will be speakers on this general subject.

Other speakers before the Graphic Arts Department include: Jack W. Speare, advertising counsel, Rochester, N. Y.; W. Arthur Cole, vice-president of the Corman Company, New York, and president of the American Institute of Graphic Arts; Charles Austin Bates, New York advertising counsellor, and David Silbe, consulting typographer, New York.

R. R. BARLOW RESIGNS

Quits as Head of University of Minnesota Journalism School

Ruel R. Barlow, head of the department of journalism of the University of Minnesota, St. Paul, announced his resignation June 2, effective at the close of the school year. He declared that the University has been "notoriously deaf to the demands for sound journalistic training."

Mr. Barlow criticized what he termed was the "reactionary" attitude in the Arts College. He charged that "every man who has been an instructor in journalism at Minnesota has been squelched in his attempts to provide adequate journalistic training."

He has been head of the department since 1920.

NEW CALIFORNIA GROUP

Lower San Joaquin Valley Publishers Name Chatters Chairman

Publishers of the lower San Joaquin Valley, which comprises Fresno, Kings, Tulare and Kern counties, met the 24th of May at Visalia, Cal., and organized a unit of the Southern California Editorial Association.

While each member will hold an individual membership in the Southern California Editorial Association, the group will work primarily through the San Joaquin Valley unit. The organization plans to meet at least quarterly for the discussion of affairs affecting their particular district.

About twenty members have joined the unit, and at the organization meeting nine publishers were present. Ford A. Chatters of the *Lindsey Gazette* was elected chairman.

Harry S. Webster, publisher of the *San Bernardino Sun*, and vice-president of the Southern California Editorial Association, attended the organization meeting.

FREE DAILY IN KANSAS

M. C. Langley to Give Away His Iola News, to Start June 7

The *Daily News* is the name of the new free evening daily which will make its initial appearance in Iola, Kan., on June 7.

The paper will be delivered by carrier to all homes, business houses, stores, hotels, and offices in Iola and suburbs, according to M. C. Langley, the publisher. The size of the paper will be five columns wide, 15 inches long.

Langley has had 11 years' experience as advertising manager and business manager on the *Iola Daily Register*. He will have charge of the advertising and will be the business manager.

Mrs. M. C. Langley, wife of the publisher, will assist in the office. She will also handle society news. The city editor will be Floyd H. Lynn. Miss Christine Henrichs will be the reporter.

The *Daily News* will be printed in the office of the Laude Printing Company at Iola.

INSURANCE PROGRAM READY

Members of Conference to Discuss Newspaper Advertising at Philadelphia

Whether newspaper advertising helps the insurance business will be discussed at the annual convention of the Insurance Advertising Conference to be held in Philadelphia, June 22.

Edward A. Collins, conference president, will preside.

The question will be taken up by Charles H. Holland, president of the Independence Companies, Philadelphia.

Other insurance advertising men on the program include: B. N. Mills, advertising manager, Bankers Life Insurance Company, Des Moines; John W. Longnecker, advertising manager, Hartford Fire Insurance Company, Hartford, Conn. Sidney C. Doolittle, publication manager, Fidelity and Deposit Company, Baltimore; and Franklin Dorcet, Whittet & Shepperson, Richmond.

FT. WORTH PRESS OPENS NEW \$150,000 HOME

Plant Is One-Story Fireproof Structure 100 Feet Square With Room for Expansion—New Press Installed

The *Fort Worth Press*, Scripps-Howard newspaper, on June 1, celebrated the occupancy of its new home with a reception to its readers and friends.

The new building at Fifth and Jones streets, was occupied May 10. It is a steel and concrete fireproof one-story structure, 100 feet square. The foundation and concrete framework is built to carry two more stories, to provide for expansion. Backing up to the building is a paper storage warehouse up to the door of which a Santa Fe railroad spur track runs.

Building and lot, and a new Hoe Octuple press, new stereotype and composing room equipment, represent a cost of about \$150,000.

The *Fort Worth Press* was established Oct. 3, 1921, by Editor Leon M. Siler and Business Manager William McIntosh. The newspaper attracted wide attention for its successful campaign to drive wildcat oil stock promoters out of Fort Worth.

The Press also opened editorially the campaign for city manager government in Fort Worth, and saw the successful conclusion of that campaign in the spring of 1925 when the city began operating under a new charter and a city manager, O. E. Carr.

M. R. Toomer is present editor of the Press, and Peter Hamilton is business manager.

\$500,000 TO "SELL" TEXAS

Half-Million to Be Spent in Telling Resources of State

(By Telegraph to Editor & Publisher)

SAN ANTONIO, TEX., June 2.—Meeting in San Antonio Wednesday the executive committee of the "Advertise Texas" committee, Tenth District Associated Advertising Clubs of the World, decided to proceed with a \$500,000 five-year campaign to advertise the state's resources. W. V. Crawford of Waco, chairman of the committee, was appointed managing director of the campaign organization with Waco headquarters. W. W. Woodson, Waco banker, was named treasurer and custodian of the preliminary fund, some of which was subscribed. Another meeting will be held in Waco June 29, to adopt a set of declarations, consider plans to raise the necessary money, and go into permanent organization.

DAILIES AIDED PARK FIGHT

President Signs Measure Backed by Scripps-Howard Newspapers

The *Knoxville News* is exhibiting in its display window clippings from the Scripps-Howard newspapers over the country, which show how they cooperated in helping to get through a bill creating the Great Smoky Mountains and Shenandoah National Parks.

The Scripps-Howard newspapers strongly boosted the national park movement. President Coolidge has signed the measure. The Smokies National Park is near Knoxville.

Times Correspondent Weds on Ship

Lincoln Eyre, Berlin correspondent of the *New York Times*, was married June 2, to Dinna Gralla, Polish screen star, on board the President Roosevelt in the North Sea on the way from Bremen to Southampton. Miss Gralla will continue her screen career. The couple are spending their honeymoon in England.

Editor Entertains Correspondents

Capt. Charles L. Weymouth, editor and manager of the *Hanover* (Va.) *Herald-Progress* published in Ashland, was host to 32 of his country correspondents at a banquet in Ashland, May 29.

HOWARD NAMED CHIEF OF TYPO'S UNION

Chicago Man Defeats President James M. Lynch Who Beat Successful Candidate Two Years Ago—Administration's Upset Not Complete

Charles P. Howard, of Chicago, is again president of the International Typographical Union. His defeat of James M. Lynch, candidate for reelection was conceded at the union's national headquarters in Indianapolis, June 1. Two years ago the story was reversed, with Lynch defeating Howard, who was then president.

Returns from 739 local unions on June 1, showed Howard leading by 2,203 votes, with about 75 unions yet to hear from. When Lynch was elected in 1924, he led Howard by 2,600 votes.

New York offices of the union announced Howard's victory on June 3, but were unable to supply EDITOR & PUBLISHER with any later returns than those given out in Indianapolis two days before.

The upset for the "Administration" party within the union was not complete. Lynch adherents still control the Executive Council through the re-election of J. W. Hays of Minneapolis, Secretary-Treasurer, over Woodruff Randolph of Chicago, and of Seth R. Brown of Los Angeles, Cal., first vice-president, over Theodore Perry of Indianapolis.

Austin Hewson of New York apparently was defeated by George Bentley of New York for second vice-president. The fifth member of the Executive Council is Charles N. Smith of Brooklyn, N. Y., head of the Mailers' Trade District Union, an "Administration" man.

Lynch's defeat is attributed to dissatisfaction over the Administration's handling of the union's old age pension problem.

Col. McCormick Host to Veterans

Col. Robert R. McCormick of the *Chicago Tribune* was host at a reunion of members of the Illinois Branch of the Society of the First Division, composed of about 100 A. E. F. veterans, near Wheaton, Ill., May 30. Col. McCormick was a major in the Fifth United States Field Artillery.

Women Edit Minnesota Paper

The club women of Marshall, Minn., last week edited the *Marshall News-Messenger*, issuing a 20-page paper. All the news stories, feature articles and editorials were contributed by the women. Trap-shooting and golf were front-page stories and editorials dealt with prohibition, community endeavor, the local rest room campaign and similar local topics.

Zeigler Retained by Gatti-Casazza

Edward Zeigler, former music critic of the *New York World*, now an assistant to Giulio Gatti-Casazza, general manager of the Metropolitan Opera Company, New York, has been retained in that capacity under contract until May 1, 1931, it was announced this week.

Mainardy Joins N. Y. Graphic

George E. Mainardy, for many years advertising manager of the American Tobacco Company, and recently with the H. E. Lisan Advertising agency, has joined the national advertising department of the *New York Evening Graphic*.

WRITERS ON AWARD JURY

W. A. White and Chester Crowell Named by Harmon Foundation

Two newspapermen, William Allen White, publisher of the *Emporia (Kan.) Gazette*, and Chester Crowell, former editor and publisher of the *Fresno Republican*, have been named on the jury of five of the Harmon foundation, New York, to award \$500 to the author of the article appearing in 1926 in any American newspaper or periodical which, in the opinion of the judges, makes the most distinctive contribution of the year to social or industrial welfare in the United States.

Articles must be submitted by mail in their printed form by the author, editor, or others interested, and reach Jury Harmon-Survey Award 2, c/o Harmon Foundation, Room 710, 140 Nassau Street, New York City, prior to Dec. 30, 1926.

Burr Joins Monitor's N. Y. Office

Hudson C. Burr has joined the staff of the *Christian Science Monitor's* New York office as an advertising representative. He was graduated with an engineering degree from Brown University, and was for eight years sales engineer for the Burwak Elevator Company. He was recently manager of the Cellokay Manufacturing Company.

JANUARY BEST BUSINESS MONTH

So Survey Shows Prepared by Agency for New York Herald Tribune

More advertising schedules are prepared in January than in any other month of the year, according to a survey which has been compiled by the research department of Dorrance, Sullivan & Co., for the *New York Herald Tribune*. The agency has drawn up a monthly chart showing when advertising schedules are prepared by 2422 national advertisers.

January leads December slightly—324 to 303. April is lowest with 94. The other months are: February, 142; March 118; May 95; June 146; July, 169; August, 195; September, 198; October, 209; and November, 254.

Huckle Buys Semi-Weekly

A. W. Huckle, publisher of the *Rock Hill (S. C.) Herald*, purchased of A. S. Gravely, of Martinsville, Va., the controlling interest of the Bulletin Printing & Publishing Company of the latter city, May 25. This company publishes the *Henry Bulletin*, semi-weekly, only paper in Henry County, Va. Huckle, former publisher in Michigan, purchased the *Rock Hill (S. C.) Herald* in 1922. He will continue his residence in Rock Hill and will have associated with him at Martinsville R. P. Beck, who has been a stockholder in the Bulletin for a number of years, and who has been the manager of the company. A new Duplex press will be installed.

Air Handbills Curbed in Richmond

Aviators will no more have the privilege of circularizing the city of Richmond from the air with small hand bills dropped from their planes. Chief of Police Robert B. Jordan has held it against city ordinances to scatter paper in the streets and that future perpetrators will be vigorously prosecuted. J. S. Charles, an aviator who recently performed the hand bill-scattering stunt, was haled into police court on orders of Chief of Police Jordan for the offense. Justice H. A. Maurice released him, but administered a caution.

Virginia Writers on College Board

Dr. Douglas Southall Freeman, editor of the *Richmond (Va.) News-Leader*, Miss Virginia Lee Cox, editor of the woman's page of the *Richmond (Va.) Times-Dispatch*, and J. B. Fishburne, editor of the *Roanoke (Va.) World-News*, have been elected to the board of trustees of Hollins College, near Roanoke.

MARTIN HEADS CLEVELAND TIMES

Resigns As Editor of Cleveland Press—Cook Succeeds Him

Earle E. Martin resigned this week as editor of the *Cleveland Press* and took complete charge of the *Cleveland Times*,



EARLE E. MARTIN



E. E. COOK

a morning and Sunday newspaper, as publisher. Mr. Martin's resignation was accepted with expressions of regret by Roy W. Howard and Robert P. Scripps of the Scripps-Howard Newspapers, of which Mr. Martin has been an editor for many years.

E. E. Cook, editorial chief of the Central Group of the Scripps-Howard newspapers, has assumed editorial charge of the Press.

Mrs. Hotaling Wins N. E. A. Prize

Mrs. H. C. Hotaling, of the *Mapleton (Minn.) Enterprise*, and wife of the executive secretary of the National Editorial Association, has won first prize in the contest for the best story on the N. E. A. tour of Virginia in 1925.

INTERVIEW BY WIRELESS

T. T. Topping, A.P. Correspondent, Uses Radio to Get Syrian News

T. T. Topping, member of the Paris staff of the Associated Press, carried on an interview by wireless, with Henry de Jouvenal, French High Commissioner to Syria, to get news of the Syrian situation, May 29.

Commissioner de Jouvenal was on board the S. S. Sphinx, homeward bound from Alexandria. The steamer Pierre Loti, aboard which the A. P. correspondent was proceeding to Syria, was then 200 miles away, going towards Alexandria.

At the request of the Associated Press, the two vessels got into communication. M. de Jouvenal was asked to come to the wireless room as the correspondent desired to ask him a few questions. Then the interview was carried on, with questions and answers going back and forth by radio.

VIRGINIA GAZETTE SUSPENDS

Revival of First Virginia Paper Quits When Professor Leaves

Checks representing the difference between the annual subscription price and the value of the issues each subscriber has received, will be mailed to the subscribers of the *Williamsburg Virginia Gazette*, which suspended publication with its issue of May 15.

The paper was a reproduction of the first newspaper published in Virginia, the *Virginia Gazette* having been the first paper to print the news of the signing of the Declaration of Independence.

The modern day issues have carried a column of news of 150 years ago gleaned from the columns of the original paper.

Suspension of the Gazette was occasioned by the resignation of Prof. H. Bockock, of the faculty of the College of William & Mary, who goes to another institution, and the announcement says, "No one is forthcoming who would care to undertake the operation of the paper." The paper received no subsidy from the college, though members of the class of the Wm. Parks School of Journalism were on the staff.

JURY FAILS TO AGREE IN LIBEL SUIT TRIAL

Fail to Return Verdict In Action Brought by Mrs. Anne Campbell Against New York Times—N. Y. Sun Won Its Case

A jury in Judge Walsh's part of New York supreme court disagreed and failed to return a verdict in the libel case brought by Mrs. Anne McCoy Campbell, Christian Science practitioner, against the *New York Times*.

Mrs. Campbell had objected to a story carried by the Times, March 30, 1922, telling of a suit that had been brought against her by Mrs. Elizabeth S. Nichols for \$16,000 for alleged fraud.

The case was argued for the Times by E. M. Souza, of the firm of Cook, Nathan & Lehman, New York.

Because no court action had been taken on Mrs. Nichols complaint, which was later dismissed, Mrs. Campbell contended that the Times was not privileged to print its charges. A Times reporter, however, had called on Mrs. Campbell, and had obtained comments concerning the suit for publication from her.

On May 17, the *New York Sun*, defended by Macdonald DeWitt, of DeWitt and Van Aken, won a suit brought by Mrs. Campbell on the same charge.

Suits on account of similar publications are still pending against the *New York World*, *New York Tribune*, and *New York Evening Post*.

DEFUNCT DAILY'S PLANT SOLD

Danville (Va.) Register and Bee Buy Danville News Equipment

Plant of the defunct *Danville (Va.) News* afternoon paper published from June 11, 1923, to Oct. 28, 1925, has been purchased by Rorer A. James Jr., publisher of the *Danville Register and Bee*, from Albert Patton, trustee for bondholders of the *Danville News Publishing Company*.

The consideration was not made public. A 32-page press, six linotypes, stereotype equipment and other material was included in the deal. The equipment will be used by the Register, it was stated.

New Toronto M. E.

Hector Charlesworth, music and dramatic editor of *Toronto Saturday Night*, has been appointed managing editor in succession to the late C. F. Paul. He started his journalistic career on the paper of which he now becomes managing editor, but later entered daily journalism, working on the *Toronto World*, *Toronto News* and *Toronto Mail and Empire* successively. He returned to *Saturday Night* in 1910. Last year he published a book of reminiscences entitled, "Candid Chronicles."

Denver Post Delivering by Air

Claiming to be the first newspaper to offer regular daily delivery by air mail, the *Denver Post* has tied up with the government air mail service newly inaugurated between Denver and Cheyenne, Wyo., and is offering papers "hot from the press" to Pueblo, Colo., 125 miles away, to Cheyenne, 107 miles distant and other points. By aerial route, deliveries are made to Cheyenne in 60 minutes and to Pueblo in 90 minutes.

To Study Stereotyping Abroad

George A. Kubler, president of the Certified Dry Mat Corporation of New York, will sail for Europe on the *Mastec* June 5. While abroad he will study newspaper mechanical problems with special reference to stereotyping.

Weekly Prints 24-Page Edition

The *Storm Lake (Ia.) Pilot-Tribune*, weekly, published a 24-page regular edition, May 27, claimed to be the largest regular edition of an Iowa weekly. W. C. Jarnagin is publisher.

INDUSTRY VS. INDUSTRY IN "NEW COMPETITION"

Straight-Line Methods of Yesterday Have Disappeared As "Distributive Pressure" Has Increased, New York Banker Declares—Business Men "Huddling" Before New Threat

By O. H. CHENEY

Vice-President, American Exchange Pacific National Bank, New York

(EDITOR & PUBLISHER believes the following article to be the most thoughtful and penetrating discussion of the huge problem of mass production, distribution, and instalment selling which has appeared recently. It presents new ideas on a subject which has many modern business men sorely puzzled. The article appeared in the June issue of the *The Nation's Business* and is reproduced by special permission.)

"It would be better for us all if we could at one sweep scrap all our ideas of distribution."

I made this statement the other day in addressing a group of New York bankers and the chorus of agreement which is greeting these words from many parts of the country and from many lines of business makes me feel that I have been guilty of a platitude. Yet almost every day I meet some business men whose ideas of distribution would appropriately grace the quill-pen and silk-hat period of American business.

They think distribution is a semi-sacred process the rites and procedure of which are written somewhere into the Constitution of the United States and that it would take at least a constitutional amendment to change them. They still think the word "competition" means the struggle of two grocers on the same street to sell a woman a can of beans or the battle between two automobile manufacturers in Detroit. They believe in that aphorism which has guided the economic politics of this nation, "Competition is the life of trade"—they believe it probably more enthusiastically about other lines of business than about their own.

Ten years ago distribution and competition were not what they are today. In fact the methods of yesterday in many lines will probably be antiquated tomorrow. Those of us who are thinking in terms of yesterday's competition are asleep. The noises which you hear in trade association convention halls, in congressional corridors and in the courts are the moans of such business men tossing in their sleep; and the loud cries you are hearing more often are those of some business men waking up with a start to the new competition.

In the late war, which the peace conferees are still so valiantly fighting, warfare left the ground and the waves and invaded the earth under the ground and the sea under the waves—and the air. So it has been with business warfare in the past few years—it has left the old battlegrounds and the old weapons. The business man these days doesn't know where he is going to be hit next, or how. The day is over when a man could see his competitor. It is a wise man who knows his competitor.

It is an interesting study in a neglected field of psychology to observe the degree of consciousness, in the average business man, of this new competition. Some of his reactions appear to be almost instinctive—he does not actually realize why he does certain things, but they very often turn out to be right.

The growth of trade associations is an example of this. By some form of herd instinct, men who still consider themselves competitors flock together for mutual protection from the mysterious dangers that lurk around them in the wild business jungle. They do not really realize that the reason why they act that way is that they unconsciously feel that the competition between them has become of minor importance compared with the new competition.

In the good old days (meaning almost anything more than thirty days ago) distribution was along a straight line and competition was along other straight lines—at right angles to it. In other words, the line of distribution was from producer through wholesaler and retailer to consumer. The lines of competition were between producers turning out similar products, between wholesalers in the same line, and between retailers selling practically identical goods.

The old competitive methods ranged from price-cutting to arson, including slander, bribery, espionage, man-stealing and fomenting strikes. Competition was competition in those days. When two competitors happened to meet in the same

room it was against business ethics for more than one to be able to leave the room unassisted. But nowadays, in these wishy-washy times, when two men in the same line meet, they start talking about co-operative advertising or standardizing sizes, eliminating unnecessary styles, uniform cost accounting or standard terms to the trade. And, if certain senators from the middle west are not within earshot, they may actually talk of a merger.

The new competition is like the new art—the few simple lines which we could recognize and understand in the old competition have been replaced by a confusing criss-cross of angles and curves. Distribution becomes direct and cuts corners in some fields, in others it becomes more intricate with new middlemen. Competition breaks away from old lines, jumps across established methods, and travels up and down the very line of distribution itself.

But closer study seems to reveal a logic in the confusion—an apparent method in the madness. But before the song of the new competition can become clear it is necessary to tune out a lot of interfering misconception and overcome considerable static. In fact, it is desirable to switch off and start all over again. That is why I have said that it would be helpful for us to forget all our previous ideas on the subject. As a beginning it is suggested that we do away with the word "competition" altogether and in this way get rid of the old conceptions that cling to the word. Instead of the word "competition" a phrase like "distributive pressure" is suggested; not that it is euphonious or picturesque, but it is more accurately descriptive of the intricate processes which constitute modern competition.

The new competition is, broadly, pressure for distributive outlets; where this pressure was formerly exerted within certain established channels, the intensity of competition has broken these down and is making its own channels. The basic reasons for these terrific and newly directed pressures are, of course, the surplus plant capacity available for production and the tremendous progress in the arts and sciences of promotion and

exploitation through advertising, publicity and salesmanship.

These pressures are impatient; they will not allow the stream of distribution to work through from producer to consumer at the old, slow rate. And this accounts for numerous merchandising phenomena which, seen alone, seem strange and often inexplicable; but when they are viewed together from this angle are seen really to be different currents and eddies in one stream. Such phenomena, for example, are hand-to-mouth buying, instalment buying, direct selling and group buying.

This distributive pressure, in almost every line of business, assumes the form of intra-industrial competition. Not only do retailers compete with each other, wholesalers with each other and manufacturers with each other, but individuals in each group compete with those in other groups—often with those who may be distributing or manufacturing their products.

This competition may be observed, at the very beginning of the process, with the producer of the raw material. The dairy farmers join a league which buys milk routes and milk-product and ice-cream plants, entering into competition with their own customers. A copper mining company buys a brass factory. Growers in many agricultural lines form gigantic co-operative marketing organizations. Manufacturers become dissatisfied with the volume which they are selling through wholesalers and begin to sell direct to the retailers, as in the grocery field.

Both manufacturers and wholesalers enter into competition with the retailers by organizing chains of retail stores. They go even further and try to eliminate the retailer and sell through house-to-house canvassers, as in the case of hosiery or household appliances; further still, they try to eliminate the canvasser by using the mails, as in almost every conceivable type of goods; and even further, try to eliminate every selling method by getting the buyer to do more selling, as in the recent "endless chain" schemes for selling hosiery.

This distributive pressure does not work in only one direction along the line

of distribution; it works in the other direction also. The flow of distribution is accelerated not only by the pressure of production but also by the vacuum of merchandising; outlets want goods to sell—goods which they can sell more quickly and on which they can make more profit. This type of the new competition also takes on many interesting forms.

The most striking and successful is, of course, the chain-store system, as in groceries, dry goods, variety goods, tobacco, and the like. By multiplying outlets under one control, the retailer assumes the function of the wholesaler and competes with him. Independent retailers combat chain competition by organizing group buying associations or combining their buying power through resident buyers, as in the dry goods field. Chain and group retailers go even further and enter the producing field, entering into competition with the manufacturer, and frequently the wholesaler does likewise.

This "pulling" force to attract goods and to control the source of supply goes still further back along the line of production and distribution; automobile manufacturers buy parts plants, Henry Ford buys and builds steel, textile and glass plants, sugar refiners buy cane plantations, tire manufacturers buy rubber and cotton plantations, canners subsidize fruit and vegetable growers.

And these two forms of intra-industrial competition become the logical basis of the vertical trust; in which we may possibly see important developments in this country in the next decade.

The tragedies and comedies, with and without music, of the current business drama, are mostly expressions of this intra-industrial competition. Of course the struggle between the poor but heroic small-town store and the rich villainous mail-order house belongs back almost in the days of the ten-twenty-three melodramas. The down-trodden corner grocer crushed under the cruel high-powered machine of the chain system is also not a new theme.

They cannot compare with the nationwide pageantry of the embattled department, dry goods and hardware stores, fighting the army of the house-to-house canvasser—with the rather anti-climatic last scene in the Supreme Court.

They cannot compare with the nice clean triangle recently in the news—the outcry of the bakers' supply houses against the proposed big bakery merger which threatens to wipe out the small, independent bakers who are their customers.

Nor can they compare in beauty and vigor of dialogue with the resolutions adopted by the women's wear manufacturers and wholesalers against the resident buyer and the unspeakable villainies of group-buying by department stores. The drama becomes more and more interesting and exciting every day as more individuals and groups discover that the real villain who has been ruining their lives is not the other fellow across the street but the man higher up. During the next year or two we may see the business drama combine the best features of a Chaplin picture, Ibsen, the three-ring circus, Hamlet, Luna Park and the Follies.

But this intra-industrial competition, this conflict of distributive pressures along the line of distribution, is only one type of the new competition. There is the competition between two divisions of the same general industry which produce commodities used alternatively. This type we may call inter-commodity competition.

When the weary rent-payer decides to build, he becomes the object of competition between lumber, brick, stone, Portland cement, tile and new combinations—not to forget slate, treated wood

TO THIS OLD TYPEWRITER

By Joseph H. Adams

Syracuse Post-Standard staff

How many eager hands have dipped
In you to write a manuscript,
Have sought your keys in nervous haste
And for the first edition raced!
By day, by night, old pal of mine,
You've helped me o'er the halting line,
Groaned over sad obituary
And chuckled when the quip was merry.
Year after year you labored,
Announcing birth, recording death;
Time passes, mortals turn to clay
But you seem proof against decay;
And as the present hours fly
You link me with an age gone by
When long-forgotten stories crept
From you the while the city slept.

shingle, asbestos, copper, zinc and asphalt compositions for the roof.

When his wife answers the call of spring with a new dress she is confronted by the competition of cotton, wool, silk and rayon and the almost countless number of varieties and combinations of these. And the number of products which compete for a place on the dinner table is even less calculable.

In the same category, for instance, is the competition of fuel oil with coal; of the motion-picture with the theater, the radio and the book; of the automobile, bus and truck with the railroad and street-car; of magazine, newspaper and billboard for advertisers. That this type of competition is increasingly recognized is proved by the growth of trade associations and of their constructive co-operative activities on behalf of all interested in a particular commodity of service, and sometimes of destructive efforts against competing interests.

But, again, inter-commodity competition is also not one-way competition. There is not only the competition of commodities for outlets but of outlets for commodities. There are hundreds of products for instance, which are sold in hardware, drug, grocery and department stores. There is a natural tendency of almost every kind of store to follow the liberality of the drug store in interpreting its function. Only Mr. Wrigley knows all the different available outlets for chewing gum. Real estate and automobiles are being sold by department stores.

Of all the forms of the new competition the one with probably the greatest economic and social significance is that of inter-industrial competition. Only a few scattered individuals at present realize the import of these developments which must inevitably assume a vital intensity in the next decade. A few among the masses of business men are beginning to see and to raise their voices, but their vision is generally trivial, distorted and colored by thwarted self-interest. These men are right, but they are helpless unless they use all the intelligence and energy they can command.

Inter-industrial competition is here; it is the competition of all industries for as much as they can get of the national income—for their share and more of the consumer's dollar. This type of distributive pressure has, of course, existed ever since our cave-man ancestor had to make up his mind whether he should put in some time killing a saber-toothed tiger for dinner or in making some drawings on the wall of his cave. This, in principle, is the equivalent of the conditions decried, for instance, by the clothing merchant who complains that the descendant of the cave-man is not spending so much on clothes because he has to pay instalments on his car. The fact is that this case is only a beginning, and only the first recognition of a widespread stress in our economic structure.

What is the cause? In seeking it we shall mistake the effect for the cause, because they are inter-related inextricably. The next few years may see legislative attempts to ease the tension, forced by those who are losing. But such attempts at reversing the economic laws of gravity will be doomed to failure if they concern themselves with what are thought to be causes.

Inter-industrial competition is one aspect of the pressure of goods for outlets—of increased pressure due to overcapacity for production. This pressure, working through all the powerful machinery of advertising exploitation has raised the American standard of living to the highest in the world and in history. The ways of spending money have been multiplied a thousand-fold. And, in turn, the American standard of living, especially the margin over subsistence, stimulates more production and new products. Work makes work and buying power makes buying power. There is the circle—not vicious, but certainly vital.

Instalment selling is the dominant manifestation of this inter-industrial competition. The industries using it have unconsciously recognized that, in spite of the high income and purchasing power of

BULLEN LAUDS U. S. AFTER REPORTING IT FOR LONDON DAILY 21 YEARS

AFTER viewing the United States for 21 years as U. S. correspondent of the *London Daily Telegraph*, Percy Suther-

land Bullen, dean of foreign correspondents in this country believes that America provides the fullest opportunity for youth of any nation, and that there is more fraternity and equality in the best sense of the word in the United States than in any other country with which he is personally acquainted.



PERCY S. BULLEN

The veteran correspondent expressed these views at a luncheon tendered him Thursday, June 3, at the Lawyers' Club, New York, by the Association of Foreign Press Correspondents, marking the 21st anniversary.

During his remarks acknowledging the honor paid him, Mr. Bullen touched on the changes in the news field here and abroad in the past 21 years.

"Twenty-one years to date corresponds with the period during which the countries of the older civilizations have been busily engaged in the task of discovering the United States," he declared. "Today America stands at the peak of power and prosperity with possibilities of progress which no man can estimate.

"Twenty-one years ago America as a field for news was not even scratched by the foreign correspondent. London, Paris and Berlin asked only for 'human interest' yarns—stories of lightning marriages and Reno divorces, the escapades of some fool millionaire, society episodes at Newport, bathtub theatre orgies, and the like.

"Today we still send human interest cables, but for the most part the big events of the nations, current history—political, legislative, social, economic—have the place they merit. During the same period of 21 years, and more particularly since the war, the American newspaper press has been engaged in the discovery of European affairs and with such success that in the case of the great strike in England the New York papers actually carried far better and fuller reports by

the American people, there are limitations. Realizing that this week's pay envelope is pretty well exhausted, they are making organized attempts to assure themselves a good share of next week's. There is no question that instalment selling stimulates demand, increases production, and therefore tends to raise the level of prosperity and buying power. There is no doubt that this accelerated speed of the wheels makes for a feeling of economic exhilaration and social well-being. The question is: How long can this acceleration be maintained? Can the wheels stand this speeding up?

"The automobile industry did it; why can't we do it?" This is the logical question which one industry after another is asking itself and answering in the affirmative. Who can deny that the present prosperity of the automobile industry is the result of time-payment sales when fully three-quarters of the vehicles sold are financed? Who can deny to the clothing manufacturers, to the paint manufacturers, the right to sell on time? But what can be done about it if the aggregate of instalment buying goes too far? What is too far? The answers to these questions will have to be faced by business in the next few years. "Competition is the life of trade"—and it's a great life.

Did we have to wait for the delightful debate between Florida and California to realize that there is competition

and wireless photographs than the British papers.

"Twenty-one years ago Europe and America rather ignored each other, but today there is a growing exchange of news and the interpretation of news by accredited correspondents coupled with a growing recognition of the fact that no country can live to itself alone in a watertight compartment but all are linked together by bonds which multiply and strengthen as education advances and means of communication increase.

If I were to sum up my experience of the last 21 years I would say this: America can learn much from Europe, but Europe has most to learn from America.

"It is inadvisable to generalize about America, but I venture to emphasize three things which may be stated as self-evident to anyone equally acquainted with both sides of the Atlantic.

"First, America provides the fullest opportunity for youth.

"Secondly, relations between employers and employed in this country are more harmonious and cordial than elsewhere.

"It is true that the capitalist here as elsewhere is out for profit and the worker out for a high wage, but in America they manage best to work together for the common good. The two English engineers, Austin and Lloyd and the six English unionist workers who came to the United States to ascertain the reason why America pays the highest wages and the workmen here enjoy a higher standard of living all pay tribute to the cordial relations between employers and employed. This fact may explain in part why America with higher wages can produce at cheaper rates than many of her competitors.

"Thirdly, there is more fraternity and equality in the best sense of the word in the United States than in any other country with which I am personally acquainted. There is far less of that class antagonism, latent feudalism—call it sheer snobbery if you like—which you find so often in the countries of the older civilizations. It may be that one here shows less tendency than elsewhere to 'order himself lowly and reverently to all his betters'—to quote the words of the church catechism—but who shall complain in a country where 'all men are by nature born free and independent' and where social equality, as Mr. Bryce remarks, prevails to a greater extent than any other country in the world."

between communities for population? What of the frequent competition between factories for labor? What of the competition between industries for investors?

Overshadowing all these types of competition in the vastness of its effects is international economic competition. True, it is old, but its effects are ever with us—more violent than ever in the last decade. Every day brings new evidence that the distributive pressure of nations is becoming more intense. The techniques of exploitation which have been developed in internal competition have been held in abeyance because of economic difficulties in other countries. When they become active, it is difficult to prophesy what the next few years will bring.

The drama of the new competition becomes more absorbing, more vivid, more hectic. It becomes universal in its sweep. It is impossible for anyone to see it all, because we are all actors as well as audience. And unless we can break away and see clearly, it may be too much for us.

South Joins Birmingham Age-Herald

Ray S. South, for the past seven years circulation manager of the *Birmingham (Ala.) News*, has resigned, and on June 1 became circulation director of the *Birmingham Age-Herald*. John B. Fletcher, of the *Milwaukee Journal*, has been named to succeed South.

LONDON TIMES MAN GIVEN FELLOWSHIP

Thomas T. E. Cadus to Spend a Year in U. S., Arriving July 1, As Walter Hines Page Fellow

Thomas T. E. Cadette, foreign sub-editor of the *London Times* has been appointed the first British journalist to spend a year in the United States under the American Newspaper Fellowships in Memory of Walter Hines Page established by the English-Speaking Union of the United States, according to a cable from England just received at the headquarters of this organization in New York.

The general purpose of the Fellowships is to promote fuller knowledge and understanding of American affairs. Cadus, who is expected to reach America July 1, was selected from among a number of candidates by the cooperating British Newspaper Committee, of which Lord Burnham is the chairman and Sir Campbell Stuart the vice-chairman. Other members are: Maj. J. J. Astor, R. D. Blumenfeld, Sir Robert Bruce, H. T. Cadbury, Sir Robert Donald, J. L. Garvin, Lord Riddell, Evelyn Wrench and Alfred E. Johns, honorary secretary.

Julian S. Mason of New York is chairman of the American Newspaper Committee which will carry out the practical arrangements for the visiting Fellows in the United States. This Committee is composed of some 25 leading newspaper men representing all sections of the country, through whom arrangements will be made for the holder of the Fellowship to divide his time between the Pacific, Central and Eastern parts of the United States, working on newspapers and familiarizing himself generally with American conditions, problems and viewpoints.

The Committee representing the English-Speaking Union of the United States, in the establishment of the Fellowships, consists of H. J. Fisher, chairman; John W. Davis, George Wickersham, Otto Kahn, Langdon P. Marvin, A. N. Marquis, Charles C. Goodrich, treasurer, and John Daniels, secretary.

KELLY BUYS 2 DAILIES IN FALL RIVER, MASS.

Herald and News Taken Over by New York Newspaper Representative—Announces Realization of Life Ambition

C. F. Kelly, head of the Kelly-Smith Company, newspaper advertising representatives, New York, has purchased the *Fall River Herald* and the *Fall River Evening News*.

In announcing his purchase of the former paper from Ross F. Walker, of Akron, O., Mr. Kelly said:

"In making this purchase, I have realized my life-long ambition to publish in this city a newspaper dedicated to its service, for I was born here, and lived and worked here for a great many years.

"It is my purpose to continue the *Herald* as an independent newspaper without prejudice or subservience to any faction, but devoted wholeheartedly to the welfare and upbuilding of Fall River."

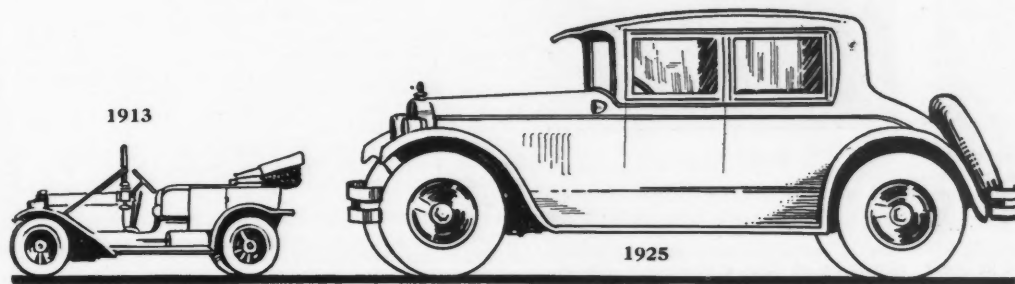
Mr. Walker had taken over control of the *Herald* recently from Mrs. G. R. H. Buffinton. Frank S. Almy was publisher of the *News*.

Lightning Damages Missouri Plant

The printing plant of the *Trenton (Mo.) Republican-Tribune* was damaged by fire May 26, after a bolt of lightning struck the building. Paper stocks, the press, and other equipment were damaged. A motor was rushed by truck from Jamesport and publication continued. A year ago the plant was seriously damaged by fire.

Detroit's Great Industry Is Ever Growing

First Third 1926 Auto Production Exceeds That of Other Years



In 1925 the total production of passenger cars was eight times as great as that of 1913. Each year but two during this whole period has seen tremendous increases in passenger car production. In 1925 the increase over 1924 was 533,000 cars. During the first four months of 1926 automobile production is in excess of 1925 by 217,460 cars. A glance at the table below will show the tremendous volume reached by this industry which is centered about Detroit and which is causing Detroit to grow as no other city in the United States ever has. Detroit is enjoying a state of prosperity unparalleled in this country. For this reason if for no other Detroit

should have your greatest advertising efforts. But there is another important reason and that is The Detroit News—the only medium in the United States covering a city of Detroit's size thoroughly, and enabling you to sell the whole Detroit market at one time and one cost.

	PASSENGER CARS	TRUCKS
1913	461,500	23,500
1914	543,679	25,375
1915	818,618	74,000
1916	1,525,578	92,130
1917	1,740,792	128,157
1918	926,388	227,250
1919	1,657,652	316,364
1920	1,799,522	311,531
1921	1,452,902	142,402
1922	2,313,558	244,499
1923	3,563,785	374,421
1924	3,144,999	359,863
1925	3,678,328	475,029

The Detroit News

Detroit's HOME Newspaper

NEWSPAPER MAKERS AT WORK

By HAROLD J. ASHE

RECEIVING his newspaper training in the *Kansas City* (Mo.) *Star* school, D. W. Lawson, general manager of the *Long Beach* (Cal.) *Morning Sun*, subscribes now to the principles of newspaper publishing laid down to him years ago—serving the community, no one special interest, not even the newspaper's own interests.

"Making money in the newspaper business is incidental," declared Mr. Lawson this week, in an interview with EDITOR & PUBLISHER. "The first thought is to serve the community well. Furthermore, if the newspaper makes itself necessary to the city in which it is published, and champions the best interests of that city, it will succeed."

Lawson emphatically stated that the business side of the *Sun* is, and that of any newspaper should be, divorced from the news room. There should be no dictation for the sake of expediency, he declared.

"A newspaper must be well-rounded out at all times, regardless of how it affects the business office," said Lawson. "In the long run this policy is bound to put the business side on the right side of the ledger."

"The average advertiser, today, doesn't care what the news policy of a newspaper is, except that it is such that compels reader-interest and makes for pulling-power of advertising."

The great ambition of Lawson's life is to return to the Orient, where he spent six years as a newspaper executive, first in Manila, and later as the general manager of the *Shanghai Press*. He is planning to organize a company to launch

an American morning paper in Shanghai. Lawson started in the newspaper business as a bookbinder, which he followed for ten years. Then realizing the limita-



D. W. Lawson

tions of that trade, he became an advertising solicitor for the *Hutchinson* (Kan.) *Daily News*. From the *News* he went to the *Kansas City Star* and was in charge of that publication's Chicago office for many years.

He went to the *Long Beach Morning Sun* last November, direct from his service in the Orient.

editor, *Country Life*; James G. McDonald, Chairman, Foreign Policy Association; Charles M. Norton, Treasurer, the Forum; Adolf Nygren, correspondent, *Stockholms-Tidningen*; George W. Ochs Oakes, editor, *Current History Magazine*; Adolph Ochs, publisher, the *New York Times*; C. K. Ogden, science editor, the Forum; Rollo Ogden, editor, *New York Times*; Henry Fairfield Osborn, President, American Museum of Natural History.

Arthur W. Page, editor, *World's Work*; Douglas Parmentier, president, Harper & Bros.; Col. Count Goran de Posse, chief of staff; George Palmer Putnam, treasurer, G. P. Putnam's Sons; Ogden Reid, editor, *New York Herald Tribune*; Paul R. Reynolds, president, Paul R. Reynolds; Nils de Rudebeck, Marshal to H. R. H.

Charles Scribner, president, Charles Scribner's Sons; Don C. Seitz, associate editor, *Outlook*; Waldo W. Sellaw, advertising manager, Forum; Albert Shaw, editor, *American Review of Reviews*; Stuart P. Sherman, literary editor, *New York Herald Tribune*; David E. Smiley, editor, *New York Evening Post*; Col. Oscar Solbert, United States aide to H. R. H.; Vilhjalmur Stefansson, author and explorer; Frederick Abbot Stokes, president, Frederick A. Stokes & Co.; Eric Swenne, correspondent, *Svenska Dagbladet*; Herbert Bayard Swope, executive editor, *World*; Oscar von Sydow, Governor of Gothenburg.

The Rev. Norman Thomas, former Socialist candidate for Governor of New York; Ronald Tree, associate editor, Forum; Arthur T. Vance, editor, *Pictorial Review*; Albert Van Sand, editor, *Nordlyset*; Oswald Garrison Villard, editor, *Nation*; Louis Wiley, business manager, *New York Times*; Michael Williams, editor, *The Commonwealth*, and William S. Woods, editor, *Literary Digest*.

Air Handbills Taboo in Chicago

Distribution of advertising and propaganda from an airplane circling over the city is illegal, according to an opinion handed down June 1 by Francis X. Busch, Chicago corporation counsel. The ruling was given after numerous complaints had been made that aviators littered up certain wards with circulars.

EXTRAS PRINTED FROM TRUCK DURING RACE

Atlantic City Evening Union Took Staff, Compositors and Press to Scene of Automobile Speed Classic

The *Atlantic City* (N. J.) *Evening Union* published extras at the speedway during the recent 300-mile automobile race at Speedway, N. J. Five editions were run from the press, and 10 minutes after the race was finished the completed account was printed and in newsboys' hands.

Elaborate preparations had been made for the field publication stunt. A large truck carried a printing press and composing equipment obtained from a job printing house the 26 miles from Atlantic City to a spot in back of the grandstand. A force of expert printers set the news by hand as the copy was given to them by W. P. Houpt who dashed it off on a typewriter set up on a packing case. Mr. Houpt was getting the news from other members of the *Evening Union* staff established in the press box in the grandstand. The press was run by power from the automobile engine, a belt arrangement having been hooked up.

There were 50 *Evening Union* newsboys on hand to distribute the papers, printed on pink paper, through the grandstands.

As the "final edition" was coming off the press, hundreds leaving the race track stopped to watch the sight.

Arrangements for the field edition were completed by Lloyd Lippincott, circulation

manager of the *Press-Union* publication; Paul J. O'Neill, secretary and treasurer of the company and in charge of circulation; and Managing Editor Edward P. Beach of the *Evening Union*.

LEEDS MERCURY'S RECORD

Issued More Than 250,000 Copies in a Day During British Strike

LEEDS, May 20.—While the recent general stoppage lasted, Leeds was able to produce newspapers more successfully than any other town in the country. The penny morning paper, the *Leeds Mercury* printed to begin with a typeset, four page paper, afterwards reduced to two. The circulation rapidly rose to more than a quarter of a million, and was on sale not only throughout the North of England, but also in London, 200 miles away.

Early in the strike, it had the largest circulation of any paper in the country. It maintained full editorials, its daily commentary "It Seems to Me" by the editor, W. L. Andrews, cartoons, and sporting news. Typists helped to set type, the leader-writers set headlines, and sub-editors and reporters ran the presses.

Robert C. Glass Marries

Robert C. Glass, editor of the *Lynchburg* (Va.) *News and Advance*, and nephew of Senator Carter Glass, and Miss Susie Gray Wright were to be married Saturday morning, June 5, at 10:30 o'clock in Holy Trinity Church, Richmond. After July 1, they will be at home at Tunstall and 805 Court Street, Lynchburg.

PUBLISHERS TO ATTEND LUNCHEON FOR PRINCE

Newspaper and Magazine Notables Invited to Luncheon Tendered by Dr. H. G. Leach, Forum Editor

Editors and publishers of American newspapers and magazines were to attend a luncheon for Crown Prince Gustavus Adolphus given at the Century Club, New York, June 4, by Dr. Henry Goddard Leach, editor of the *Forum*.

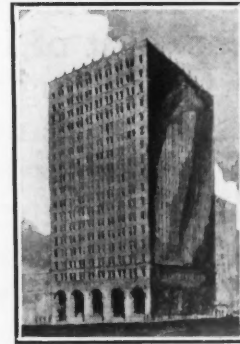
Those invited included:

Capt. Gosta Asbrink, secretary to H. R. H.; A. W. Barmby, manager, Curtis Brown, Ltd.; William Beebe, author, scientist, explorer; John G. Bergquist, Chairman, American Reception Committee; Karl Bickel, President, United Press Association; Robert Woods Bliss, American Minister to Sweden; W. F. Bostroem, Swedish Minister to United States; Borje H. Brilloth, manager, American Swedish News Exchange.

Arthur Brisbane, editor, *New York Journal*; Henry Seidel Canby, editor, the *Saturday Review*; William L. Chenelly, editor, *Collier's*; Kent Cooper, manager, the Associated Press; John O'Hara Cosgrave, Sunday editor, the *World*; James Creese, Secretary, American-Scandinavian Foundation; Wilbur Cross, editor, the *Yale Review*; Whitney Darrow, manager, Charles Scribner's Sons; Edward H. Dodd, President, Dodd, Mead & Co.

William Green, President, American Federation of Labor; Briton Haddon, general manager, *Times*; Col. George Harvey, editor, *North American Review*; Fritz Henriksson, chief official, Swedish Press Bureau; Hadar Hessel, correspondent, *Dagens Nyheter*; Sidney Hillman, President, Amalgamated Clothing Workers; Arthur M. Howe, editor, *Brooklyn Daily Eagle*; Hewitt H. Howland, editor, *Century Magazine*; Charles K. Johansen, editor, *Nordstjernen*; Paul U. Kellogg, editor, the *Survey*.

Olof H. Lamm, Consul General of Sweden; Ray Long, editor, *International Magazine*; G. Hilmer Lundbeck, American Reception Committee; Julian S. Mason, former managing editor, *New York Herald Tribune*; Harry E. Maule,



Today in Jacksonville

The customary ceremony of hoisting the Stars and Stripes to the topmost girder of the Barnett National Bank, to commemorate the completion of the steel work, was solemnized a week ago.

Towering 18 stories, or 247 feet, above the sidewalk, this mammoth structure is a monument to the faith of officials in this pioneer bank.

Fifty years the Barnett National Bank has been serving this community. Matching its career is the sixty years of service rendered by this newspaper. Both continue to grow and serve the greater Jacksonville.

The Florida Times Union
~ JACKSONVILLE ~

DAILY, 53,000

SUNDAY, 70,000

A. A. C. W. IS PLANNING INNOVATIONS IN ADVERTISING WORK

C. K. Woodbridge Announces His Willingness to Be Candidate for Re-Election on Project to Be Announced at Philadelphia Convention, June 19-24—France Seeking Convention

DECLARING his willingness to be a candidate for re-election as president of the Associated Advertising Clubs of the World, C. King Woodbridge in an interview in New York this week, hinted at important innovations in association activities now being planned for possible adoption following the forthcoming convention to be held at Philadelphia, June 19-24.

Mr. Woodbridge will present the plans in detail at the convention, and declined to be specific when questioned this week. He said enough, however, to indicate plainly that the innovations were concerned with the larger development of constructive work for A. A. C. W. members.

"It is high time," he said, "for the Associated Advertising Clubs of the World to define more clearly the functions of certain types of advertising, to save the business men of the country from resorting so much to guesswork."

"Too few people understand the relative value of the different advertising media today."

Following its organization and its concern with the development of advertising clubs in this country and abroad, the A. A. C. W.'s chief interest has been its plea for truth in advertising, and the education of the public to an acceptance of advertising.

Mr. Woodbridge's assertion that it was time for the A. A. C. W. to define the functions of the different types of advertising media was made during an interview in New York following his return from a five weeks' trip abroad. He told of a strong feeling in France that the 1927 A. A. C. W. convention should be held in Paris, and declared another reason why he was willing to again be a candidate for the A. A. C. W. presidency was because he wanted to assist in "perpetuation of the international relationships we have developed through the Associated Clubs."

"France would like to have the next convention held in Paris at the Philadelphia convention," Mr. Woodbridge said. "Belgium is also hoping that the meeting will be held soon in Brussels."

"About seventy-five delegates will cross the Atlantic to attend the Philadelphia convention. Of this number about 50 will come from England, eight from Germany, eight from France, two from Switzerland, one from Belgium and one from Holland."

"The French delegation is sponsored by the French press, and is being sent to this country to interpret the business man's view of France to American advertising men."

"The reason why the Europeans feel that the A. A. C. W. convention should return over-seas is because they believe that American advertising men coming to their country could assist them in educating their public to an appreciation of the value of advertising."

"Their attitude in this: America has used advertising as an effective tool in building up business and in acquainting the public with worth-while products. The European public, on the other hand, has not a broad appreciation of advertising nor is there the same individual advertising enterprise abroad as in this country. Thus we Europeans believe that Americans can teach us a great deal. We believe we must emulate America in its organized advertising plan."

Mr. Woodbridge went abroad to attend the British Advertising Clubs Association convention which was to have been held in Blackpool, England, May 3, but which was called off on account of the general strike, after the first day's session. He also visited in France, Belgium and Holland.

Mr. Woodbridge was entertained at luncheon in Paris by Senator Paul Dupuy, owner and editor of *Le Petit Parisien*. Col. Bunau-Varilla, owner of *Le Matin*, also honored the American advertising man, giving him a luncheon at which the purposes of the French delegation to this country were discussed.

"BRITISH STRIKE MADE INDUSTRIAL HISTORY"

H. R. Swartz Says Other Countries Should Emulate Peaceful Handling of Labor Dispute in Which Not a Shot Was Fired

The British general strike in which 5,000,000 workers were involved, and which was settled without the firing of a shot and without any serious riots "made industrial history that would be well for other countries to emulate," H. R. Swartz, president of the Intertype Corporation and R. Hoe & Co., told EDITOR & PUBLISHER this week. Mr. Swartz who was in England during the industrial



H. R. SWARTZ

crisis, and watched developments at first hand, returned to this country last week.

"It was the general opinion that the strike could never have been averted by anything short of the surrender of the Government to the general council of the Trades Union Congress," he said. "In the drafting of the general strike order some trouble was taken to mitigate, as far as words could do it, the severity of the threat, for there was an appeal for the preservation of peace and order by the members of the trade unions. The appeal was not made in vain for while there were 5,000,000 men on strike, not a shot was fired and England made industrial history that would be well for others to emulate. There was the recommendation, as distinct from the imperative instructions as to the ceasing to work in general by the men called out, that there would be no interference with the health and food services."

Mr. Swartz told of the dissemination of news by the British Broadcasting Company as follows:

"To every owner of a wireless set in Great Britain the voice of the Govern-

ment gave news, advice and information as to the country's need of help. Of all the measures taken, none was more effective than this in maintaining the spirit of the people. In the first days before the press recovered a measure of its freedom, wireless meant more than any words can say to innumerable householders.

"Great crises such as this produce unusual methods for dealing with them. A wholly novel achievement at the London Offices of the Dictaphone Company, Ltd., is well worthy of note.

"The Wireless Strike Bulletins issued daily by the British Broadcasting Company were received in the Company's offices and from a Burndept Ethophone Loud Speaker were recorded direct on the Dictaphone. Then they were transcribed by typists practically simultaneously with their reception and within a very few moments of the termination of the message the complete bulletin, neatly typed, was being exhibited in the windows of the Company's show room.

"The whole process of reception and transcription was carried on in full view of the public and naturally the novel experiment attracted enormous attention.

"Within a few minutes of the exhibition of the news in the windows the Company issued the bulletin in the form of typed sheets, neatly headed and reproduced by a special duplicating process. These 'Wireless News Bulletins,' thanks to the speed at which the messages were transcribed and typed, were far ahead of the newspapers and were eagerly received by the public."

Planning Illinois Weekly Tabloid

The Washington (Ill.) Printing Company has been dissolved and the Illinois Valley Herald Printing Company has been formed to succeed it. A new Duplex press and several linotype machines are being installed in the plant, which has been remodeled and enlarged preparatory to the publication of the *Illinois Valley Herald*, a tabloid newspaper devoted to the Illinois valley interests. The paper will be issued early in June.

SCHOLZ JOINS U. S. DAILY

Former Butterick Man Named Field Circulation Manager

E. A. Scholz, for the past seven years circulation director for the Butterick publications, was this week named field circulation manager of the *United States Daily* of Washington, D. C., by David Lawrence, president. Scholz has established headquarters at 52 Vanderbilt Avenue, New York, and opened a number of branch offices in other parts of the country.



E. A. SCHOLZ

Years ago Mr. Scholz was circulation manager of the *Chicago Record-Herald*, and later business manager of that paper. Following that he came to New York to organize for the Crowell Publishing Company its system of branch sales offices and became circulation director of that organization.

He is a brother of Emil M. Scholz, former publisher of the *New York Evening Post* and now president of the World Wide Advertising Corporation, and of Charles Scholz, for years circulation manager of the *Sacramento Bee* and now assistant circulation manager of the Crowell Publishing Company.

Better Business Bureau in Orlando

Organization of a Better Business Bureau in Orlando, Fla., is being planned, under the leadership of Carl Hunt, executive secretary of the Orlando Chamber of Commerce. Mr. Hunt was formerly manager of the Associated Advertising Clubs of the World, with headquarters in New York.

The INDIANAPOLIS

In March and again in April, The Indianapolis News established new national lineage records—the largest two months in the 56-year history of The News. Always first! Increasing leadership!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

252,330

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

May, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of May, 1926, was 192,051.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

You may deal with these 28 Iowa daily newspapers as with one publication. Under the "Iowa plan," they pledge uniform cooperation throughout the state in marketing your goods.



Your advertising dollars work overtime—in Iowa

By every test, this responsive market is one of the most desirable that you can cover.

Nearly two and a half million of the most typically American people in the Nation. Over 91% are native whites.

Iowa ranks 51% above the Nation's average in per capita, taxable wealth. Average taxable wealth for U. S. A. is \$2731. That of Iowa is \$4146. (Latest U. S. Census Bureau Financial Report.)

Iowa has the smallest percentage of illiteracy of any state in the union—a good criterion when judging living standard.

Iowa people are engaged in many pursuits—about 42% in agriculture. Yet

there is one common denominator for Iowa people. That is the daily newspaper. Through their local dailies they keep up every day with the baseball scores, the stock market, the newest thing in the auto field, the latest beauty cream.

The logical, economical way for you to tell your story to these people is with the 28 leading daily newspapers which comprise this association.

Their combined circulation covers the state very effectively. (Total circulation—571,151. Families in Iowa—550,000.) Our "Iowa plan" of merchandising help is of especial value for an initial sales campaign in this market.

Full information and rates on 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

I O W A — W H E R E E V E R Y F A M I L Y R E A D S A D A I L Y N E W S P A P E R

Yes! *The All Star Sunday Comics* Build Circulation for *N*

An average increase of 33 per cent

is the record of newspapers that buy the ready printed comic supplements which are produced under the same editorial direction responsible for the enormous growth of the Hearst Sunday editions.

Although the yearly average increase in POPULATION in American cities is only five per cent, the CIRCULATION increase of the 42 typical newspapers listed shows that they had a total of 378,750 readers in May, 1924, and 502,550 readers in May, 1926. The gain of 123,800 readers, or increase of THIRTY-THREE PER CENT in two years, followed the publication of KING FEATURES READYPRINT COMICS.

Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years	Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years
Akron, O. Times	27,500	39,000	11,500	San Bernardino, Cal. Sun	9,000	10,000	1,000
Amarillo, Tex. Globe News	10,500	17,750	7,250	Texarkana, Ark. 4 States Press..	8,000	10,000	2,000
Athens, O. Messenger	10,500	11,300	800	Walla Walla, Wash. Union	3,500	4,200	700
Denison, Tex. Herald	5,000	5,250	250	Asheville, N. C. Citizen	13,750	17,000	3,250
Dubuque, Ia. Telegraph-Herald...	7,300	8,650	1,350	Danville, Va. Register	8,000	10,000	2,000
Fargo, N. D. Tribune	12,000	14,000	2,000	Norfolk, Va. Ledger Dispatch ...	8,000	9,000	1,000
Harrisburg, Pa. Courier	5,000	6,250	1,250	Petersburg, Va. Progress Index ..	8,000	9,000	1,000
Jackson, Miss. Clarion Ledger ...	7,700	8,700	1,000	Portsmouth, Va. Star	4,500	6,300	1,800
Lima, Ohio News	9,000	18,000	9,000	Daytona, Fla. News	5,000	8,000	3,000
Mansfield, Ohio Journal	5,000	8,500	3,500	Ft. Lauderdale, Fla. Sun	2,500	6,500	4,000
Pine Bluff, Ark. Graphic	4,500	5,000	500	Ft. Meyers, Fla. Tropical Sun....	1,500	5,000	3,500
Pomona, Cal. Bulletin	3,000	3,400	400	Miami Beach, Fla. Tribune	2,000	20,000	18,000

241 W. 58th STREET
New York City

KING FEATURES

Pages of King Features Syndicate for Newspapers EVERYWHERE

Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years	Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years
Orlando, Fla. Reporter Star	6,500	11,000	4,500	Zanesville, Ohio Times Signal	8,300	8,800	500
Pensacola, Fla. Journal	7,000	8,500	1,500	Allentown, Pa. Morning Call	21,000	25,000	4,000
St. Augustine, Fla. Record	2,200	4,000	1,800	Atlantic City, N. J. Press	15,000	20,000	5,000
West Palm Beach, Fla. Post	6,000	16,500	10,500	Clarksburg, W. Va. Telegram	12,300	15,500	3,200
West Palm Beach, Fla. Times	4,500	11,500	7,000	Danville, Ill. Morning Press	9,500	10,500	1,000
Ashland, Ky. Independent	7,500	9,000	1,500	Kokomo, Ind. Dispatch	10,000	11,000	1,000
Bridgeport, Conn. Herald	12,000	17,500	5,500	Lima, Ohio News (state ed.)	17,450	22,400	4,950
Clarksburg, W. Va. Exponent	11,500	14,250	2,750	South Bend, Ind. News Times	23,000	26,000	3,000
Marion, Ohio Star	12,950	14,550	1,600				
Springfield, Ohio Sun	13,000	15,250	2,250				
				Total, 42 Papers	378,750	502,550	123,800
							Percentage Increase 33%

Get the best in comics—they are the cheapest. Order now the pages that have demonstrated their circulation-building power!

Examine the four and eight page com-

binations of readyprint comics drawn by world famous artists available to your newspaper. Select the combination you prefer—and WIRE TODAY—for reservation and price.

KING FEATURES SYNDICATE READYPRINT COMICS

will solve your circulation problem at a minimum of cost and mechanical work. They relieve your plant of trouble with colored inks, registry, paper, stereotyping and press work. Study the following four and eight page combinations before making your selection.

Page 1—Bringing Up Father 2—Barney Google 3—Polly and Her Pals 4—Katzenjammer Kids	Page 1—Bringing Up Father 2—Barney Google 3—Little Jimmy 4—Katzenjammer Kids	Page 1—Bringing Up Father 2—Mr. Dough and Mr. Dubb 3—Katzenjammer Kids 4—Polly and Her Pals	Page 1—Felix 2—Freddie the Sheik 3—Just Kids 4—Polly and Her Pals	Page 1—Dumb Dora 2—Toots and Casper 3—Just Kids 4—Elmer	Page 1—Polly and Her Pals 2—Elmer 3—Just Kids 4—Dumb Dora
Page 1—Polly and Her Pals 2—Elmer 3—Toots and Casper 4—Able the Agent	Page 1—Boob McNutt 2—Toots and Casper 3—Elmer 4—Barney Google	Page 1—Bringing Up Father 2—Mr. Dough and Mr. Dubb 3—Dumb Dora 4—Katzenjammer Kids	Page 1—Felix 2—Freddie the Sheik 3—Tillie the Toiler 4—Dumb Dora	Page 1—Polly and Her Pals 2—Felix 3—Bringing Up Father 4—Dumb Dora	Page 1—Thimble Theatre 2—Felix 3—Just Kids 4—Dumb Dora
Page 1—Polly and Her Pals 2—Elmer 3—Just Kids 4—Barney Google	Page 1—Bringing Up Father 2—Mr. Dough and Mr. Dubb 3—Little Jimmy 4—Katzenjammer Kids	Page 1—Tillie the Toiler 2—Elmer 3—Just Kids 4—Barney Google	Page 1—Boob McNutt 2—Tillie the Toiler 3—Elmer 4—Barney Google	Page 1—Polly and Her Pals 2—Felix 3—Bringing Up Father 4—Dumb Dora	Page 1—Felix 2—Freddie the Sheik 3—Tillie the Toiler 4—Dumb Dora
Page 1—Boob McNutt 2—Tillie the Toiler 3—Elmer 4—Barney Google	Page 1—Polly and Her Pals 2—Elmer 3—Toots and Casper 4—Barney Google	Page 1—Barney Google 2—Tillie the Toiler 3—Dumb Dora 4—Little Jimmie	Page 1—Barney Google 2—Tillie the Toiler 3—Polly and Her Pals 4—Elmer 5—Just Kids 6—Freddie the Sheik 7—Able the Agent 8—Felix	Page 1—Bringing Up Father 2—Freddie the Sheik 3—Able the Agent 4—Felix 5—Polly and Her Pals 6—Dumb Dora 7—Elmer 8—Thimble Theatre	Page 1—Bringing Up Father 2—Dumb Dora 3—Little Jimmy 4—Katzenjammer Kids 5—Toots and Casper 6—Thimble Theatre 7—Boob McNutt 8—Tillie the Toiler

Wire or write NOW for full information, price, and reservation

ESYNDICATE, INC.

M. KOENIGSBERG
President

"NAMES" BEST ONE-WORD FORMULA FOR SMALL CITY NEWSPAPER SUCCESS

An "Old-Time" Policy But One Which Still Attracts and Holds Readers, Uniontown Editor Says—They Please Both Subscribers and Advertisers

By J. FRED SHEAN
Editor Uniontown (Pa.) Herald-Genius

REFERENCE has been made from time to time in EDITOR & PUBLISHER to the importance of "locals" in the newspapers. I wonder if the experience of two newspapers which have emphasized this department with much attendant success would be of interest?

Some years ago, a syndicate house organ sent out a questionnaire asking editors and news editors to name the most important feature of a newspaper. I returned the card with the single word "Names." It drew a request for an article elaborating upon the thought. Subsequent experience as news editor, managing editor and editor has only served, in my humble estimation, to emphasize the importance of that one-word formula.

We pay much attention to our society and local columns. One young woman handles society news exclusively. Another handles locals and personals exclusively. The latter works entirely on a space basis. In order to earn her salary she works for it. We never publish less than two columns of personals daily, the average is nearer two and a half. Set in solid eight point, without slugging, it is easy for any editor to estimate the number of names contained in that department alone.

Local baseball leagues and sand-lot games are a prolific source of names. It is unnecessary to add that a box score has an irreducible minimum of 18 names of players.

Names of those present at social functions add to the grand total.

No newspaper omits publication of names of high school graduates. We go a step further and insist upon lists of eighth grade graduates from local and township schools. Experience has shown that the superintendent who fails to get that list to our newspapers hears from the eighth grades and their families.

One advertiser took the lists of high school graduates in the county and sent the graduates themselves a personally addressed letter concerning a special shoe design. Three hundred sales were made in a few days.

Our merchandising establishments are careful readers of our personal columns. Our managing editor, who has been with us only a brief time, was married the other day. When he returned, he had a deluge of congratulations in the form of invitations to furnish his new home from this and that store.

These examples may tend to the impression that we publish these columns as a service to our advertisers; that they are more commercial than news. The young woman who handles the personals column has a regular "beat" which she covers each day; stores, clubs, hotels and telephones to a selected list of women. There isn't a person upon whom she calls but who shows especial pleasure when he or she is able to report a half dozen or more newsy local items.

It seems to me that the secret in this careful attention to publishing names accurately is in the friends it makes for a newspaper. Seeing one's name in print—with certain notable exceptions—has an undisputed fascination; call it vanity, if you please, but it pleases, just the same, and makes friends for your paper. Friends mean subscribers; subscribers mean circulation; circulation means advertising—the whole means a deep-rooted prestige that cannot be undermined.

There is no truce in this policy of printing names. Names are news. If John Smith and his wife take an automobile trip; if they visit the Sesqui; if they merely call on friends—those trips have an intimate personal interest to them. It is something they talk about to their

friends. And if they see mention of it in their favorite newspaper there is a bit more personal interest to them in that newspaper. As I write this a prominent minister calls by phone to say that he and his wife are planning a little visit to the Sesqui and it might be an item for the personal column. You bet it is.

More personal phone calls are received by the society and personal reporters than any two other members of the staff. Isn't that a proof that people like to see their names in print?

Citizens called for jury duty in the courts are performing an important duty. Could you say that publication of the lists of jurors for civil as well as criminal courts and the names of jurors as they are chosen for trial cases are not news?

Some newspapermen say this policy smacks of the old-time weekly style. They say that readers are more interested now in the "big news" and press association reports. Readers are more interested in world-news than ever before; but that, in our experience here, does not mean that they are less interested in the local news as well. There is a place for both. We try to give them both. And I am constrained to believe that if circumstances should eventuate whereby we would be forced to discontinue either the world news or the personal and society columns we would hesitate many thoughtful hours before the personal columns would go into the discard.

We do not minimize importance of general news, foreign and domestic but "names," our personal columns are "must" copy.

Dailies' Merchandising Work Surveyed

A report on "Merchandising Service by Newspapers" has just been published by the Policyholders' Service Bureau, Metropolitan Life Insurance Company. The report traces the history of the development of merchandising service, citing specific examples of the growth of local and national advertising accomplished through merchandising service. Accomplishments of the *Columbus Evening Dispatch*, *Boston Herald*, *Milwaukee Journal*, *New York Journal*, *Chicago Tribune*, *New York World*, and other newspapers are described.

Daily Backing Water Carnival

The *Richmond (Va.) News-Leader* will hold a city-wide water carnival at Shields' Lake, Richmond, June 25 and 26.

No dull
Summer
IN
Los Angeles!

Keep your
schedules
active - in
June, July,
and August!

Los Angeles Examiner

TRENTON EDITOR HONORED

Men of National Prominence Attend Testimonial Dinner to James Kerney

James Kerney, editor of the *Trenton Times*, was given a testimonial dinner Thursday night, May 27, at which 400 guests were present, among them a number of men of national prominence. The dinner was arranged by the Trenton Press Club to welcome Mr. Kerney home from a trip in Europe, and, at the same time, to compliment him as the author of "The Political Education of Woodrow Wilson," which came from the press while he was abroad.



JAMES KERNEY

Included in the list of speakers were Dr. Henry van Dyke, of Princeton, former Minister to the Netherlands; Senator Pat Harrison, of Mississippi; Senator Key Pittman, of Nevada; Joseph P. Tumulty, secretary of the late Woodrow Wilson; former Governor Silzer, of New Jersey; Vice-Chancellor Vivian M. Lewis, and Dr. Herbert Adams Gibbons, noted Princeton writer on international affairs.

Former Governor E. C. Stokes, of New Jersey, was toastmaster. Charles L. Swem, confidential secretary to President Wilson throughout his administration, and now editor of the *Gregg Writer*, came to Trenton to report the testimonial speeches.

Comstock Leases Cranston News

The *Cranston (R. I.) News*, weekly, has been leased to Clarence H. Martin, dating June 1. Jonathan F. Comstock, publisher, is traveling through the West, and next winter will go abroad. The *News*, which has been a sectarian publication, will be managed by Martin as an independent newspaper. Martin was for many years with the *Providence (R. I.) Journal* and *Fall River (Mass.) News*.

TAIT TO LAUNCH DAILY

St. Louis Agency Man Resigns to Start Columbus (Miss.) Discoverer

John L. Tait has resigned as vice-president of the Fisher-Brown Advertising Agency effective June 1, and on July 1, will establish a morning paper at Columbus, Miss., to be known as the *Discoverer*. Mr. Tait owns a majority of the stock of the publishing company and will be president and general manager. He was with the agency for ten years and for 14 years previously was with the *Memphis Commercial Appeal*.

Other stockholders include thirty business men of Columbus.

George Y. Banks, president of the First National Bank of Columbus is vice-president J. S. Marx, a local capitalist, will be treasurer and cashier. Jack Senter, former newspaperman of Columbus and assistant manager of the St. Louis office of the American Type Founders Company will be secretary and business manager.

About \$35,000 in new equipment is being installed.

The new paper will be issued seven days a week.

Ludlow Laureate

EXPERIENCED
Compositors buy

36 Point

NEW EQUIPMENT
Printing costs less by

30 Point

SCHEDULES EXTENDED
Produce more Measures can
work with this be set by this
method in no

24 Point

18 Point

FOR advertising and job composition ---

The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

ANOTHER BROKEN RECORD!



ON MAY EIGHTEENTH, 1926

Oakland Tribune



PUBLISHED

120,050 AGATE LINES OF PAID ADVERTISING IN A 64-PAGE PAPER

LOCAL ADVERTISING . . .	99,526 AGATE LINES
NATIONAL ADVERTISING .	8,288 AGATE LINES
CLASSIFIED ADVERTISING .	12,236 AGATE LINES

This total of 120,050 agate lines represents the greatest volume of paid advertising ever printed by any newspaper in Northern California in any regular week-day issue!

Oakland Tribune



Oakland, California

ONE OF THE WEST'S GREAT NEWSPAPERS

Oakland's only locally owned and locally controlled daily

THE HOME OF RADIO STATION K L X

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Avenue, New York City

360 North Michigan Avenue, Chicago



SIMPLICITY ESSENTIAL TO GOOD LAYOUT IN GRAVURE SECTIONS

Over Ornamentation Impairs Faithful Reproduction—Half-Page Pictures Preferred—Arrow Indicators Difficult to Use Attractively

By E. LESLIE WATHEN

Rotogravure Editor, Buffalo Courier

MUCH thought and energy is given to the selling of rotogravure advertising, selection of pictorial copy and the writing of captions, but the layout of the pages is without question the most neglected of all and it is one of the most

picture that is secondary in importance should go in the upper corner near the fold, or the lower corner away from the fold. In short, the balance of the page should be away from the fold.

A common fault that I have noticed in



Mr. Wathen demonstrates an example of good layout

important steps in producing a first class gravure section.

With gravure, you may select the finest pictures available, write the best captions possible and present them to the public in a poorly laid-out section and they are lost. Your competitor can have inferior material and a good layout that is pleasing to the eye, and his section will prove the most popular. There is something about a poor layout that jars the nerves; it has somewhat the same effect that you get when you see color combinations that are not harmonious—it irritates. If you were to show one of your readers two roto sections, one poorly arranged and the other a well-planned and balanced section, and ask him which he liked best, he would pick the latter. Then ask him "why?" He would say, "I don't know why, I just like this one the best." It is merely the reaction of something that he found was easy to look at and rhythmic in appearance.

It is quite essential, in my mind, that the rotogravure editor have a thorough knowledge of the principles of layout. He does not have to be an artist; if he is, so much the better, but he should be able to make a dummy indicating just what he wants. The artist submits his pencil drawing of the layout to the editor. The editor should know at a glance if the layout is right or wrong and tell the artist just what to do. Many newspapers are fortunate in having roto editors who are able to select pictures, write captions and make their own layouts.

The first step in laying out a page of gravure is to select the pictures you want to put on that particular page. From these photographs select one to be played up, a picture that is interesting and that has the tone quality and detail to stand enlargement. If this picture is not the proper proportions to occupy the top half of the page, it should be played up in the top corner away from the fold. The

many rotogravure sections is the wasting of space. By this I mean too much white space between pictures and the use of large and unnecessary ornamentation. A well-planned page should be compact and the pictures tied together, proper caption space, etc. Don't have any pictures that look as if they were floating off into space.

It is good policy to adopt a conservative style of layout, using very little decoration. Let the grouping of the pictures give the section its beauty, not a lot of ungainly floral decorations and scrolls.

The reason that gravure has become so popular as a newspaper supplement is that photographs can be reproduced in the soft sepia tones of the intaglio process and retain their original tone values and detail. Too much fancy work on

the layout detracts from the pictures. Look at the rotogravure sections of some of the leading newspapers in the United States. You will find that their roto sections are conservative in layout, with little or no decoration.

There is still another type of layout that I have not mentioned that helps to ruin an otherwise beautiful gravure supplement. That is a page of pictures that are well selected and probably well balanced, but silhouetted and cut into many peculiar shapes and crowded together in such a way that the reader has to figure out how many pictures he is looking at, and then has to grope around to find the caption that belongs to the various pictures.

You can never go wrong by playing a picture up to a half-page size, provided the picture will stand enlargement and has the pictorial merits to warrant such a display. The *New York Times* presents an excellent example of the use of half-page pictures. A page in gravure should average from seven to twelve pictures, except on special pages. I have known a double-truck in gravure to contain as many as 188 photographs. Of course, these were all portraits. I had a page recently that had 47 pictures. It showed all the officers of a fraternal order, covering all the districts in a county. It is not advisable to do this very often. If you do, the foreman of the gravure plant will be gunning for you. It is a big job to strip in 47 negatives on one page.

Avoid the use of arrows on the layout to indicate the picture the caption goes with. It is much better to use the words (Left) and (Right). This, however, is not an important detail, and is optional. The main reason for avoiding arrows is that so many layout artists make them too big or too crudely. If they are used, they should be small and neatly drawn.

This is the third and last article on Rotogravure by E. Leslie Wathen, written especially for EDITOR & PUBLISHER. His next article will be on the topic of Staff Photographers.

MACY BUYS IN PORT CHESTER

T. J. Blain Sells Interest in Item But Continue as President

Thomas J. Blain, owner of the *Port Chester* (N. Y.) *Daily Item*, announced on June 1 that J. Noel Macy had become associated with him in the publication of that newspaper. Mr. Macy is actively interested in the *Yonkers* (N. Y.) *Statesman* and the *Tarrytown* (N. Y.) *Daily News*. He is the son of V. Everit Macy, prominently identified with numerous Westchester County public interests, including the County Park System.

The *Daily Item* was established by Mr. Blain in 1899. In February, 1911, Mr. Blain incorporated the business under the name of the *Daily Item Press, Inc.*

Mr. Blain remains as president of the *Daily Item Press, Inc.*, and will continue active in the management of the business.

The sale of this interest was made through Harwell & Cannon of New York.

Mr. Blain has for many years been active in New York newspaper associations and has been a regular attendant at conventions of the National Editorial Association.

Davis Heads Kansas Group

E. D. Davis, editor of the *Whitewater* (Kan.) *Independent*, was elected president of the Eighth District Editorial Association at the recent annual spring meeting in Sedgwick. Mrs. Lela White, editor of the *Clearwater News*, was re-elected secretary-treasurer and Raymond Cline, *Conway Springs Star*, vice-president.



T. J. BLAIN

The Pittsburgh Post THE PITTSBURGH SUN

"We are pleased to enclose herewith trial test acceptance agreement properly executed and to start with the issues of THE PITTSBURGH POST and THE PITTSBURGH SUN of June 1st, 1926.

The inquiries we have made concerning the service being rendered by your bureau, we are glad to say, reveal a very high degree of satisfaction with the manner in which you are handling this work."

The Advertising CHECKING BUREAU Inc.

538 So. Clark St.
CHICAGO



79 Madison Avenue
NEW YORK

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 717-718 Commercial Exchange Bldg., LOS ANGELES

CORPS OF EXPERTS NEEDED TO PREPARE EVENING DAILY'S FINANCIAL PAGE

Each Tabulator Handles a Fifth of a Mile of Ticker Tape Daily While Compositors Set and Correct Quotations by Hand

HOW an evening newspaper prepares its daily financial page was told a radio audience Tuesday night by Paul Willard Garrett, financial editor of the *New York Evening Post*, from station WGBS, New York.

Methods of handling the complicated stock and bond lists and the other financial tables were described by Mr. Garrett as follows:

"For the Evening Post to get its Wall Street edition on the street within half an hour after the markets close, its clerks, tabulators and reporters must each, under the stress of pressure of a very rigid routine, do their appointed tasks promptly and accurately as the dead lines approach. On their shoulders rests the responsibility of putting out the first record of the day in Wall Street. In setting up the complicated statistical tables and quotation sheets they have nothing to go by. They must build up the financial pages from the raw material. Such a joy as a leisurely luncheon is not theirs.

"A morning newspaper is not under such a strain since it is not obliged to build up its tables from the raw state. It very often does not begin its compilations until after the market has closed when completed records of the day's transactions are available.

"The Evening Post keeps a crew of tabulators at work on the stock and bond tables all day, a task that does not fall upon the morning newspaper. These Post tabulators sit beside stock tickers from ten o'clock in the morning when the New York Stock Exchange and New York Curb Markets open until three in the afternoon when they close. Through the fingers of each tabulator flows one-fifth of a mile of ticker tape every day. At intervals of about an inch on this tape are printed abbreviations by which the alert tabulator instantly can tell what stock has just been bought and sold down at the stock exchange and at what price. If, for example, the tabulator sees the flash '3 A 146' he knows that 300 shares of Atchison Topeka and Santa Fe Railroad shares have just sold at \$146 a share. Each tabulator is responsible for a certain section of the list. The man responsible for the first section of the list must take down the Atchison transaction. By that time he probably will see several others of his stocks bobbing out on the ticker and these too he must record without for a moment losing his head or making an error. The tabulators, by constant application, make a record on the sheets before them of the day's transactions. But how to get the record from the tabulator's sheet into type and this into the newspaper is another problem.

"Opposite each tabulator stand two compositors. These compositors are expert in the handling of hand type. As the tabulator reads his prices from the tape, and calls them out to the compositor, the compositor corrects his type. The tabulator spends the whole day making his record and correcting it as new sales appear. The compositor spends the whole day putting the record into type and correcting it as new changes appear. The tabulators and compositors several times each day check their results in the interest of accuracy. That is how these experts are able to have a completed record of the day's transactions by the time the market closes. As the last sale appears on the tape the compositors rush to the composing room with their type and soon thereafter the presses start. Within a little while the papers are off the press, the distributing wagons and messengers pick up papers on the run and before the early crowd in the financial district starts homeward the Post is on sale at the stands.

"The financial writer has to be well equipped. First he must be a man of high character; absolutely trustworthy.

In the ordinary course of his day's work he often comes into possession of confidential information that would lose thousands of dollars to somebody if it were known. He must know just how his duty to his paper coincides with his relationship to his news source. He must know when he is privileged to write the news and when he isn't.

"The financial reporter's value is his connections and these connections he often holds sacred even before his editor. Wall Street is a very small world. News develops at a few important points. Any breach of confidence on the part of the reporter at one point would immediately close other news sources to him and his usefulness to his paper would cease.

"The successful financial writer is subjected to all the demoralization brought about by rubbing shoulders with great wealth. He must be a likeable fellow and a good mixer; able to mix socially with the wealthy man in the Street—without losing his balance.

"The financial reporter must have all the ability of a general reporter plus a training in economics. He must have a nose for news and he must be able to write news. He must be able to see the 'Human interest' side of the Street without descending to cheap, flashy language which would offend Wall Street men.

"The most important asset a financial reporter has is personality. Without it he could never succeed. He is dependent for his news on what others tell him. If they did not like him and trust him they would not tell him anything."

Public Relations Contest Announced

Forbes Magazine announces a public relations contest among members of the American Electric Railway Association to close Aug. 10. Three awards will be made. The company having the best public relations record during the past year will receive a cup and certificate of award. Engraved certificates will be awarded companies finishing second and third. Judges will be: James O'Shaughnessy, secretary American Association of Advertising Agencies; Louis Wiley, business manager *New York Times*; J. C. McQuiston, publicity manager Westinghouse Electric Manufacturing Company, East Pittsburgh; T. J. McManus, manager of publicity General Electric Company, and B. C. Forbes.

Prizes for Newspaper Music Ads

Winners in a prize contest for the best newspaper advertisements promoting music will be announced in New York June 8-9 at the annual meeting of the Music Industries Chamber of Commerce. Several thousand newspaper advertisements have been judged.

Our Customers Write Our Ads

San Francisco, Calif.,
Chung Sai Yat Po
Says—

"We are perfectly pleased with our DUPLEX FLAT BED press. It is running smoothly like a sewing machine."

**DUPLEX
PRESSES**

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Weekly to Enter Daily Field

George Wood, editor and owner of the *Eureka* (Kan.) *Weekly Herald*, has announced that he will issue the Herald as a daily Oct. 1. New mechanical equipment has been ordered.

QUINCY HERALD AND WHIG-JOURNAL MERGED

Publishing Economy Cause of Illinois Consolidation—Owners of Separate Dailies Are Incorporators of New Herald-Whig

(By Telegraph to EDITOR & PUBLISHER)

QUINCY, Ill., June 2.—The publication on June 1 of the *Quincy* (Ill.) *Daily Herald-Whig* marks the consolidation of Quincy's two daily newspapers, the *Quincy Herald* and the *Quincy Whig-Journal*.

The *Quincy Herald* established in 1835 is the oldest daily newspaper in point of continuous publication in Illinois. The *Quincy Whig* was established in 1838 and the *Quincy Journal* in 1883 the latter papers consolidating six years ago.

The *Quincy Herald-Whig* is published by *Quincy Newspapers, Inc.* All editions will be printed in the present Herald building on Herald Square. Plans are now under consideration for additions and improvements to the plant.

The *Herald-Whig* will print evening, morning and Sunday editions. All editions will have morning and evening Associated Press service.

Incorporators of *Quincy Newspapers, Inc.*, are: Charles F. Eichenauer, former editor of the Herald; Ray M. Oakley, former general manager of the Herald, Charles W. Gay of Quincy, A. O. Lindsay, former editor of the *Whig-Journal*, and Frank M. Lindsay, general manager of the *Decatur Herald*.

The editorial, advertising, circulation and mechanical staffs have been chosen from employees of the two papers.

Charles F. Eichenauer is editor of the

merged papers; Ray M. Oakley, manager, and Arthur O. Lindsay, director of sales, Charles W. Gay is office manager and John Hart, advertising manager. Robert Switzer associate editor of the *Whig Journal* becomes associate editor of the *Herald-Whig*. Arthur Higgins becomes news editor; Helen B. Osborn, city editor; Fred Gray, former city editor of the *Whig Journal*, sporting editor.

In a statement published last week, announcing the merger the *Daily Herald* said: "The consolidation was made necessary primarily by the present economic conditions in the business of newspaper making. Two seven-day daily news papers in Quincy's newspaper field, each publishing also morning edition, could not continue to be sound business propositions. The managements of the two newspapers competing, even to the point where the soundness of the investments seemed imperiled, were reluctant to make the reductions which the conditions demanded, but which they believed would have been a step backward for the newspapers and for Quincy. The consolidation which was the result of many months of negotiations, was the only solution."

MONTREAL TABLOID ASSURED

L. M. Roberts States World Will Start Publishing About July 1

Leslie M. Roberts, secretary-treasurer and managing editor of the *Montreal World Publishing Company*, has announced his company will publish a daily tabloid paper about July 1.

The president of the new firm is John H. Roberts, former publisher of the *Montreal Morning Sun*. A. St. Marie, formerly of the *Toronto* (Ont.) *Star* and the *Halifax* (N. S.) *Herald*, is press room superintendent.

The *World* will operate a feature syndicate handling United States features for Canadian papers.

A building has been leased at 220 Le-moine street. Builders have completed necessary adjustments and the presses are now being installed.

"The Boss of the Press"

Of what use would be your editorial writers and reporters, your advertising solicitors, compositors and pressmen—if you were not able to get your paper printed—and out on time?

Everything in your organization depends, at the last, on your presses—and your presses depend on their electrical control apparatus.

Cline System is unfailing. Safely and surely it controls the power which makes possible the publication of hundreds of newspapers throughout the United States. Specify Cline equipment for your printing requirements.



The Boss of the Press

CLINE ELECTRIC MFG. CO.

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

Conway Bldg.
111 W. Washington St.
CHICAGO

Western Office
First Nat'l Bank Bldg.
San Francisco,
Calif.



Metropolitan Dry Mat

The Philadelphia Inquirer

JAMES ELVERSON, JR., Publisher

May 25th, 1926.

My dear Mr. Wood,

It is now nearly six months since The Inquirer began using dry mats and the immediate results were so satisfactory that we definitely adopted your new process after the first few days trial and are now permanently on the dry mat basis.

Your Wood Flong dry mats have eliminated the blistering and sticking which a year or so ago was a serious difficulty.

Seven hundred and sixty-eight plates are required to equip The Inquirer's presses with thirty-two casts from each mat on a sextuple run and we have had no difficulty in getting the full complement of plates.

With two moulding machines we handle two forms a minute regularly and have moulded seven forms in three minutes, when rushed, with a saving in time of ten to fifteen minutes in getting started in the press room.

We have no hot forms to handle and there is a consequent saving in the composing room in making quick lifts.

We use the same number of men in packing out but are able to get deeper and better printing plates than before.

There will also be a saving of over two hundred feet in floor space as soon as our steam tables have been taken out.

We have cut one inch off our full roll width, which is now 71-1/2", and this brings a saving in excess of 1-1/3% in newsprint cost with a proportionate reduction in freight bills.

We are well pleased with the results obtained through the use of dry mats, which is undoubtedly another step forward in the efficiency and economy of newspaper production.

Yours sincerely,

(Signed)



Mr. Benjamin F. Wood, President,
Wood Flong Corporation,
501 Fifth Avenue, New York, N. Y.

President & Publisher.

WOOD FLONG CORPORATION
501 Fifth Avenue, New York

"What has happened to THE FOURTH ESTATE?"

As asked by Ernest F. Birmingham in EDITOR & PUBLISHER, May 29, 1926

HE SOLD IT

GENERAL RELEASE

Know all Men by these Presents,

That **THE FOURTH ESTATE PUBLISHING COMPANY, INC.** of 232 West 59th Street, New York City part of the first part, for and in consideration of the sum of One Dollar and other good and valuable considerations ~~to be hereinafter set forth~~ in hand paid, at or before the executing and delivery of these presents, by **Emanuel E. Raff, Mitchell H. Freimark, Fred J. Runde and Ernest F. Birmingham,** as a Commission part of the second part, the receipt of which is hereby acknowledged, he a bargained and sold, and by these presents do grant and convey unto the said parties of the second part, their heirs, executors, administrators and assigns the entire business of the said Fourth Estate Publishing Company, including the paper known as the "Fourth Estate", furniture, fixtures, accounts, and all personal property of said company located at 232 West 59th Street, New York City or elsewhere, and the good will of said corporation.

To have and to hold the same unto the said parties of the second part, their heirs, executors, administrators and assigns forever. And does he for its successors and assigns covenant and agree to and with the said parties of the second part, to warrant and defend the sale of the said properties hereby sold unto the said parties of the second part, their heirs, executors, administrators and assigns, against all and every person and persons whomsoever.

In Witness whereof, the party of the first part, has caused its corporate seal to be hereunto affixed and these presents signed by its duly authorized officers, the 11th day of December, 1925.

Stated and delivered in the presence of

Ernest F. Birmingham
Mitchell H. Freimark

To all to whom these Presents shall come or may Concern,

Greeting: **KNOW YE,** That **I, ERNEST F. BIRMINGHAM,**

for and in consideration of the sum of One Dollar,

lawful money of the United States of America to me in hand paid by **FOURTH ESTATE PUBLISHING CO., INC.,** the receipt whereof is hereby acknowledged, have granted, released, and forever discharged, and by these presents do for myself, my heirs, executors and administrators, remain, release and forever discharge the said parties of the first part, their heirs, executors, administrators and assigns, and all manner of action and actions, cause and causes of action, suits, debts, dues, demands, money, accounts, reckonings, bonds, bills, specialties, covenants, contracts, agreements, promises, variances, trespasses, damages, judgments, estates, executions, claims and demands whatsoever, in law or in equity, which against me

For had, now have or which my heirs, executors or administrators, hereafter can, shall or may have for, upon or by reason of any matter, cause or thing whatsoever from the beginning of the world to the day of the date of these presents.

In Witness Whereof, I have hereunto set my hand and seal the 11th day of December, in the year one thousand nine hundred and twenty SIX.

Stated and delivered in the presence of

Ernest F. Birmingham (LS)

Decision of Justice Proskauer, March 12, 1926

"Matter of Birmingham (Fourth Estate Pub. Co.)—The motion is denied. . . . There is no satisfactory proof that the petitioner, Birmingham, has any real interest in the corporation or is one of the directors having the management of the concerns of the corporation. . . . There was filed against this corporation a petition in voluntary bankruptcy. As a condition of withdrawing the petition the petitioner herein, Ernest F. Birmingham, caused a Creditors Committee to be formed, to which was transferred a substantial portion of the stock which Birmingham and his associates had refused to transfer on the books of the company, but since this time the corporation has been in actual control and management of this committee of creditors. There are judgments against Birmingham, and he has sworn in Supplementary Proceedings that he does not own any of the stock, and there is a serious question whether Follmar's stock is not his and sub-

ject to be taken for the satisfaction of this judgment against Birmingham. While the present status is exceedingly informal and would be open to attack on the part of any creditor having a real interest, it is obvious that the creditors are the only persons who are really interested and none of them complains."

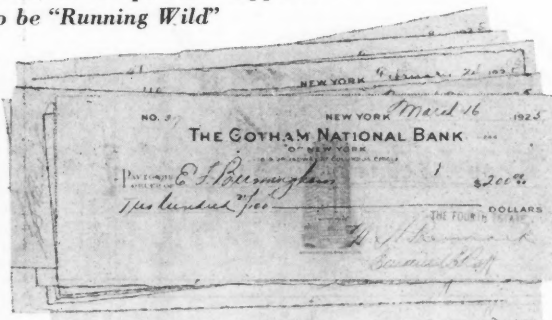
Decision of Justice Lydon, Law Journal, April 29, 1926

Runde vs. Fourth Estate Pub. Co.—Motion is granted in all respects. There is no doubt as to the ownership of the stock held by the Creditors Committee, and there is every reason why the books of the corporation should be returned to the officers of the corporation. If there is objection to the distribution of any of the funds received on the sale of the business the respondent may take proper steps to protect himself if advised. Settle order on notice.

Decision of Justice Tierney, Law Journal, May 10, 1926

Motion for injunction to restrain the sale of the corporate assets pending appeal from Order of Justice Lydon. Runde, as stockholder, etc., v. FOURTH ESTATE PUB. CO., et al.—Motion is denied and the injunction contained in the order to show cause is vacated. There seems to be no merit in this application, nor does there seem to be any likelihood of success on the appeal from the order made at Special Term by Mr. Justice Lydon. The controversy has been before several justices of this court, who have expressed opinions in writing regarding it. The stockholders meeting under the Special Term order is to be held May 8, at 10 o'clock A. M. To restrain that would seriously prejudice the sale of the corporate assets about to be consummated. These papers were submitted this afternoon (May 7). Even if there were sufficient time to elaborate the reasons for this determination it would serve no useful purpose to do so.

While the Paper was supposed to be "Running Wild"



Examination of Ernest F. Birmingham in Supplementary Proceedings to Collect Runde Judgment Which Still Remains Uncollected

- Q. Have you any stocks or bonds? A. I have not.
- Q. Have you any personal property of any kind? A. I have not.
- Q. Have you no income then at the present time, Mr. Birmingham? A. No.
- Q. Do you own any real estate? A. No.
- Q. Do you own any stock in any other company than The Fourth Estate Publishing Company? A. No.
- Q. Are you in business? A. No.
- Q. None since July last? A. No.
- Q. Are you engaged in any way in the publishing business? A. No.
- Q. You gave him, Follmar, all of the capital stock of the corporation, Fourth Estate Publishing Company, except one share held by your wife, one share held by John D. Mason, two hundred shares held by Fred J. Runde and eighty shares held by the Estate of Fremont W. Spicer? A. Yes.

WE SOLD IT May 11, 1926

Creditor's Committee (formerly operating) THE FOURTH ESTATE
FRED J. RUNDE, M. H. FREIMARK, E. E. RAFF

—and *That* is what happened to THE FOURTH ESTATE

WHEN The Fourth Estate was offered for sale in January of this year to the present owners, an offer was made subject to the clean transfer of the property. The matter was then handed to attorneys who were requested to recommend the purchase if it was found to be as represented, or to reject it, if not. The Fourth Estate was purchased some five months later.

We are not interested in the quarrels between the Creditors' Committee, which operated The Fourth Estate prior to our purchase, and Mr. Ernest F. Birmingham.

We are engaged in a sincere effort to render an honest service to the field The Fourth Estate has always served.

THE FOURTH ESTATE PUBLISHING CORPORATION
25 West 43rd Street
New York City

MERGED WILLIAMSPORT DAILIES NOW PRINTING FROM REMODELLED PLANT



Williamsport Sun and Gazette & Bulletin plant

OPERATIONS are now on a routine basis in the remodelled plant of the Williamsport (Pa.) Sun and Gazette & Bulletin, the latter a morning paper purchased by the Evening Sun about two months ago.



GEORGE E. GRAFF

Press and stereotyping equipment are housed on the ground floor of a mechanical department annex recently completed and purchased a year ago by the Sun adjacent to its building. The Gazette & Bulletin was acquired shortly after the annex was completed and is now published as the morning edition.

The present Sun building, illustrated above, was erected in 1910, six years after the accession of George E. Graff to the general management. The paper now occupies the entire building, with the general and business department offices on the first floor, the editorial department on the second floor and mechanical operations in the annex. Mr. Graff is now preparing plans for remodelling the first floor of the main building.

The building and plant of the Gazette & Bulletin have been sold and all assets not taken over by the Sun have been liquidated, it is said. The morning paper was established 125 years ago and is the seventh oldest newspaper in the state. To date, according to Mr. Graff, the results of consolidating the operations of two papers under one roof have been satisfactory in every way.

Consideration is now being given to a pension and old-age benefit system for all employees of both newspapers. Co-operations

company insurance has been in effect for a number of years and practically every employee who has been with the company for three years or more is a stockholder in the business. The stock ownership plan was established in 1922, employees being enabled to purchase the common stock at par, and the company financing the purchase on convenient terms. Cash and stock dividends were paid to employees while the installment payments were being carried. Results cited by the management are low labor turnover, long periods of service by employees and general production efficiency in all departments of the paper, including one of the lowest page-costs of composition in the country.

The sun is politically independent, upholding principles and candidates whom it deems will best serve the public interest. The Gazette and Bulletin continues as a Republican newspaper, as it has been since the inception of the Republican party in 1856. The independent editorial policies of the two newspapers permits expression to both Republican and Democratic parties—and precludes any "monopoly of opinion."

Capt. Patterson's Daughter Weds

Miss Elinor Medill Patterson, daughter of Capt. Joseph Medill Patterson, co-editor of the Chicago Tribune and publisher of the New York Daily News, was married to Russell Sturgis Codman, Jr., of Boston, May 25, it was announced at an "elopment party" given by Capt. Pat-

erson for the bride at the Ritz Carlton Hotel New York, June 1. Miss Patterson is 22. She played the part of the nun in the "Miracle" in Chicago, and intends to keep up her stage career.

PEKIN (ILL.) TIMES SOLD

Gundersen and Quanbeck Buy Property From Don McGiffin

The Pekin (Ill.) Daily Times was sold May 18 by W. J. and Don McGiffin to G. N. Gundersen, of Englewood, N. J., and C. W. Quanbeck, of Chicago. The amount involved in the transaction was not made public.

Quanbeck will be the editor and Gundersen will assume the business management. The transfer was effected June 1.

The Pekin Times has been owned by the McGiffin brothers, Iowa newspaper operators, for the past two years. The McGiffin brothers will confine their attention to their newspaper properties in Iowa, located at Ft. Madison, Fairfield, Albia, and Shenandoah.

The sale of the Pekin property was made through the H. F. Henrichs Agency, Litchfield, Ill.

DAILIES IMPROVE PLANT

Hagerstown (Md.) Herald and Mail Have New Press in Annex Building

The Hagerstown (Md.) Herald-Mail Company has installed a new 32-page Hoe two-unit press. The Morning Herald and Daily Mail, morning and afternoon papers published by the company, have both been changed from seven column to eight column papers.

The new press is housed in a brick and concrete building just completed, built next to the present newspaper office building. The new building will accommodate the advertising offices as well as the press and stereotyping outfits. The main building, erected about five years ago, is being remodeled; editorial offices are to be changed from the third to the second floor, a new telegraph room installed, and the main business office on the ground floor has been enlarged.

Tampa Times to Build Annex

The Tampa (Fla.) Daily Times has purchased a site upon which a three-story building to house the mechanical department of the paper will be erected. A new Duplex press will be installed. The building will be 70 by 105 feet. D. B. McKay is publisher.

Pettit Handling Foreign Accounts

P. R. Pettit has been appointed manager of foreign advertising of the Cincinnati Post. Lynn O. Roark, continues as advertising manager.

CANTON, ILL., DAILIES MERGED

U. G. Orendorff, Ledger Publisher, Buys Register from C. E. Snively

U. G. Orendorff, multi-millionaire head of Parlin & Orendorff Company, and owner of the Canton (Ill.) Daily Ledger, has purchased the Canton Daily



U. G. ORENDORFF



C. E. WARWICK

Register, consolidating the two papers under C. E. Warwick, formerly of Keokuk, Ia., who since November, 1923, has had charge of the Orendorff newspaper properties. The consolidation was effective June 1. C. E. Snively, who has owned the Register the last 48 years, retains the publication building, but the Ledger is understood to have an option on it. Mr. Snively is now postmaster of Canton.

Both papers were established in 1849 as weeklies, the Register entering the daily field in 1890, but the Ledger continuing as a weekly until Oct. 3, 1912, when it was purchased by Mr. Orendorff. The owner is prominent in the agricultural implement field. Mr. Snively purchased the Register from James K. Magie, June 7, 1878, and has since published it.

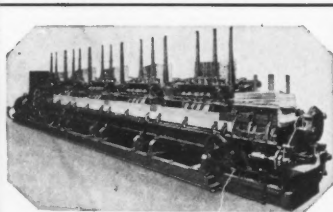
The Allen Klapp Company, which has represented the Ledger, will continue the representation of the Daily Ledger and Register in the national field.

NEW TABLOID BUYS PRESS

Newark Jersey Transcript to Begin Publication Soon

The Newark (N. J.) Jersey Transcript, new tabloid which is to appear in the near future, has ordered a \$22,500 Hoe press. The editorial, art and photo departments are now ready, and United Press and Universal Service have been contracted for.

R. H. Reed, formerly of the New York American is president of the publishing company, William Steinke, newspaper cartoonist is secretary, and Rex Case, formerly of the Newark Ledger, is treasurer.



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S Throop Street, Chicago

Skippy Says:

"I feel as good as I look ever since I've been going out on Certified."



By Courtesy of
Johnson Features, Inc.

Why the Steamtables?

IF you are still baking wet mats on your forms—consuming valuable time and incurring considerable expense in doing so, it will repay you to find out about Certified Cold stereotyping.

There's no obligation

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certified

MADE IN THE U. S. A.

*At
Your Service*

Sturlevant

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| Atlanta, Ga. | Minneapolis, Minn. |
| Boston, Mass. | Montreal, Canada |
| Buffalo, N. Y. | New York, N. Y. |
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| Charlotte, N. C. | Portland, Ore. |
| Chicago, Ill. | Rochester, N. Y. |
| Cincinnati, O. | St. Louis, Mo. |
| Cleveland, O. | Salt Lake City, Utah |
| Dallas, Texas. | San Francisco, Cal. |
| Denver, Colo. | Seattle, Wash. |
| Detroit, Mich. | Toronto, Ont. |
| Hartford, Conn. | Washington, D. C. |
| Indianapolis, Ind. | |
| Kansas City, Mo. | |
| Los Angeles, Cal. | |

GraybaR

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|---------------------|----------------------|
| Albany, N. Y. | Newark, N. J. |
| Atlanta, Ga. | New Haven, Conn. |
| Baltimore, Md. | New Orleans, La. |
| Birmingham, Ala. | New York, N. Y. |
| Boston, Mass. | Norfolk, Va. |
| Brooklyn, N. Y. | Oakland, Cal. |
| Buffalo, N. Y. | Omaha, Neb. |
| Charlotte, N. C. | Philadelphia, Pa. |
| Chicago, Ill. | Pittsburgh, Pa. |
| Cincinnati, O. | Portland, Ore. |
| Cleveland, O. | Providence, R. I. |
| Columbus, O. | Richmond, Va. |
| Dallas, Texas | St. Louis, Mo. |
| Davenport, Ia. | St. Paul, Minn. |
| Denver, Col. | Salt Lake City, Utah |
| Detroit, Mich. | San Antonio, Texas |
| Duluth, Minn. | San Francisco, Cal. |
| Grand Rapids, Mich. | Savannah, Ga. |
| Harrisburg, Pa. | Seattle, Wash. |
| Houston, Texas | Spokane, Wash. |
| Indianapolis, Ind. | Syracuse, N. Y. |
| Jacksonville, Fla. | Tacoma, Wash. |
| Kansas City, Mo. | Tampa, Fla. |
| Los Angeles, Cal. | Toledo, O. |
| Memphis, Tenn. | Worcester, Mass. |
| Miami, Fla. | Youngstown, Ohio |
| Milwaukee, Wisc. | |
| Minneapolis, Minn. | |
| Nashville, Tenn. | |



**Hot, stale air saps vitality—
slows up work!**

*Fight hot-weather fatigue
with fresh, invigorating air
—keep things moving!*

Fresh air—good ventilation—is good business. It keeps things moving—it keeps news-writer, compositor, stereotyper, pressman, delivery-room gang geared to their jobs—particularly during the hot summer months.

Hot, stale air means tired, listless workers—it slows up work. Drive it out.

Sturlevant Ventilating Fans for Newspaper Plants drive out the hot, stale air of the inside—bring in the fresh, invigorating air of the outside. They can be secured at once—can be quickly and easily installed at very little expense and without interrupting your operations.

The Sturlevant and Graybar Electric Company offices listed in the panel are at your service. Phone or write to the nearest one. Or show this advertisement to your electrical contractor.



B. F. STURTEVANT COMPANY, HYDE PARK, BOSTON, MASS.
Distributors: Graybar Electric Company and Leading Electrical Contractors Everywhere

The most efficient fan of its type ever developed

The Sturlevant Ventilating Fan shown is the latest Sturlevant achievement. The fact that this fan is more efficient—that size for size it will deliver more air—than any other similar fan on the market, is a Sturlevant advantage that speaks for itself.

The Sturlevant is a fan that you can depend on—there is not a single piece of flimsy construction in it. Sturdy—efficient—dependable—backed up by the largest manufacturer of ventilating equipment in the world.

If the name STURTEVANT is on a fan you can install it with confidence.



Sturlevant
Ventilating Fans

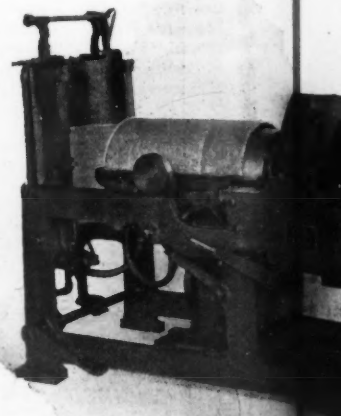
How Wide is the Door

*ARE you satisfied
to permit presses and
press crews to stand
idle waiting for plates
to trickle through slow
hand boxes*

?

*ARE you satisfied to
permit your stereo room
to continue to be the
neck of the bottle and
limit production, econ-
omy, increased circu-
lation and progress*

?



The Pony Ante

WOOD NEWSPAPER MACHINERY CORPORATION

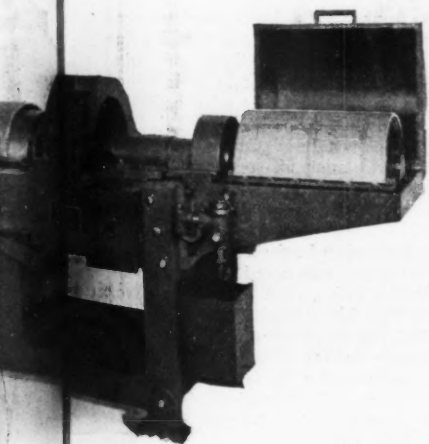
Door of Your Foundry?

THE AUTOPLATE opens wide the door of your foundry. It removes the limitations and delays of hand-made plates. It permits maximum production of presses and men. It enables the making and keeping of definite schedules with late closings, early starts and quick finishes. It helps build circulation and very definitely reduces production costs.

There is an AUTOPLATE Machine to meet the requirements of every publisher—large or small. And it is a fact that the publisher who is *not* on an Autoplate basis works under a costly handicap. He must close his forms earlier than need be, he

must devote unnecessary space, labor and time to plate making, and he must needlessly accept defective printing and frequent paper breaks.

There is no more popular tool in the newspaper office than the AUTOPLATE Machine.



ny Auto

POSITION, 501 Fifth Avenue, New York City

EDITORIAL

WILLIAM BYRON COLVER

ABLE craftsman, idealist to the marrow, ruggedly honest, tireless and fearless defender of worthy causes, good citizen, friend and inspiration of thousands of newspaper makers, glowing spirit, warm heart throbbing for all mankind.

This is no mere formal eulogy to fit an occasion when written of "Bill" Colver. It is but a scant outline of his noble character. Shirt-sleeve newspaper men scattered over the length and breadth of the country, knowing him and loving him for his acts, have long paid tribute to his depth of soul and brilliance of mind. His death at Washington, following a prolonged and anguishing illness, cast a shadow of personal grief over a wide circle in journalism.

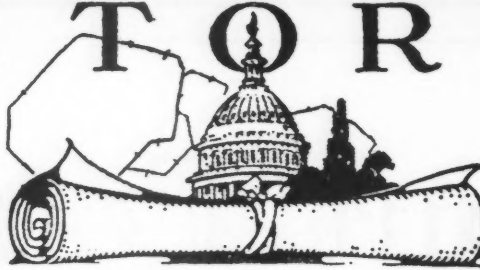
For more than 30 years rich vitality flowed into newspaper columns from Bill Colver's fingertips. He was a man of action, throughout his career combining the enthusiasm of a zealous cub and the skill and sagacity of a veteran campaigner. No newspaper under his control could possibly be drab, passive, mean or published merely to furnish white spaces to be let out to advertisers. "Do something, even if it's wrong," was one of his familiar spurs. Out of his fiery soul truth poured, in terms direct and unadorned. The great quest was justice, . . . justice for the multitude that knew not how to wrest it from greedy, organized minorities.

Bill Colver preached the time-worn gospel of applied democracy, equal opportunity, self-improvement, banishment of ignorance and superstition to set hearts and minds free, brotherly love—the simple creed of American "rights," unmixed with any "ism," though in economics he had long subscribed to the principle of Henry George's theory of a single tax. His liberalism was no shallow sentiment. It was a calculated, balanced program for rational, satisfying national life. He spun it into the fabric of all that he wrote and did, consistently and persistently, when it was in and out of fashion, for more than a quarter of a century.

Tell us of a people's fight against political, social or economic oppression and we shall show you the imprint of Bill Colver's tireless hand. No individual accomplished more than he in stamping character and efficiency into the newspapers and services that have become the Scripps-Howard organization of this day. As a writer of bright, terse, informative news and editorial copy he had few equals. Patient, sympathetic, sensitive to the calls of the public, believing ardently that the truth can set men free, he was one of the great editors of the generation. Articles by him, appearing in *EDITOR & PUBLISHER*, on questions of advertising and publisher technique, revealed profound penetration of those subjects, and in a publisher's chair or in the world of commercial propaganda he would have registered a notable success. As H. N. Rickey, his life-long associate remarked to this writer this week, Bill Colver was great by any test.

Colver's two flings outside of journalism revealed capacity. He was one of "Tom Johnson's boys" and in the heat of the famous Ohioan's historic civic experiments in Cleveland he resigned his newspaper post and took to the political battlefield. On a later occasion he accepted an appointment by President Wilson as Chairman of the Federal Trade Commission. He used new weapons in these adventures, but his fire was directed at ramparts which he had a hundred times shelled with printers' ink. Tom Johnson gave to Cleveland civic standards which make it notable among all cities, and Colver had a hand in it, the mayor often glorying in the quality of his public spirit. In recognition of his intelligence and valor in setting up in the Federal Trade Commission, despite terrific opposition, principles of fairness in trade competition, some of which appear to stand up even under the present régime's submissive reaction, Woodrow Wilson sent to Colver, when his work was finished, a stirring letter of appreciation to compensate for four years of abuse and powerful politico-commercial resistance.

Bill Colver was the disciple of the late E. W. Scripps' journalism, strongly influenced in his youth by Robert F. Paine. As a boy he studied law, but loathing the chicanery and deceit of much that passes for "legal practice," reached into the free field of newspaper work for his heart's desires, first on the *Cleveland Leader*, then the *Plain Dealer* and finally the *Cleveland Press*. Within a few weeks he was out "stirring up the animals" with stories of the "bludgeon-



Who shall ascend into the hill of the Lord?
or who shall stand in His holy place?

He that hath clean hands, and a pure heart;
who hath not lifted up his soul unto vanity,
nor sworn deceitfully—Psalms. XXIII; 3, 4.

ing of little oil men by the Standard octopus." Paine raised his salary and gave him additional space in which to "blow 'em up" when a Standard fixer tried to bribe the paper with an advertising contract for Ajax Axle Grease, which is another story.

The aggressions of organizations of capital, through political privilege, gave Colver a topic throughout his life. He was a persistent thorn in the side of reactionaries. Since Thomas Jefferson's day no man has had greater contempt than he for gaps in the system of government which opened the way for class preferment and injustice.

The subject of this sketch was one of the organizers of the NEA Service and was long its editor and manager. He "took a hand" in starting many new Scripps papers and services, and latterly, until ill-health weakened his body, was editorial director of the Scripps-Howard newspapers. When E. W. Scripps died recently, Mr. Colver wrote for *EDITOR & PUBLISHER*:

Circumstances threw me into the newspaper field and chance brought me into "The Concern" (as we called it then) only shortly before it was in such financial security that he (Scripps) could set up his journalistic laboratory. After a brief apprenticeship at straight newspaper work, it was my luck to have close personal association in a series of big and little experiments that spread over nearly a quarter of a century.

"I don't know of anybody who got more of a lifetime of fun out of journalism than Mr. Scripps. He hated and avoided humdrum and detail and, I think, more than any of my associates, I escaped the routine and treadmill by being in the laboratory.

"He said to me once that he liked to do the impossible and so did I, with the difference that when an experiment failed, he had to pay, and when it succeeded I wanted an increase in salary."

Seven months ago while in Florida, Mr. Colver's illness intensified. Diagnosticians finally located a deep-seated, virulent growth in his back and the patient suddenly divined the hopelessness of his case. Taking the hand of a friend he gazed for many minutes out of the hospital window and then cheerily said: "Well, it has been a wonderful, beautiful life." He uttered no complaint, but with amazing vitality and courage fought the hopeless battle for months beyond the maximum limit that the best medical talent had set.

The end of the mortal story came on Tuesday when his family and friends, newspaper men and public officials, followed the body to a shaded nook in Maryland's rolling hills and tearlessly said farewell to the apostle of wonderful and beautiful life for all God's children.

Edsel Ford says Mussolini is doing an excellent clean-up job in Italy; we'll say that he has cleaned up every editor that has dared to criticize his dictatorship.

OUR LANGUAGE REFORMS

ERUITE members of the newspaper and advertising fraternity in such encouraging numbers have adopted *EDITOR & PUBLISHER*'s suggestion that the silly and futile first "e" be dropped from the word "lin(e)age," that we are tempted to essay an even higher flight in the realm of lexicographic reform.

There are two common ways of pronouncing the word advertisement. As indicated in this tower of pure English last week, the wrong way harshly stresses the third syllable, whereas the very nicest people of our tongue gently accent the second syllable—adver'tisement—and in so doing are upheld by the highest authorities.

Frank H. Vizetelly, America's eminent lexicog-

rapher, who agreed with *EDITOR & PUBLISHER* that the "e" should be eased out of lineage, again agrees that the advertising fraternity should bring order out of chaos in the pronunciation of our favorite word, advertisement. We have the honor herewith to present his authoritative opinion:

Thank you for your kindly reference to me in discussing the pronunciation of the word *advertisement*. Every educated and cultured American places the stress in this word on the antepenult instead of upon the penult.

The pronunciation *advertisement* was advocated by Walker in 1791 before he had thoroughly investigated the subject, for he revised his own opinion of this in a later edition, and indicated the stress upon the second syllable, the antepenultimate, as the correct pronunciation of the cultured people of his later day. The last edition of Walker's "Pronouncing Dictionary," published before his death was issued in 1806. How mistaken Walker was is proved by James Buchanan's "Standard of Pronunciation of the English Language," published in 1766, in which work the author indicates *advertisement* as the prevailing pronunciation of the educated people of Scotland. This was repeated also by Perry in a later dictionary, "The Royal Standard," published in 1775. Subsequently, Sheridan, who issued his dictionary in 1780, indicated this pronunciation as the preferred pronunciation of the cultured Irish people of his time. *Adver'tisement* is the pronunciation recorded down the centuries by Ash, 1775; Jones, 1798; Fulton and Knight, 1802; Walker, 1806; Jameson, 1820; Knowles, 1835; Smart, 1840; Reid, 1844; Noah Webster, 1845; Worcester, 1859, and all the modern dictionaries.

Furthermore, the Advisory Committee on Disputed Pronunciations of Funk & Wagnalls New Standard Dictionary decided in favor of this pronunciation by a majority vote of 24 to 1, and it is the pronunciation found in the "Encyclopedic," the "Imperial," Stormonth, the "Century," Murray's "New English Dictionary," as well as in the modern Webster.

In the light of this knowledge, *EDITOR & PUBLISHER*'s readers may proceed with confidence to shame America out of accenting the penult. From these virtuous beginnings other language reforms may be undertaken. For instance, it is not improbable that we may some day venture to attack such ugly mispronunciations as "linneotype," "roto-gray-vure" and "stair-o-type."

The horrors of demon rum include a thirty per cent editorial space apportionment, in the average newspaper, to discussion of the effects of the Volstead Act.

BALTIMORE CONTEMPT CASES

THE theory of newspaper reporting of court proceedings is that the busy outside world may have proper concern with this department of the public business. Information is conveyed in the modern newspaper both by the medium of language and by graphic display.

Judge Eugene O'Dunne, of Baltimore, has sentenced five newspaper men to a day in jail and a \$5,000 fine for Managing Editor Harold E. Elliston, of *Baltimore News*, for the alleged contempt in their act of making photographs in the courtroom of a notorious criminal on trial for his life. The judge said that the decorum of his tribunal had been disturbed and that the newspaper men, in violating his command to make no pictures, had challenged his authority. His view is that the work of the editors and reporters was merely for profit.

Judge O'Dunne erred when he forbade orderly photographing; the newspaper men erred when they attempted to override his order, even though mistaken. The judge believes that his sentences cannot be appealed from and that important question is to be decided. Judge O'Dunne indicates uncommon zeal to protect what he regards as the dignity of his bench, his sentences were harsh and his cynical views concerning newspaper commercialism betrays a superficial examination of the subject.

The judge was surprised by the "refreshing candor" of the Hearst men. He could find plenty of it in newspaperdom, usually encouraged by publishers, though often at great financial sacrifice. It is an active virtue that ultimately will make the judicial system as responsive to popular will as are the legislative and executive branches of government.

New York tabloids show remarkable circulation gains, but it must be remembered that this year the gods smiled upon them with the Rhinelander, Stillman and Earl Carroll bumper crops.

PERSONAL

ARTHUR BRISBANE, Hearst editorial writer, was honor guest at a luncheon tendered by the *Indianapolis Star* recently.

Adolph Ochs, publisher of the *New York Times*, returned this week from a brief trip abroad.

Henry J. Allen, editor of the *Wichita (Kan.) Beacon*, was one of the principal speakers at the thirty-sixth annual convention of the Missouri Bankers Association at Excelsior Springs, Mo., recently.

Emil Maurice Scholz, president of the World Wide Advertising Corporation, has returned from Havana, Cuba, where he went recently on business.

John W. Dafoe, editor of the *Winnipeg Free Press*, has received the honorary degree of Doctor of Laws from the University of Manitoba. He has also been made a Fellow of the Royal Society of Canada.

C. D. Butler, publisher of the *Mankato (Minn.) Free Press*, and Mrs. Butler arrived in New York May 29, from a European tour. They left April 3.

Joseph L. Bristow, who sold the *Salina (Kan.) Journal* last fall after owning the paper for many years, has returned to Kansas from Virginia, where he has owned a plantation. Mr. Bristow, former United States senator, was connected with the *Journal* for nearly 40 years.

Howard Kahn, editor of the *St. Paul Daily News*, entertained 30 members of the staff at his bungalow on Lake St. Croix, May 27.

Charles Sessions, managing editor of the *Topeka Daily Capital* and postmaster of Topeka since 1921, has resigned the postmastership. Sessions some months ago obtained a leave of absence from his federal appointment to resume his duties on the newspaper.

Mrs. Marilla Stone, publisher of the *Rush City (Minn.) Post*, has been made president of the Chisago County Lincoln club.

Arnold Daane publisher of the *Austin (Minn.) Daily Herald*, is making a three-months' tour of Spain, contributing descriptive letters to his paper.

IN THE BUSINESS OFFICE

T. R. LONGCOPE has been named classified director of the *Boston Advertiser*, daily and Sunday, and the *Boston Evening American*.

James E. Mullins, formerly national advertising manager, *Frenton (N. J.) Times*, and recently of the advertising staff, *Easton (Pa.) Express*, has joined the advertising department of the *Winston-Salem (N. C.) Journal*.

John D. Denison, Jr., of Des Moines, Ia., graduate of the University of Wisconsin and a former member of the *Chicago Herald-Examiner* advertising staff has joined the staff of the *Hutchinson (Kan.) News-Herald*.

E. C. Fuller, after a year's newspaper work at Moberly, Mo., has returned to the *Minot (N. D.) Daily News* and joined the advertising department.

Stephen G. Berger, of the advertising department of the *New York World*, is planning to go to London and Paris in July on a vacation trip.

Timothy Gorman, the dean of the *New York World's* advertising men, has been retired on a pension after a service of 27 years.

Charles E. Ader, formerly secretary and treasurer of the Carolinas Circulation Managers Association, has recently been made circulation manager of the *Winston-Salem (N. C.) Journal*. Ader formerly held this position, but has recently been connected with the advertising department.

IN THE EDITORIAL ROOMS

ARTHUR CHAPMAN, formerly of *New York Herald Tribune* Sunday department, with his wife, Kathleen Caesar, assistant to Arthur Folwell, Sun-

day editor, left Thursday for a four months' motor camping trip through the United States.

W. G. Hale, associate manager editor of the *Des Moines Evening Tribune* who two months ago went to the Iowa Lutheran hospital to take a complete rest, has left the hospital and will return to his duties within a few weeks.

Arthur G. Sheekman, dramatic critic of the *St. Paul Daily News*, is spending two weeks in New York following a visit to the Sesquicentennial exposition, Philadelphia, William Marzolf, literary editor, is handling Sheekman's work.

Marville Gill, former assistant, has succeeded Bob Bennett as sports editor of the *San Antonio Evening News*. Before he left for Kerrville, Tex., to reside Mr. Bennett was given a dinner by his fellow workers.

Claude Brodhecker, manager and editor of the former *Jeffersonville (Ind.) Bulletin*, has gone to Florida.

Leo A. Moore, cameraman of the *St. Paul Daily News*, recently toured northern Minnesota in connection with that paper's campaign to boost tourist travel in the state.

Ray A. Baldwin, who has been editing the *McGregor (Minn.) Pilot Review*, has joined the *Woodville (N. H.) Times*.

J. Kenneth Jones, formerly of the Associated Press, has joined the staff of the *New York Herald Tribune* as a reporter.

Mrs. Cass Baer Hicks, for more than 15 years dramatic editor of the *Portland Oregonian*, has resigned, effective next September.

David Lidman, formerly on the copy desk of the *Richmond (Va.) Times-Dispatch*, has gone to Bethlehem, Pa., where he will manage a string of motion picture theatres.

P. W. T. Ross has resigned from the staff of the *Newark Star-Eagle* to join the Federal Title & Mortgage Guaranty Company, of Orange.

Frederick McPherson of the *Brooklyn Daily Eagle* and Robert Hereford of the United News staff, New York, are sailing for Europe June 5.

Col. T. G. Pownall, special writer for the *Cumberland (Md.) News*, made the principal address at Memorial Day ceremonies held by Reno Post, G. A. R., Hagerstown.

Mary Jane Ellis is the new society editor of the *Leesburg (O.) Citizen*.

H. G. Lee, managing editor of the *Huron (S. D.) Evening Huronite*, has resigned to join the *Watertown Public Opinion*.

W. N. Randolph, *Tulsa (Okla.) Tribune* reporter, has announced his candidacy for the post of common pleas judge of Tulsa county.

Miss Florence Wells, Meridian, Kan., a graduate of the Journalism department,

FOLKS WORTH KNOWING

THE story of Harold P. Bentz, blind newspaper man of Picher, Okla., should serve as a mental tonic for the fellowmembers of his profession.



HAROLD P. BENTZ

Bentz arrived in Picher four years ago with a dime as his only material asset and his physical handicap as an almost overwhelming liability. Today he is a correspondent for several metropolitan newspapers, owns three houses in Picher and one in Springfield, Mo., and rides in his own automobile. Bentz's eyesight began to fail in 1904 while he was editor of a little weekly newspaper at Richland, Pulaski County, Missouri. After six months' treatment, surgeons informed him he would never have more than four-hundredths normal vision.

Discouragement almost overbalanced determination during the next 17 years of Bentz' groping for success. Then he came to Picher. When E. E. Sanders, publisher of the *Picher Leader*, a weekly, agreed to employ the blind man as news writer and "hustler" for his paper, Bentz received the first boost toward his goal.

The new reporter devoted himself whole-heartedly to his job. He learned the touch system of typewriting and he trained his memory so that he could retain a long list of facts in his mind. In a short time he could remember scores of names and figures without taking notes. When he became adept in these preliminary phases of news gathering, he branched out into free lance work, and employed a young woman to correct typographical mistakes in his copy and read his correspondence. Newspaper editors in larger cities near Picher soon discovered that Bentz could be depended upon to cover special stories.

Part of Bentz' first earnings, and a considerable portion of later pay checks, were invested in Picher property.

K. S. A. C., Manhattan, has been made woman's editor of the eastern section of the *Capper Farm Press*, Topeka,

Ray Blank, reporter on the staff of the *Des Moines Register* has resigned.

Clifford Hull, make-up editor, *Miami (Fla.) News*, is now on the desk of the *Des Moines (Ia.) Register-Tribune*.

E. H. Jolly has joined the editorial staff of the *Des Moines Evening Tribune*. (Continued on next page)

METROPOLITAN FEATURES

COMICS
GAS BUGGIES
OR
HEM AND AMY
DAILY STRIP
DOWN THE ROAD
WEEKLY
By Frank Beck

ELLA CINDERS
DAILY STRIP
ELLA CINDERS
COLORED PAGE
(First Page Release Sept. 19)
By Bill Conselman and Charlie Plumb

DICKEY'S DOGS
By Robert L. Dickey

A. A. MILNE
In Verse or Prose
Once a Week
Drawings by Bert Salg

JUVENILE
SECKATARY HAWKINS
With New Club Page
Weekly

SPORTS
FEG MURRAY
Cartoons and Comment
Daily

FASHIONS
ELEANOR GUNN
METROPOLITAN
Each Daily and Sunday

DAILY SERIAL
MILDRED BARBOUR
With Illustrations

WEEKLY WINNERS
STEPHEN LEACOCK
PINNACLE FICTION
ZENITH FICTION
EXPLOIT & ADVENTURE
and
PRE-EMINENT ARTICLES

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

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

- | | |
|---------------------------------------|---------------------------------------|
| Clinton, Iowa, Advertiser | Jewish Forward (New York and Chicago) |
| Huntington, West Va., Herald Dispatch | Ridgway, Pa., Record. |
| Vincennes, Ind., Commercial | Bloomington, Ill., Pantagraph |
| Marshalltown, Iowa, Republican | Waco Times Herald |
| Anderson, Ind., Herald | Fort Myers Tropical News |
| Hornell, N. Y., Tribune Times | Muncie, Ind., Star |
| Sharon, Pa., Herald | Alameda, Calif., Times Star |

This list does not include contracts for the World's Best Picture Page, or till forbid contracts for the general service.

The Central Press Association

V. V. McNITT, President
Central Press Bldg., Cleveland
H. A. McNITT, Editor and Manager

(Continued from page 37)

Chandler A. Chapman, of the *Springfield* (Mass.) *Union* staff, and Mrs. Chapman are parents of a son. Chapman is a son of John Jay Chapman of New York.

Miss M. MacCorquodale, editor of the fine arts department of the *Houston* (Tex.) *Chronicle*, has returned home after spending several weeks with friends in Chicago.

Miss Dorothy Faye, editor of the club department, *Chicago Evening Post*, will accompany her father and sister on a three months' trip to Europe this Summer. While away they will spend several weeks in Scotland as the guests of Sir James Urquhart.

William Westlake, known in Chicago as the "flying newspaper man" since he pilots his airplane when not at work on the *Chicago Evening Journal*, has recently been appointed assistant city editor of that paper.

MARRIED

HERBERT J. BASSMAN, manager of the *Riverside* (Ill.) *News*, to Miss Miriam Marshall, reporter for the *Elgin* (Ill.) *Daily News*, June 5.

Walter Myers of the *Danville* (Ill.) *Commercial-News* staff, to Miss Gladys Hackney, proofreader for that paper, May 23.

William Sharpe, managing editor *Winston-Salem* (N. C.) *Journal*, to Miss Sallie Herring of Goldsboro, N. C., in Raleigh, May 11.

Clarence Muggge, advertising solicitor, *Des Moines Register* to Miss Hazel Reisinger of Cummings, Kan.

Thomas G. Michelmore, of the copy desk, *St. Paul Daily News*, to Miss Florence G. Brown, feature writer of the *News*, recently. They have taken a cottage for the summer at Bald Eagle lake.

NEW PLANTS AND EQUIPMENT

BORGER (TEX.) HUTCHINSON COUNTY HERALD has let the contract for the construction of a new building and work has already started. The building will be 25 by 50 feet, with a stucco finish. Additional equipment has been ordered.

Cleveland (O.) *Shopping News* is installing new twinned Duplex tubulars, giving them a page capacity of 32-pages.

HOLDING NEW POSTS

E. M. FULLER, from advertising manager, *Moberly* (Mo.) *Monitor-Index*, to *Minot* (N. D.) *News* as advertising manager.

John Gavin, from police reporter, City News Bureau, Chicago, to police reporter, *Chicago Herald and Examiner*.

CHANGES OF OWNERSHIP

JEFF TAYLOR, for several years an Emerson, Neb., newspaperman, has purchased the *Winnebago* (Neb.) *Chief* from D. L. Crelin and assumed control.

South Boston (Va.) *News*, one of the oldest weeklies in Halifax county, Virginia, has been leased by R. C. Beezley, the owner, for a number of years to Carroll Headspeth. Headspeth, who was connected with the *Halifax Record-Advertiser*, has resigned, and took charge of the *South Boston* plant June 1.

Roe Chase, owner and editor of the *Anoka* (Minn.) *Herald* has bought the *Bethel Banner* and merged it with the *Herald*.

T. C. Anderson has taken over the *Falls City* (Ore.) *Enterprise*. It has been published since February by the Falls City Chamber of Commerce with Mrs. A. W. Watt as editor.

Will McNeal, Lawrenceburg, Mo., has sold the *Everton* (Mo.) *Journal* to J. R. McVey, of Joplin, Mo.

Salina (Kan.) *Leader*, weekly, has been sold by Fred J. Fraley, owner and editor, to C. W. Wheeler, former business manager of the *Salina Daily Union* and now general manager of the General Printing Company, Salina.

ON THE MECHANICAL SIDE

BENONI CRIST, for 32 years foreman of the composing room, *Middle-town* (N. Y.) *Times-Press* is now in charge of make-up of the *Newburgh* (N. Y.) *Sunday Herald*.

SPECIAL EDITIONS

GALESBURG (Ill.) **REPUBLICAN-REGISTER**, Better Homes Week edition, May 24.

Ottawa Evening Citizen, Home Beautiful number, May 20.

Bloomington (Ill.) *Telephone*, 32-page National Publicity edition, telling industrial advantages of Bloomington, May 26.

Joliet (Ill.) *Herald-News*, 16-page section, including four pages in rotogravure, heralding Greater Joliet Week.

Carthage (N. Y.) *Republican-Tribune*, 66th anniversary edition, May 20.

St. Paul Sunday Pioneer Press, annual outing edition, May 23.

Aurora (Ill.) *Beacon-News*, 18-page Annual Better Homes-Experience Edition, May 27.

SCHOOLS

ALPHA MU CHI, local advertising fraternity at Oregon Agricultural College, has been granted a charter by Alpha Delta Sigma, national advertising fraternity. Installation took place June 3 by members of the University of Oregon chapter of Alpha Delta Sigma.

For the fourth consecutive year, students in the department of journalism, University of Colorado, took complete charge of all editorial departments of the *Rocky Mountain News* and *Denver Times*, Wednesday, May 26, collecting, writing and editing all news and making up the paper.

Russell H. Reeves of Cleveland has been appointed editor in chief of the Ohio State University *Daily Lantern* for next year. A reunion of members of the journalistic fraternities Sigma Delta Chi and Theta Sigma Phi will be at a luncheon at Ohio State University Saturday, June 12. Eight courses of journalism will be given in the summer quarter of Ohio State University by Professors J. S. Myers and L. C. Getzloe. The *Lantern* will be issued twice a week.

Members of the senior class of the department of journalism, Baylor College for Women, Belton, Tex., under direction of D. Q. Riddle, recently spent several days as special reporters on the *Houston Post-Dispatch* staff, the work counting as credits toward their degrees.

Pittsburgh Alumni Chapter Sigma Delta Chi, honorary professional journalistic fraternity, recently elected Chester L. Smith, sporting editor, *Pittsburgh Gazette-Times* and William Morrell, University of Pittsburgh, publicity man to associate memberships. Theodore Meier, of the *Gazette-Times*, and Samuel Braemer, of the *Pitt Weekly* staff were initiated as members. Charles E. Lewis, editorial writer, *Pittsburgh Sun*, was elected president.

ASSOCIATIONS

ADVERTISING CLUB of Denver recently elected Ralph A. Faxon president. W. F. McClure, president of the National Advertising Commission of the Associated Advertising Clubs of the World was a speaker at the club meeting.

Thomas F. Kane was re-elected president of the **BOSTON TYPOGRAPHICAL UNION** No. 13 at the annual election of officers held last week.

CHAMPAIGN (Ill.) **ADVERTISING CLUB** has elected E. E. Stafford president to succeed Milton Dreyfus.

May Frank Norman, was recently elected president of the **OKLAHOMA AUTHORS LEAGUE** at the annual election in Oklahoma City.

Members of the **NORTHERN MINNESOTA EDITORIAL ASSOCIATION** will go to Winnipeg, Canada, for their summer outing, June 24-26.

EASTERN INTER-COLLEGIATE NEWS-PAPER ASSOCIATION recently held its

annual convention and election of officers at Hanover, N. H. C. W. Cole of Amherst College was elected president; E. T. Richards of Brown, vice-president; I. F. Maider of Amherst secretary-treasurer.

Charles E. Griffin, of the Hastings Sales Company, was elected president of the **ADVERTISING CLUB OF KANSAS CITY** at the annual election following last week's luncheon. He succeeds Earl E. Barker. Other officers include; Jerome G. Galvin, vice-president; Miss Gladys Rose, second vice-president; M. S. Munson, secretary; W. R. Snodgrass, re-elected treasurer.

Prof. H. H. Maynard, of Ohio State University, has been re-elected president of the **COLUMBUS ADVERTISING CLUB**. Other officers are: W. E. Putnam and H. H. Holderle, vice-presidents; C. S. Anderson, treasurer; Delmar G. Starkey, secretary; Miss Harriet E. Fisher, librarian.

Isaac Van Dillen, for the last five years treasurer of the **NEW YORK EMPLOYING PRINTERS' ASSOCIATION**, has been nominated as president of that organization. Van Dillen, is secretary of the Bartlett Orr Press, New York.

William P. Merry has been elected president of the **PORTLAND** (Ore.) **ADVERTISING CLUB**. Of a field of 16 directors the following 11 were chosen: Stanley Banbury, J. T. Crossley, E. W. Fenton, Roy Heath, Warren C. Katey, V. C. Hibbard, H. P. Nunn, H. B. Robinson, Guy A. Rogers and Charles Sanders. Other officers elected were: Vice-presidents, George B. Grayson and G. A. Rebentisch; secretary-treasurer, Harry Fischer.

INTERNATIONAL STEREOTYPE AND ELECTROTYPERS UNION OF NORTH AMERICA will hold its annual convention in Los Angeles, July 19-24.

NEW YORK NEWSPAPER WOMEN'S CLUB, at the annual meeting on May 5, elected Miss Theodora Bean, of the T-Bean Newspaper Syndicate, president. Triennial meeting of the **CANADIAN**

WOMEN'S PRESS CLUB will be held in Toronto June 22 to 24.

PRESS ASSOCIATION NOTES

CHESTER KRAUSE, formerly sports writer for the *Muskogee* (Okla.) *News*, is now with the United Press at Kansas City, Mo.

Charles A. Grummich, correspondent of the A. P. at Wichita, has joined the staff of the *Kansas City Times*. R. V. Patterson, Kansas City, has been made correspondent at Wichita.

M. A. White, general night editor of the Associated Press, left New York headquarters this week, on an inspection tour of bureaus and member newspapers between New York and Kansas City. T. H. O'Neill, general early editor, is taking over Mr. White's work temporarily, while C. E. Honce, of the Chicago office, has come to New York, to take Mr. O'Neill's position.

William Hillman, of the New York office of Universal Service, will sail for England next week to join Universal's London bureau to work under H. H. Stansbury, former managing editor of the *New York American*.

Barry Faris, associate editor of International News Service, returned to New York headquarters this week, from an automobile vacation trip.

Laura Knickerbocker, Moscow correspondent of Universal Service, is spending a month's vacation in Paris.

Cosmos Mideleff, copy editor in Universal Service's New York office, is spending his vacation at Carmel, N. Y.

A. W. Elliott, formerly of the *New York American*, has joined the New York staff of International News Service.

Jack Meddoff, of the Indianapolis bureau of International News Service, has been placed in temporary charge of the I. N. S. Cleveland bureau, replacing Jack Sejner, who is ill.

Robert James, of the International News Service's Kansas City Bureau, is spending his vacation on an auto tour.

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General Appeal, Sports, Art Features—Directory of Artists and Writers—List of Syndicates, Mat, News and Photo Services

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KEY:—Daily (d); weekly (w); twice a week (2w); thrice a week (3w), etc.; column width indicated by figures (1) to (8); full page (fp); half-page (hp); tabloid (tab).

GENERAL NEWSPAPER FEATURES

(Continued from page 3)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Blue Ribbon Serials, Blanket Service, Bobbie and His Pa, Book Chat, Book Reviews, Brain Tester, Bright Bits, Broadway's Current Success, Buffalo Bill Life and Adventures, Burgess Bedtime Stories, Bug-a-Boo, Business Charts, Business Day by Day, Business Features, Business, How's (w), Business Letter, Business Review, Business Today, Business Weather, Business News Service, Business, Your (d), Butler, Gen. Smedley D.

C

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Cambridge Business Charts, Canadian House Plans, Canadian Magazine Page Service, Canadian Radio Exchange, Card Index Cooking Recipe Service, Care and Training of Dogs, Careers for Women, Carroll's Washington Dispatches, Cars and Stars, Character Close-Ups, Charleston Lessons, Charts, Business (d), Charts, Business (d), Chatty Talks, Cherub, Child Training, Children's Club, Children's Features—Dot Cartoons, Children's Features—Hart's Puzzles, Children's Features—Natal Sunshine Club, Children's Page, Children's Page (fp), Children's Poems, Children's Serial, Children's Story, Children's Story, Children's "Teepee Tales", Children's Stories, Children's Stories, Children's Supplement Weekly, Children's Vogue, City Editors' Service, Club Ethics, Club, National Sunshine, Coffee Market, Coded Limericks, College Comics, College Humor, Column "The Conning Tower", Column, Humor, Column, "It Seems to Me", Columns—"Line O' Type", Column—"Telling the World", Column—"The Once Over", Column—"The Way I Feel About It",

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Column—"Today", Columns "Way of the World", Combination News Service, Common Sense Investing, Confessions of Authors, Conning Tower, Cook's Cook-Cook, Cookery Articles, Corner, Zoe Beckley's, Correct English, Cosmos Editorial Board, Cotton Market Review, Cotton Market (N. Y.), Criticism, Literary, "Crossed Wires", Crossword Puzzle, Cross Word Puzzle, Cross Word Puzzles, Cross Word Puzzles (d), Cross Word Puzzles (d-s), Cross Word Puzzles (w), Financial Curb Market News, Curious Facts, Current Fiction, Current Health News, Current Radio, Daddy Dusk, David Lloyd George, Day, Mirror of Washington, Daybook of a New Yorker, Dear Caroline, Deringforth, Detective Story Serials, Letous (d-w), Lit and Health, Dict Service, Di's Diary, Diary of a Fashion Model, Disb a Day, Do You Mean What You Say, Doctor Talks, Dorothy Lix Service, Dog's Life, Dog Hill Paragraphs, Domestic Economy, Domestic Science, Drcris Blake Chats, Double Truck Feature, Dramatic Criticisms, Dramatic Events in Bible History, Dramatic Letter, Dramatic Letters, Dreamland Adventures, East Side West Side, Economy Kinks, Editorial, Inspirational, Editorial Paragraphs, Editorials, Editorials (d), Editorials (d), Editorials (d), Editorials (d-w), Editorial (w), Editorials (d), Editorial Paragraphs, Editorials for Women, Efficient Housekeeping, Enemy, The, Epigrams, Etiquette, European Events, European Letters, Evening Story, Everyday Poems, Every Day Questions, Expert Bridge, Exploit and Adventure, Fables in Slang, Fairyland Tales.

D

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Daddy Dusk, David Lloyd George, Day, Mirror of Washington, Daybook of a New Yorker, Dear Caroline, Deringforth, Detective Story Serials, Letous (d-w), Lit and Health, Dict Service, Di's Diary, Diary of a Fashion Model, Disb a Day, Do You Mean What You Say, Doctor Talks, Dorothy Lix Service, Dog's Life, Dog Hill Paragraphs, Domestic Economy, Domestic Science, Drcris Blake Chats, Double Truck Feature, Dramatic Criticisms, Dramatic Events in Bible History, Dramatic Letter, Dramatic Letters, Dreamland Adventures, East Side West Side, Economy Kinks, Editorial, Inspirational, Editorial Paragraphs, Editorials, Editorials (d), Editorials (d), Editorials (d), Editorials (d-w), Editorial (w), Editorials (d), Editorial Paragraphs, Editorials for Women, Efficient Housekeeping, Enemy, The, Epigrams, Etiquette, European Events, European Letters, Evening Story, Everyday Poems, Every Day Questions, Expert Bridge, Exploit and Adventure, Fables in Slang, Fairyland Tales.

E

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like East Side West Side, Economy Kinks, Editorial, Inspirational, Editorial Paragraphs, Editorials, Editorials (d), Editorials (d), Editorials (d), Editorials (d-w), Editorial (w), Editorials (d), Editorial Paragraphs, Editorials for Women, Efficient Housekeeping, Enemy, The, Epigrams, Etiquette, European Events, European Letters, Evening Story, Everyday Poems, Every Day Questions, Expert Bridge, Exploit and Adventure, Fables in Slang, Fairyland Tales.

F

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Fables in Slang, Fairyland Tales.

(Continued on page 42)

SERIAL FICTION

by Beatrice Burton
 Author of "Love Bound," "Her Man," "The Petter."

WOMAN'S PAGE

Editorials
 by Sophie Irene Loeb
 Fashions
 by Sally Milgrim
 Health Talk
 by Dr. Andrew F. Currier
 "The Daybook of a New Yorker"
 by Burton Rascoe
 "Bo-Broadway"
 by Joseph Van Raalte
 "Just Among Us Girls"
 by Kathryn Kenney
 "Her Day of Work and Play"
 by Amy Abbott
 Daily Poem

EDITORIAL PAGE

News Cartoons
 by Satterfield
 by Thiele
 Washington Letter
 by Frederic William Wile
 Column of Comment
 by Wilbur F. Sutton
 "Kellygrams"
 by Fred C. Kelly
 Editorials
 by Henry W. Bunn
 by Joseph Van Raalte

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 Sport Cartoon
 Special Verse and Comment
 by George Moriarity
 Tennis
 by Mary K. Browne
 A finely illustrated page on National Sport with special articles by well known sports authorities.

COMIC PAGE

"Skippy," comic strip
 by Percy L. Crosby
 "The Old Home Town"
 by Lee Stanley
 "Pippin Junction"
 Cartoon
 by Russell Cole
 "Etta Kett" strip
 by Paul Robinson
 "Campus Cowboys"
 a strip of campus antics
 by Dow Walling
 "Girliettes"
 by Roy Grove

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GENERAL NEWSPAPER FEATURES

(Continued from page 40)

FEATURE	AUTHOR	SYNDICATE
Famous Fiction (d) (1/2)	Various	Famous Features Syndicate, Inc.
Farming and Finance (w) (1)	Various	Publishers' Financial Bureau
Farm & Garden (d-w)	Frank Ridgway	Chicago Tribune Newspapers' Syndicate
Farm Gossip (w) (1)	Editor's Copy	Editor's Copy
Fashion Art Layout (w) (1)	Margery Wells	New York World Syndicate
Fashion and Household Service (d-w)	Mary Marshall	McClure Newspaper Syndicate
Fashions (w) (1)	Henri Bendel	NEA Service, Inc.
Fashions (d) (ill.)	Marie Belmont	International Feature Service, Inc.
Fashions (d) (3/4)	Helien M. Emery	Associated Newspapers
Fashions (d-w)	Esmer Ginn	Metropolitan Newspaper Service
Fashions (d)	Lucille Lorraine	Cosmos Newspaper Syndicate
Fashions (3tw) (ill.)	Mildred Lodewich	New York World Syndicate
Fashions (d) (1/4) (ill.)	Sally Milgrim	Editors' Feature Service-Johnson Features, Inc.
Fashions (w) (fp)	Ruth Stuyvesant	New York Herald Tribune Syndicate
Fashions, Children's (3tw) (ill.)	Vogue	Conde Nast Newspaper Service
Fashions—Dear Caroline (d)	Various	Editors' Syndicate
Fashion Doll Cut-Outs (w) (4)	Various	World Color Printing Co.
Fashion Etiquette (d) (ill.)	Ciara Standish	Bell Syndicate, Inc.
Fashion Hints (w) (1/2)	Louisa	Editor's Copy
Fashion Hints (d) (1)	Mabel Whitney	International Syndicate
Fashions, Men's (d-w)	A. T. Gallico	Chicago Tribune Newspapers' Syndicate
Fashions, Men's (3tw) (ill.)	Vanity Fair	Conde Nast Newspaper Service
Fashions, Men's (d) (3/4)	Sylvester Martin Zimm	Wheeler-Nicholson, Inc.
Fashions—"Modes Miniature" (d)	Margette	National Newspaper Service
Fashion Page (w) (fp)	Edith M. Burtis	Ledger Syndicate
Fashion Page (w)	Sally Milgrim	Editors' Feature Service-Johnson Features, Inc.
Fashion Page (w)	Various	International Syndicate
Fashion Page (w) (fp)	Various	World Color Printing Co.
Fashion Paris Letter (w)	Anne Somerhausen	T-Bean Newspaper Syndicate
Fashion, Paris (w) (fp) (a or b)	Unsigned	International Feature Service, Inc.
Fashion Sketches (3tw) (3)	Julia Boyd	McNaught Syndicate, Inc.
Fashions "Vogue" (d) (1/4)	Conde Nast	United Feature Syndicate
Fashions, "Vogue" (d) (ill.)	Vogue	Conde Nast Newspaper Service
Fashions, Women's (d-w)	Corinne Lowe	Chicago Tribune Newspapers' Syndicate
Fashions, Women's (d) (1/4)	Selected	Wheeler-Nicholson, Inc.
Famous Fortunes (ill.) (2tw) (1/2)	Mark Stuyvesant	Newspaper Feature Service, Inc.
Famous Sweethearts (d) (1/2)	Bianche Greer	Ledger Syndicate
Fatty Lewis (ill.) (w)	Arthur F. Killick	McNaught Syndicate, Inc.
Feature Letter (w)	Staff	Arco Newspaper Feature and Fiction Service
Feature Page (w)	Various	International Syndicate
Feature Page (w) (fp)	Various	World Color Printing Co.
Feature Stories	Various	Holmes Feature Service
Fiction	Popular Authors	Houghton Mifflin Syndicate Bureau
Fiction	Various	Service for Authors
Fiction, Famous (d) (1/4)	Various	Famous Features Syndicate, Inc.
Fiction—"The Enemy"	Channing Pollock	Continental Features
Fiction Page (w) (fp)	Various	Ledger Syndicate
Fiction Serials (d)	Various	Ledger Syndicate
Fiction Service (d-w)	A Hundred Novelists	D. P. Syndicate
Fiction—Short Stories	Henriette R. France	Arco Newspaper Feature and Fiction Service
Fiction—Short Stories (d-w)	Various	Chicago Tribune Newspapers' Syndicate
Fiction—Short Stories (w)	Various	Bell Syndicate, Inc.
Fiction, Tabloid Short Story (d) (1) Selected	Various	Wheeler-Nicholson, Inc.
Fillers	Staff	Handy Filler Service
Fillers (d)	C. E. Brown	Cosmos Newspaper Syndicate, Inc.
Figures of Speech (d) (1/4)	King	King Features Syndicate, Inc.
Film Folk (d) (1/3)	Thelma L. Ferguson	Famous Features Syndicate, Inc.
50 Famous Monuments (w) (4)	Hendrik Van Loon	Christy Walsh Syndicate
Financial Articles (d-w)	B. C. Forbes	Premier Syndicate, Inc.
Financial—Common Sense Investing (3w) (12)	John K. Barnes	D. P. Syndicate
Financial ("The Investor") (d)	Various	Post Syndicate
Financial—Investor's Aid Service (d) (1/4)	Various	Chicago Journal of Commerce
Financial (London Daily Radio) (d)	Arthur W. Kiddy	Post Syndicate
Financial Markets (d) (1/4)	Various	Post Syndicate
Financial, Money at Work (d) (1) Various	Various	Associated Editors, Inc.
Financial News Service (d) (13)	Various	Post Syndicate
Financial—Stock-a-Day (d) (ill.)	Various	Bell Syndicate, Inc.
Financial Tables (d-w)	Various	Chicago Journal of Commerce
Financial—"What's Behind Your Stock" (d)	Various	Cambridge Associates
Financial, Your Business (d)	A. W. Shaw Company	Associated Editors, Inc.
Finding Your Job and Making Good (d)	Various	Graphic Syndicate
First Jobs of Big Men (d) (1/4)	Phillip Nowlan	King Features Syndicate, Inc.
Flapper's Notebook (d) (1)	Constance Talmadge	Cosmos Newspaper Syndicate, Inc.
Foreign Exchanges (N. Y.) (d) (1/4)	Various	Post Syndicate
Foreign News Service (d)	Various	Ledger Syndicate
For the Woman Reader (w) (2 1/4)	Florence Riddick Boys	Woman's Page Copy
Food Service—"Let's Go a Market-ing" (d-w)	Winifred Worth	Harland H. Allen Feature Service
Fun in Black & White (w) (fp)	Various	World Color Printing Co.
Fun Shop (d)	M. F. Judell	George Matthew Adams Service
Frank Sullivan (humor) (w) (1)	Frank Sullivan	New York World Syndicate

G

FEATURE	AUTHOR	SYNDICATE
Galli-Curci Travels (w) (fp)	Galli-Curci	Cosmos Newspaper Syndicate, Inc.
Gardan, Farm and (d-w)	Frank Ridgway	Chicago Tribune Newspapers' Syndicate
Gardening for the Amateur (ill) (2)	T. H. Rand-McNally	Star Newspaper Service
General Features	Various	Various
Gentleman From—, The	The Benton Howard	Editors' Syndicate
Get Fit Quick (d) (1/4)	Wm. J. Herrmann	Ledger Syndicate
Gibbs (w) (2)	Sir Phillip Gibbs	United Feature Syndicate
Gilbert's Washington Dispatches (d)	Clinton W. Gilbert	Ledger Syndicate
Girl About Town, The (w) (1/4)	Margery Dykeman	Wheeler-Nicholson, Inc.
Glria, the American Girl (w) (fp) (3)	Pearlyn Stanlaws	International Feature Service, Inc.
Goodhousekeeping (w) (ill)	Various	International Feature Service, Inc.
Good Manners (d) (1/4)	Mrs. Cornelius Beekman	Premier Syndicate, Inc.
Good Night Stories (d) (2/3)	Bianche Silver	Newspaper Feature Service, Inc.
Goops (d)	Gelett Burgess	Chicago Tribune Newspapers' Syndicate
Grain Market (N. Y.) (d) (1/3)	Various	Post Syndicate
Greatest Thing in the World, The (d)	Laurel Gray	National Newspaper Service
Grin's Fairy Tales (d) (1/4)	Gregory Grim	Ledger Syndicate
Gross Exaggerations (w) (1) (ill)	Milt Gross	New York World Syndicate

H

Hadley's, The (w)	Inez Haynes Irwin	McClure Newspaper Syndicate
Handicraft in the Home (3w) (2-3)	Alice U. Fewell	International Syndicate
Handy Fillers	Staff	Handy Filler Service
Handy Headed Fillers	Staff	Handy Filler Service
Haskin Letter (d) (1)	F. J. Haskin	Frederic J. Haskin
Health Articles	Dr. James W. Barton	Bell Syndicate, Inc.
Health Articles (d)	Dr. W. A. Evans	Chicago Tribune Newspapers' Syndicate
Health Articles (d) (1)	Dr. A. F. Currier	Editors' Feature Service—Johnson Features, Inc.
Health Articles	Paul J. Veatch	Graphic Syndicate
Health, Diet and (d)	Dr. Lulu Hunt Peters	George Matthew Adams Service
Health, Heart, and Home (w) (fp)	Various	International Feature Service, Inc.
Health News (d) (1)	Dr. Morria Fishbein	Current News Features, Inc.
Health Talks (d-w)	Dr. William Brady	National Newspaper Service
Health Talks (d) (1)	Royal S. Copeland	Newspaper Feature Service, Inc.
Health Talks (d) (1/2)	Dr. Chas. A. L. Reed	King Features Syndicate, Inc.
Health—"That Body of Yours" (d)	Dr. James W. Barton	Bell Syndicate, Inc.
Health, Your (d) (1/4)	Dr. Woods Hutchinson	Houghton Mifflin Syndicate Bureau
Helen and Warren (w)	Mabel Herbert Uner	Bell Syndicate, Inc.
Her Own Way (d) (1/4)	Various	NEA Service, Inc.
Herold's Humor (w) (1/4) (ill)	Don Herold	New York Herald Tribune Syndicate
Hints for the Motorist (3w) (2)	Albert L. Clough	International Syndicate
Holding Your Husband (d) (1/4)	Lorene Bowman	Wheeler-Nicholson, Inc.
Hollywood Holidays (d) (1/4)	Staff	Wheeler-Nicholson, Inc.
Home-Building (w) (fp)	Various	New York Herald Tribune Syndicate
Home Dressmaking (3w) (1/4)	Mildred Ash	International Feature Service, Inc.
Home Harmonious (w)	Antl de Campi	Chicago Tribune Newspapers' Syndicate

(Continued on page 44)

YES we print ANY preferred combination of Colored Comic Pages (Ready-Prints)

IN OUR plant we have all of the POPULAR Colored Comic Page Classics of the different syndicates—CAST, ROUTED, and STEEL-COATED ready for ANY favored make-up of 4-PAGE, 6-PAGE or 8-PAGE sections.

Newspapers must own local rights to comic pages used from the respective syndicates.

Write or Wire for Sample Proofs and Low Prices

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OLD FAVORITES WITH NEW HUMOR—

POTASH and PERLMUTTER

By MONTAGUE GLASS

A Weekly Mirth Packed Release—Always on Top of the News.

THE BELL SYNDICATE, INC.
JOHN N. WHEELER, PRES.
154 Nassau Street, N. Y. C.

TRAILING THE NORSE EXPLORERS

Three Women Will follow Leif Ericson

McNaught Syndicate is able to announce an extraordinary feature. The MacMillan Expedition is setting out June 19 for the Far North. For the Field Museum, Chicago, it will endeavor to trace the old Norse adventurers who first discovered North America, hunting for remains and records more than a thousand years old. It will be a thrilling expedition, and important to history.

For the first time, women are going to report a great exploration in the North. Miss Maude Fisher, of New York, now a student at Wellesley College, Mrs. Rowe Metcalf, of Providence, R. I., and Miss Marion Smith, of Wiscasset, Me., are the women.

Miss Fisher will write a diary, which will be sent by radio from the ship. This diary will be released through McNaught Syndicate in twelve weekly installments. From 2,000 to 3,000 words to each release.

It will be the big newspaper feature of this summer. Wire for rights or for particulars.

CRAIG KENNEDY

A new daily strip. Not comic. Detective story interest replaces the comic factor. Stories by Arthur B. Reeve himself. Art work by Harry J. Flemming, who works with Reeve.

Each detective story in this series features Craig Kennedy, the scientific detective. Each story runs through from two to three weeks. But each

day's strip carries the sustained mystery interest.

This feature is beautifully executed. It is utterly unlike anything else that is being offered to newspapers. It is sold already in Chicago, Boston, Baltimore, Albany, Buffalo, Cincinnati, Wheeling, Erie, Milwaukee, Rochester, Syracuse, Toronto, Passaic, Hamilton, O., and Union City, N. J.

"SAID BY MARK TWAIN"

Here is a new daily feature that is a big success already, although only just released. A little group of paragraphs and wise and humorous sayings by the Master Humorist. Never before printed in newspapers. Fully protected by copyright. Daily, with thumb-nail cut of Mark Twain. Here's a feature that has its audience waiting for it. Everybody loves Mark Twain.

"FORE!"

A new daily one-column golf feature; art and humorous text, by Kent E. Straat. It takes little space, but it is dear to the hearts of the golfers.

ELLISON HOOVER

In September we will begin releasing a series of three-column daily cartoons by this well-known artist. If you look at them you'll smile.

RUBE GOLDBERG

Daily cartoon strip

H. J. Tuthill, daily and Sunday

The Bungle Family

Carolyn Wells, daily

Funny stories

The Two-Way Pulpit, weekly

John Roach Straton and H. C. Herring

Roe Fulkerson

Andrew and Imogene, daily

Hotel Stenographer, daily

Sunday Morning Breakfast, weekly

WILL ROGERS

Daily and weekly

GUS MAGER

"Oliver's Adventures"

Daily Strip

O. O. McINTYRE

Daily and weekly

Irvin S. Cobb, daily

Favorite stories

Clifford McBride, weekly

Wordless Side-splitters

Albert Payson Terhune, weekly

"Tales of Real Dogs"

Fatty Lewis, weekly

Julia Boyd Fashion Service

Three times a week

THE McNAUGHT SYNDICATE, Inc.

TIMES BUILDING, NEW YORK CITY

V. V. McNITT, *President*

F. J. MURPHY, *Treasurer*

C. V. McADAM, *Vice-President*

GENERAL NEWSPAPER FEATURES

(Continued from page 42)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Home Interest Page, Home Kitchen, Home-Making Helps, etc.

I

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like "I and George", Illustrated Story, I'm the Gink, etc.

J

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Jack Rabbit Stories, John Smith and His Car, Jokes, etc.

K

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Kellygrams, Kiddie Klub, King Fuzzy-Paws, etc.

L

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Labor Articles, Lait, Jack—(story), Latest from Paris, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Love Confessions of Great Men, Love Notes, Love Trap, etc.

M

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Ma (Gov.) Ferguson Says, Magazine Features, Magazine Page, etc.

(Continued on page 46)

Send for Our NEW CATALOGUE

Describing 62 Features and 6 News Services



LEDGER AND POST SYNDICATES PHILADELPHIA NEW YORK

What Every Editor Wants What Every Reader Looks For

Personalities in the News. How Do They Do It? Why Do They Do It? News Facts. News Features.

Talk of Them in the Street! Read Them in the Home!

The News Syndicate of Personalities—One Year Old To-Day. Write for Terms and Samples.

T-BEAN NEWSPAPER SYNDICATE 299 Madison Ave., New York THEODORA BEAN, Editor

The Syndicator

"A Feature Paper For Newspapers"

NEW YORK, JUNE 5, 1926

Tentative Release Date For Contents of This Issue, July 5, 1926.

More than sixty features daily by outstanding artists and writers.

Copyright Wheeler-Nicholson, Inc.

Entered as second-class matter Post Office, N. Y. C.

PERIODICAL LAUNCHED

SOME WHEELER-NICHOLSON

So This is New York

HINKY **LIUNGAN**

Some few years ago it was some- what necessary to add a dozen or so extra surface cars to take care of New York's increasing traffic. Then a little later the elevated lines were added with their curious steam locomotives—fast transportation was still in a jam. The surface cars were filled to their capacity, the elevated not having any seeming influence and yet they, too, were crowded. Then the first subway was inaugurated running only a short distance. This did not relieve the situation and other subways were constructed. These, too, time became congested with the ever increasing crowds. So today a program of subway construction is assured that will be the most stupendous transportation feat since the extension of the national train routes from the Mississippi to the West Coast. Hundreds of millions are to be spent to rush the millions of souls to and from their work. And I venture a guess that in a few years additional means will have to be employed to take care of the city's transportation problem.

Statistics show that over sixty five thousand people attend the matinees in New York City. These thousands reach the subway on their way home at just the same hour as a million others from shop and office. As a result there is what is termed a "subway jam." People packed in subway coaches like sardines in a can. If you accidentally place your elbow in a fellow passenger's eye you must leave there until the next station where there will be a slight change in things. The gentlemen who are reclining easily on your seat must get off, and another will take his

Beauty Hint

By Peggy Hopkins

THE PERMANENT



How many hideous waves, left in of last year's permanents, lately over bridge to these are just enough to make you wince. "We'll be frank," says "Mrs. Jones," "I know, but the amount of only in proportion which the hair and both before and after a healthy head of hair is a good wave. Color calls in scalp are not destroyed. Split ends are easily removed by constant care must be the hair afterwards.

To play really safe, one should use a hair dresser to do a lock of one's hair. The result won't be such a gamble. City hair salons are not infrequently run by less than the best. If your hair is dry, frequent use of the permanent wave process will make it worse. If you have a perm, be sure your hair is in condition before you take another.

Remember those mops you've seen? Well, necessary, no, but the fault of the process used will get you into a hair brush, instead of with long, soft plait waves, with upward curls. This not only ruins the hair, but it brings down from the scalp. The permanent dries it out of the hair, and the frequent use of the hair brush will make it worse. Be sure your hair is in condition before you take another.

Split ends should be cut, not singed. Treat the hair with the finger. Last but not least—let me encourage those frequent and expensive trips to the hair dresser for wave waves. Do it yourself, just get some nice long, broad comb or even hair pins. It's easy to learn to slip them into place. The little net over the ensemble, then do what you please about the house for a half hour till the waves set. All trim and gleaming. One of the worst things for your permanently waved hair is the artificial dryer.

Your best shampoo is a castile soap and olive oil solution, but let me reiterate, you will get the most out of your hair if you use your hair brush. Use it.

At Last, The Feature Paper For Newspapers!

The SYNDICATOR is launched to-day as the final solution of the syndicate problem. The SYNDICATOR provides the finest syndicate service at the lowest cost on the market.

It smashes custom and prices! It makes syndicate service scientific and certain and ends the chaos in the syndicate field.

The SYNDICATOR cuts cost by doing away with expensive sales force and expensive mail promotion, with costly advertising of separate features and expensive preparation of separate editorial copy. It further cuts costs by carrying advertising.

The SYNDICATOR raises quality by buying fresh, timely material on the open market as does any other periodical. It will end the condition of dry rot and sterility of ideas afflicting the syndicate field.

The paper that subscribes to the SYNDICATOR service will inevitably be the brightest and most sparkling paper in its community.

Watch for your copy of the SYNDICATOR, a standard size paper printed on regular news print in 8 columns.

Reflect on the vast possibilities that such a service opens up to an editor heretofore shackled by the limitations of old-fashioned syndicate methods.

Only one paper in each community can have SYNDICATOR service.

YOUR SUBSCRIPTION ORDER SHOULD BE WIRED IN QUICKLY TO

WHEELER-NICHOLSON, Inc.
Malcolm Wheeler-Nicholson, Pres.
373-4th Avenue New York City

DAILY HEALTH TALKS

FREDERIC DAMRAU, M.D.

Approximately one person in every sixty is so deaf that he cannot hear his own living. According to Dr. Harold Hays, there are no less than ten hundred thousand persons in New York City suffering from deafness sufficient to incapacitate them socially or economically. Furthermore, probably 50 per cent of us are afflicted with some degree of impairment of hearing in one or both ears. So you see the subject of deafness is one of great practical importance.

I once told a patient that he had an inflammation of the middle ear. He retorted that he had only two ears, a right and a left one. However, if you were to push a hairpin into your ear canal, a trick you should never try, it would travel along for a distance of about an inch and a quarter and then strike a membrane. That membrane is the ear drum. On the other side of the ear drum is the middle ear.

The middle ear is an important part of the hearing apparatus. It contains three tiny bones, linked together to form a lever. When the eardrum vibrates, the vibrations are magnified and carried by these tiny bones to the internal ear, the organ which perceives the sound and sends the messages to the brain. The great majority of cases of deafness are due to disease of the middle ear. When this part of the body becomes inflamed, the little bones contained within it may be tied in a knot, as it were, by adhesions; the middle ear cavity then may become swamped with mucus or pus; or an abscess may form in the back of the middle ear, and destroy the three tiny bones. It is small wonder, under such circumstances, that the patient does not hear well.

The middle ear cavity is connected with the back of the nose and throat by means of a tube, known as the eustachian tube. It is easy to understand why Nature has given us the eustachian tube, if you climb to the top of a high mountain, you will find the eardrums greatly flattened. On the other hand, if you pass through a deep tunnel, the air will be condensed. If you had no eustachian tube, your ear drum would be sucked out when you climbed the mountain and pushed in when you entered the tunnel. The eustachian tube allows the air from the outside to enter the middle ear, with the result that the pressure on both sides of the ear drum is equalized.

Unfortunately, the eustachian tube allows germs as well as air to pass through it. If you have a cold in the head, the germs indeed in the back of your nose are given complimentary tickets. The germs, nearly, the openings of the eustachian tube at the back of the

TESTED RECIPES FOR LONG LIFE

By Almond of the Three-Scores-and-Two Society

By George Haven Putnam, Famous Publisher

"I have no actual recipe for long life. I follow the practical prescription of Confucius in 'Sator Resartus'; 'Do the thing that lies next and the thing will take care of itself.'"

"The work by which a man earns his living should not be permitted to monopolize his thoughts and his interests."

"The day, or the work, should include allowance of physical activity. My own routine has been, during the winter, to walk about four miles a day. In summer there is less walking but opportunity has been made for tennis and surf bathing among other things."

"A man's obligations may be classed as: himself, to develop his ideals and shape his life as far as he may find practicable in accordance with those ideals. To fulfill his duty to those for whom he is responsible to fulfill his duty to the community he lives in, to his city, his State and his nation. To maintain the law, but to share in securing better law."

"It is my conclusion that the prospect of securing a fairly long life is probably furthered by the maintenance of a well-ordered and balanced activity."

BE SURE FIRST

Worried. I have been told that I have lung disease. As I work in an office now, the open air. Do you think I could cure myself by driving a taxicab for a living, so as to be in the open?

If you have tuberculosis, driving a taxicab would be the worst thing for you. It is entirely too strenuous. Best in even more important than fresh air. You had better see your doctor and be advised by his services. Who told you that you have "lung disease"?

Wheeler-Nicholson, Inc. features for young and old alike. Among the features in the "The Adventures of Vivian Vandy" "Ivanhoe" "The Gold Bug," and "Treasure Island" Wheeler-Nicholson's Daily Comics, including "Ambitious Ambrose" "Little Otis" "Cheerful Charlie" "Duckville Doings" "Mike O'Kay" "Looney Land" "Uncle Eph" "Squirrel Food" "College Comics"

"The Syndicator" also contains six pages of features for women, a daily fashion feature for men, two complete pages of sports features, a page of daily editorials, with editorial cartoon, a crossword puzzle page, and a page of news pictures.

Subscribers using "The Syndicator" service will clip printed matter, two copies being sent each subscriber for this purpose. Mats of picturized novels and short stories, as well as mats of all other cuts or illustrations, are forwarded promptly to all subscribers, and mats of the daily picture service are sent daily by fast mail.

"The Syndicator," one of the most important innovations in the syndicate field in years, is a permanent institution. It provides you with a comprehensive service of the highest class at a minimum of cost.

WIRE IMMEDIATELY FOR PRICE QUOTATION ON EXCLUSIVE RIGHTS IN YOUR CITY. THE TERMS WILL ASTONISH YOU.

WHEELER-NICHOLSON, Inc.
373 Fourth Avenue New York City

WHEELER-NICHOLSON MAKES SENSATIONAL INNOVATION IN NEWSPAPER SYNDICATE FIELD

Publication Radically Lowers Cost and Raises Quality of Features—Unique Combination of Clip Service and Mats

PERMITS GROUP BUYING

Wheeler-Nicholson In Announcement Details of System Expected to Revolutionize Feature Marketing

NEW YORK, June 5.—Major Malcolm Wheeler-Nicholson, Inc., today announced the inauguration of a new syndicate service. The number of the new weekly feature paper, the SYNDICATOR, was issued today. "Syndicate service as it has been up to now is basically faulty," he said, "there is no reason in the world why syndicate material should be so low in quality and so high in price. The newspapers of this nation are well able to handle material at lower cost if someone will inaugurate a better system."

Wheeler-Nicholson, Inc., offers this system. This offers serious study and hearty co-operation of newspaper publishers and artists. The SYNDICATOR which starts as a syndicate will eventually be converted into a daily syndicate. It is packed and crammed with a wealth of artistic material of highest quality, sold at absolutely lowest price in the market.

Old Evils Corrected

SYNDICATOR at one blow removes all the very evils of the present syndicate system. These evils are: As regards the syndicates, they have become syndicate entities rather than creative forces. They are lacking in originality. Their prices are out of line. There are too many syndicates bidding up the prices of artists. Too many expensive salesmen are employed. Syndicates indulge too much in costly advertising. They should devote vastly more energy to the production of their material. They have not yet grasped the meaning of the word 'service.' They indulge in wastefulness.

Wheeler-Nicholson, Inc., offers this system. This offers serious study and hearty co-operation of newspaper publishers and artists. The SYNDICATOR which starts as a syndicate will eventually be converted into a daily syndicate. It is packed and crammed with a wealth of artistic material of highest quality, sold at absolutely lowest price in the market.

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(Continued on Page 2)

GENERAL NEWSPAPER FEATURES

(Continued from page 44)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various newspaper features like 'Modes Miniature', 'More Truth Than Poetry', etc.

N

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features starting with 'N' like 'Nature Articles', 'Nature's Notebook', etc.

O

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features starting with 'O' like 'Of Interest to Women', 'Old Gardner Says', etc.

P

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features starting with 'P' like 'Parent-Child Feature', 'Parents (w)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features starting with 'P' (continued) like 'Paris Fashions', 'Paris Fashion (w)', etc.

Q

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features starting with 'Q' like 'Queen's Counsel', 'Queer Life', etc.

R

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists features starting with 'R' like 'Racing Service', 'Radio (d)', etc.

(Continued on page 48)

Magazine Sections and COMICS in Full Colors

This company specializes on high grade work. Our aim is constantly—how good can we make them—rather than how many can we grind out per hour.

Yet You'll Find Our Prices No Higher

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Peoria Star Journal Memphis News Scimitar
Newark Jersey Transcript

Why Not Join This List of Papers Wire for Terms and Territory



COSMOS NEWSPAPER SYNDICATE INC. Covering the World NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief Myles F. Lasker, Vice-President and General Manager

Mary Marshall

FASHION WRITER

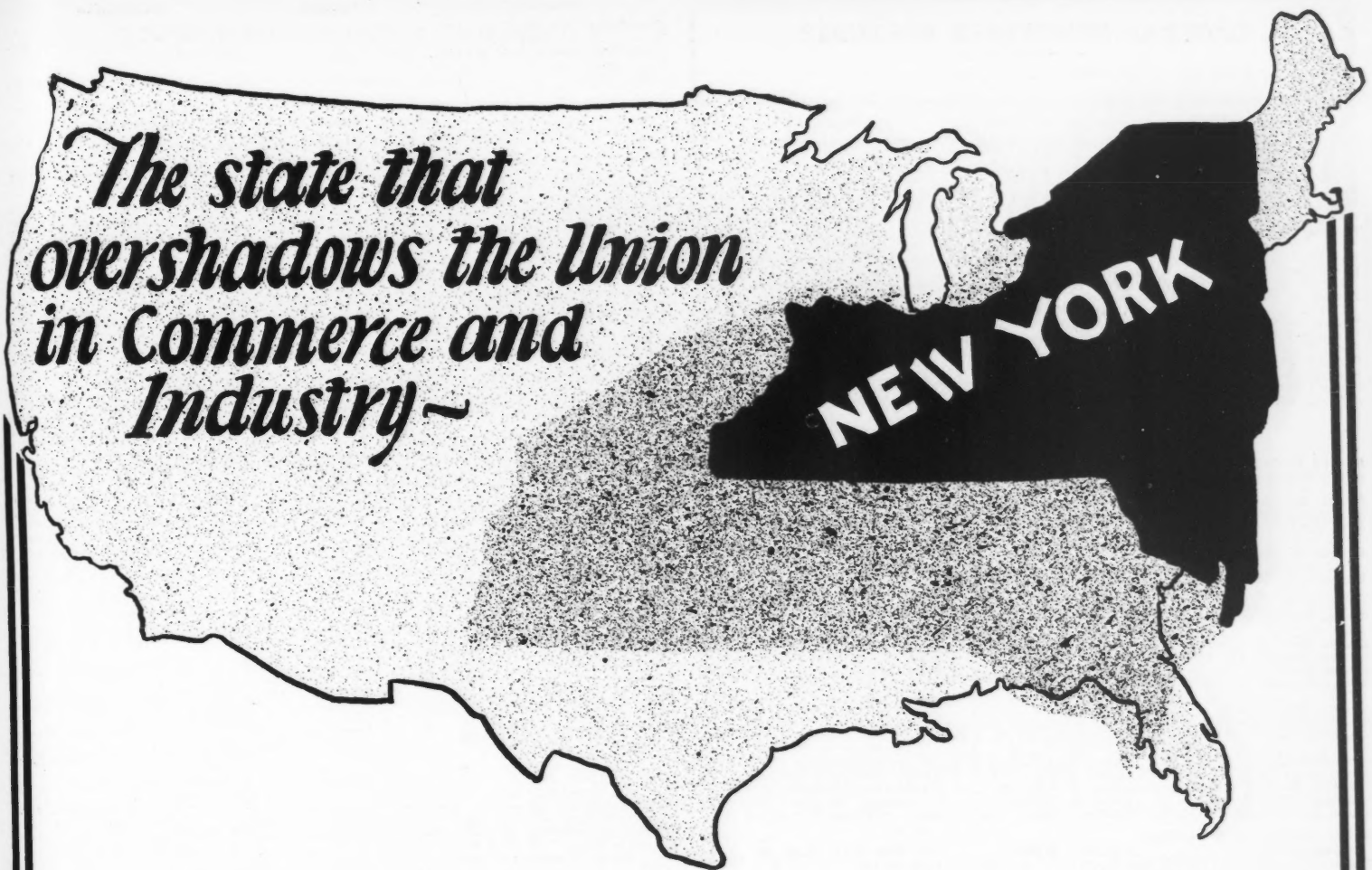
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First in Commerce, in Industry and Population, national advertisers always head the list with the daily papers of New York State as the most direct method of reaching the actual buyers of this great state.

New York's splendid railroads, automobile roads and water ways make

freight movements economical and speedy. Its modern stores are numerous and the hundreds of communities and shopping centers are surpassed by no other state.

Get the benefit of this great source of buying power through the daily papers.

		Circulation	2,500	10,000		Circulation	2,500	10,000
		Lines	Lines	Lines		Lines	Lines	Lines
**Albany Evening News.....(E)		34,444	.10	.10	**Mount Vernon Daily Argus.....(E)	9,671	.05	.05
**Albany Knickerbocker Press.....(M)		34,016	.11	.11	**Newburgh Daily News.....(E)	12,132	.06	.06
**Albany Knickerbocker Press.....(S)		56,924	.16	.16	††New Rochelle Standard-Star.....(E)	6,596	.04	.04
**Amsterdam Recorder-Democrat.....(E)		7,810	.04	.04	**The Sun, New York.....(E)	257,067	.80	.56
††Auburn Citizen.....(E)		6,339	.065	.055	**New York Times.....(M)	358,471	.80	.784
**Brooklyn Daily Eagle.....(E)		73,784	.22	.22	**New York Times.....(S)	610,041	.95	.931
**Brooklyn Daily Eagle.....(S)		84,997	.22	.22	††New York Herald-Tribune.....(S)	345,484	.693	.673
*Buffalo Star and Enquirer.....(E)		30,134	.13	.09	††New York World.....(M)	287,662	.595	.58
*Buffalo Courier.....(M)		58,083	.17	.13	††New York World.....(S)	582,929	.595	.58
*Buffalo Courier.....(S)		104,303	.27	.22	††New York Evening World.....(E)	294,442	.595	.58
**Buffalo Evening News.....(E)		136,294	.25	.25	**Niagara Falls Gazette.....(E)	20,629	.07	.07
**Buffalo Evening Times.....(E)		102,562	.21	.21	**Port Chester Item.....(E)	4,732	.03	.03
**Buffalo Sunday Times.....(S)		108,219	.21	.21	**Poughkeepsie Star and Enterprise.....(E)	12,624	.06	.06
**Buffalo Express.....(M)		53,254	.14	.12	††Rochester Times-Union.....(E)	70,406	.21	.20
**Buffalo Express.....(S)		59,243	.18	.14	††Syracuse Journal.....(E)	65,326	.16	.16
**Buffalo Express Leader.....(E)		9,339	.05	.05	**Troy Record.....(M&E)	22,879	.06	.06
††Corning Evening Leader.....(E)		33,467	.11	.11	**Watertown Times.....(E)	17,334	.06	.06
**Elmira Star-Gazette Advertiser.....(E&M)		7,991	.05	.05				
**Freeport Daily Review.....(E)		5,040	.04	.04				
††Geneva Daily Times.....(E)		7,238	.035	.035				
**Gloversville Leader Republican.....(E)		7,751	.05	.05				
††Ithaca Journal-News.....(E)		11,636	.04	.035				
*Jamestown Morning Post.....(M)		7,127	.04	.04				
**Middletown Times-Press.....(E)								

* A. B. C. Statement, Sept. 30, 1925.
 ** A. B. C. Statement, March 31, 1926.
 †† Government Statement, March 31, 1926.

GENERAL NEWSPAPER FEATURES

(Continued from page 46)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Radio News (w) (3), Thomas Stevenson, Stevenson Radio Syndicate.

S

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Said by Mark Twain (d) (1/4), Mark Twain, McNaught Syndicate, Inc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Serial, "Sylvia" (d) (2), Ninon Romaine, Wheeler-Nicholson, Inc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Shopping Economy (d), Mrs. Harland H. Allen, Harland H. Allen Feature Service.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Special Auto Article Service (w), William Ullman and F. C. Russell, Ullman Feature Service.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Stock-A-Day (d) (ill), Bell Syndicate, Inc., Money (d), Jack Lait, International Feature Service, Inc.

T

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Table Manners for Auction Bridge, Marie Van Riper Watts, Imperial News Service.

(Continued on page 49)

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GENERAL NEWSPAPER FEATURES

(Continued from page 48)

FEATURE	AUTHOR	SYNDICATE
Tiny Tot Tales (d) (1/4)	Martha Hart	Des Moines Register & Tribune Syndicate
Tip Topics (w) (1)	"Tip" Bliss	Wheeler-Nicholson, Inc.
Toby Tinkle (w) (1/4)	Martha Hart	Des Moines Register & Tribune Syndicate
Today (d)	Arthur Brisbane	International Feature Service, Inc.
Today's Fashions (2tw) (1)		Newspaper Feature Service, Inc.
Today's Great Birthdays (d) (1/6)		C. C. Powell Newspaper Features
Today's Talk (d)	George Matthew Adams	George Matthew Adams Service
Tom Masson on Books (w) (1)	Tom Masson	Cosmos Newspaper Syndicate
Tomorrow's Menu (d)		McClure Newspaper Syndicate
Topical Articles (w)	Arnold Bennett	McClure Newspaper Syndicate
Topical Articles (w)	Sir Philip Gibbs	McClure Newspaper Syndicate
True Stories (d)	Various	Bell Syndicate, Inc.
True Stories (d)	Various	Graphic Syndicate
True Stories (short) (d)	Various	Graphic Syndicate
True Life Stories (d-w)	Various	Chicago Tribune Newspapers' Syndicate
Truth, The (2tw) (1/3)	Elinor Glyn	King Features Syndicate, Inc.
Twenty Years on Broadway and the Years it Took to Get There	George M. Cohan	Bell Syndicate, Inc.
Twin Stories (d) (1/4)	Lucy Fitch Perkins	Houghton Mifflin Syndicate Bureau
Two-Way Pulpit, The (religious) (w) (2)	Rev. John Roach Straton and Huhert C. Herring	McNaught Syndicate, Inc.
U		
Uncommon Sense (d)	John Blake	Bell Syndicate, Inc.
Uncle Ray's Corner (d) (2)	Ramon Coffman	Publishers' Syndicate
Uncle Sam's Cook Book (d-w) (1/4)	R. H. Lecraw	National Feature Service
Uncle Sam Says (d)	R. H. Lecraw	Thompson Feature Service
Up and Down Broadway (d) (1)	Karl K. Kitchen	New York World Syndicate
Useless Information (d) (1/3)		Audio Service
V		
Vanity Fair (3tw) (1/4)	Conde Nast	United Feature Syndicate
Ventures into Science (d) (1/4)	Watson Davis	Science Service
Verse (w)	A. A. Milne	Metropolitan Newspaper Service
Verse—Daily Poem (d)	Miscellaneous	Editors' Feature Service—Johnson Features, Inc.
Verse—"Everyday Poems" (d)	George Elliston	Associated Newspapers
Verse—"Goops" (d)	Gelett Burgess	Chicago Tribune Newspapers Syndicate
Verse—"Just Folks" (d)	Edgar A. Guest	George Matthew Adams Service
Verse—"Lyrics of Life" (d)	Douglas Malloch	McClure Newspaper Syndicate
Verse—"More Truth Than Poetry" (d)	S. E. Kiser	International Syndicate, Inc.
Verse—"More Truth Than Poetry" (d)	J. J. Montague	Bell Syndicate, Inc.
Verse—"Muvver and Me" (d)	Robert Livingston	Houghton Mifflin Syndicate Bureau
Verse—"Poems I Love" (d)	Charles Hanson Towne	Central Press Association
Verse—"Rippling Rhymes" (d)	Walt Mason	George Matthew Adams Service
Verse—"Rhyming Optimist" (d) (1/4)	Ailne Michaelis	International Feature Service, Inc.
Views and Reviews (w) (1/3)		Editor's Copy
Vignettes of Life (w) (fp)	Frank Godwin	Ledger Syndicate
Vigorous Health (d)	Paul J. Veatch	Graphic Syndicate
W		
Wake of the News (d)	Harvey Woodruff	Chicago Tribune Newspapers Syndicate
Walks in New York (w)	Winifred James	T-Bean Newspaper Syndicate
Wall Street Paragraphs (d) (1/2)		Post Syndicate
Want Ads (d)	G. M. Adams	George Matthew Adams Service
Washington Letter (d) (1/4)	C. P. Stewart	NEA Service, Inc.
Washington Letter (d) (2)	Frederick Wm. Wile	Editor's Feature Service—Johnson Features, Inc.
Washington News Letter (d) (2)	Robert Barry	New York World Syndicate
Washington News Service (d)		Ledger Syndicate
Washington Notes (w)		Editor's Copy
Water Nymph Club (d) (1/4)	Merze M. Seelberger	Des Moines Register & Tribune Syndicate
Way I Feel About It, The (d) (1)	Wilbur Sutton	Editor's Feature Service—Johnson Features, Inc.
Way of the World (d)	Grove Patterson	Republic Syndicate, Inc.
We Women (d) (3/4)	Betty Brainerd	Associated Newspapers
Weather, The Probable (w)	A. D. Elmer	Cambridge Associates
Week in Finance (w) (2/3)	Paul Willard Garrett	Post Syndicate
Weekly Dozen Shorts (auto) (w) (1)	Staff	Ullman Feature Service
Weekly Sermon (w) (1)	Rev. T. B. Gregory	Newspaper Feature Service, Inc.
Weekly Story (w)	Fannie Hurst	McClure Newspaper Syndicate
What Do You Know About Your Government? (d)	C. E. Brown	Cosmos Newspaper Syndicate, Inc.
What Does Your Child Want to Know? (d) (ill)		Bell Syndicate, Inc.
What Every Woman Knows (d) (1/4)	Gabrielle Forbush	Wheeler-Nicholson, Inc.
What Today Means to You (d-w)	Mary Blake	Bell Syndicate, Inc.
What's Behind Your Stock (d)	Staff	Cambridge Associates
What's In a Name (d) (1/4)	Leslie Gray	Wheeler-Nicholson, Inc.
What's It All About (d)	Paul Allen	Graphic Syndicate
What's What (d) (1/3)	Helen Decle	Ledger Syndicate
When I First Met (d)	Wm. Tilden 2nd	Bell Syndicate, Inc.
Where Are They Now (3-w) (1/4)	Joseph Kaye	Wheeler-Nicholson, Inc.
Who—Why—What—When—Where (d) (1/6)		Ledger Syndicate
Why the Weather (d) (1/6)	Dr. Charles F. Brooks	Science Service
Wilde's Letters to Bernhardt (w) (fp)		Cosmos Newspaper Syndicate, Inc.
Will Rogers Articles (ill) (w)	Will Rogers	McNaught Syndicate, Inc.
Willie Willis (d) (1)	Robert Quillen	Publishers' Syndicate
Wilson, Woodrow (ill)	William Allen White	Bell Syndicate, Inc.
Winning the Game (d)	James Hay, Jr.	Current News Features, Inc.
Wit Bits (w)	George Halasz	Continental Features
Woman of It, The (3tw) (1)	M. M. Marshall	New York World Syndicate
Woman's Editorial (d) (1/4)	Cynthia Gray	NEA Service, Inc.
Woman's Page (w) (fp)		World Color Printing Co.
Women's Page Articles	Edith Johnson	Republic Syndicate, Inc.
Women's Page—Domestic Science (3w) (1/4)	Hannah Wing	International Feature Service, Inc.
Women's Page—"Economy Kinks" (3w) (1/4)	L. B. Robbins	Houghton Mifflin Syndicate Bureau
Women's Page Feature (w) (fp)	Kathleen Norris	Bell Syndicate, Inc.
Women's Page Feature (d-w)	Mabel Grace	Arco Newspaper Feature and Fiction Service
Women's Page—Home Dress Making (3w) (1/4)	Mildred Ash	International Feature Service, Inc.
Women's Page—"Our Common Road" (d) (1/4)	Agnes Edwards	Houghton Mifflin Syndicate Bureau
Woman's Serial (d) (1)	Mildred Barbour	Metropolitan Newspaper Service
Woman's Special Page (w)	Various	Chicago Tribune Newspapers Syndicate
Women, Careers for (d) (3/4)	Business Women	Houghton Mifflin Syndicate Bureau

(Continued on page 50)

I am pleased to announce the following additions to the personnel of our organization;

VERNE PRIDDY
formerly of N. W. Ayer & Son
and
The Butterick Publishing Company

STEPHEN BOURNE
formerly of the Brandes Products Corp.
and
Thomas F. Logan, Inc.

MR. PRIDDY AND MR. BOURNE
will be associated with the staff of our New York Office

H. WINTHROP TAYLOR
formerly with the Condé Nast Publications
and
The New York American

MR. TAYLOR
will be associated with our Boston Office

FRED H. SALSMAN
formerly of the National Advertising Dept.
of the Hearst Publications

JOHN H. POUGH
formerly of Robert E. Ward,
Publishers Representatives

MR. SALSMAN AND MR. POUGH
will have their headquarters in our Chicago Office

PAUL V. HANSON
formerly Associate Manager of our Boston Office will, henceforth, be associated with the staff of our New York Office

Paul Block

NEW YORK CHICAGO BOSTON DETROIT PHILADELPHIA

GENERAL NEWSPAPER FEATURES

(Continued from page 49)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Women, Chats To (d-w)', 'Women, Famous and Otherwise (w)', 'Word of Comfort, A.', etc.

Y

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Ye Towne Gossip (d) (1/4)', 'Yes or No (d) (1/4)', 'Your Said It, Marcelline (d) (1/4)', etc.

Z

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Zenith Short Fiction (w) (fp)', 'Zoe Beckley's Corner (d) (1/2)'. Note: 'Zoe Beckley' is misspelled as 'Beckley' in the original.

NEWSPAPER ART

(Cartoons, Comic Strips, Magazine Covers and Sketches)

A

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Able the Agent (d-w) (6) (fp) (c)', 'Adventures of Mr. A. Worm (w)', 'Amateur Etiquette (d) (1)', etc.

B

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Barney Google (d-w) (6-7) (fp) (c)', 'Believe It or Not (d) (3)', 'Betty (w) (fp) (c)', etc.

C

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Campus Cowboys (d) (6)', 'Cap Stubbs (d) (6)', 'Captain and the Kids (w) (fp) (c)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Cartoons (h-1) (d-w)', 'Cartoons (d) (h-1) (3)', 'Cat Tales (d) (4)', etc.

D

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Daffy Demonstrations (d) (2)', 'Dan Smith (w) (fp) (c)', 'Danny Dingle (d) (5)', etc.

E

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Eddie's Friends (d) (3)', 'Ella Cinders (d-w) (6) (fp) (c)', 'Elmer (w) (fp) (c)', etc.

F

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Famous Fans (d) (3)', 'Famous Short Story Series (d) (5-6)', 'Felix (w) (fp) (c)', etc.

G

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Gas Buggies, or Hem and Amy (d) (6)', 'Gasoline Alley (d-w) (c) (6) (fp)', 'Gentlemen Prefer Blondes (d) (16)', etc.

H

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Hairbreadth Harry (d-w) (6) (fp) (c)', 'Hambone's Meditations (d) (1)', 'Hank & Pete (d) (6)', etc.

I

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Illustrated Jokes (d) (1)', 'Illustrated Jokes (d) (1)', 'Indoor Sports (d) (4)', etc.

(Continued on page 51)

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50 INTERTYPES

are being used by



NEWSPAPER ART

(Continued from page 50)

J

FEATURE	AUTHOR	SYNDICATE
Jazzbo Jones (d) (8)	G. W. Walker	Columbia Newspaper Service
Jerry on the Job (d) (8)	Walter Hoban	International Feature Service
Jimtown Weekly (w) (2-4)	Barrie Payne and Check	Stafford
Jolly Jingles (w) (7-8) (tab)	Dudley F. Fisher, Jr.	National News Service
Jinglets (d) (8)	Al Posen	Chicago Tribune Newspapers Syndicate
Joe (d) (8)	Vic	New York World Syndicate
Joe and Asbestos (d) (8)	Ken Kling	Bell Syndicate, Inc.
Jolly Jingles (d) (4-6)	Graham Hunter	Ledger Syndicate
Jolly Jingles cover page (w) (fp)	Fisher	World Color Printing Company
Joyce Arden (d) (6)	Glady's L. Ripley	Editors Syndicate
"Jo" (d) (6)	Hollman	New York Herald Tribune Syndicate
Just Humans (d) (2-3)	Gene Carr	Ledger Syndicate
Just Kids (d-w) (3-5-8) (fp) (c)	Ad Carter	King Features Syndicate, Inc.
Just Like a Man (d) (2-6)	Jean Knott	International Feature Service

K

Katzenjammer Kids, The (w) (fp)		
(c)	H. H. Knerr	International Feature Service
Kabibbo Kabaret (d) (2)	Harry Hershfield	International Feature Service
Keeping Up with the Joneses (d)	Pop Momand	Associated Newspapers
Kelly Kids (w) (7-8)	Lyman Young	National News Service
Kelly Kids (w) (fp) (c)	Lyman Young	World Color Printing Company
Kid Duggan (d) (6)	Frank Best	Bell Syndicate, Inc.
Kiddie Kapers (d) (2)	Bill Bailey	Columbia Newspaper Service
Kiddie Can Do It (2)	Cobb Shinn	World Color Printing Company
Kids in Our Block, The (d) (5)	Louis G. Ferstadt	Graphic Syndicate
Krazy Kat (d-w) (2-8)	George Herriman	International Feature Service

L

Lady Bountiful (w) (fp)	Gene Carr	Ledger Syndicate
Laugh and Learn (d) (5)	Kerry Conway	Graphic Syndicate
Let We Forget (d) (2)	Joe Archibald	Wheeler-Nicholson, Inc.
Let the Wedding Bells Ring Out (d) (2)		King Features Syndicate, Inc.
Life's Little Comedies (w) (7-8) (hp)	Frise	Star Newspaper Service
Little Jimmy (d-w) (6) (fn) (c)	James Swinnerton	International Feature Service
Little Mary Mix-Up (d) (8)	Brinkerhoff	New York World Syndicate
Little Napoleon (d) (6)	Bud Counihan	New York World Syndicate
Little Nemo (w) (fp) (c)	Windsor McCay	New York Herald Tribune Syndicate
"Little Otto" (d) (5-6)	H. T. Elmo	Wheeler-Nicholson, Inc.
Live News Strip (d) (5)	Kulliker	Graphic Syndicate
Loney Land (d) (1)	Navon	Wheeler-Nicholson, Inc.
Lost Leaves of History (d) (2-3)	P. E. Sumner	Premier Syndicate, Inc.

Mc

McBride, Clifford (w) (tab-hp)	Clifford McBride	McNaght Syndicate, Inc.
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M

FEATURE	AUTHOR	SYNDICATE
Magazine Cover (w) (7-8)	Various	Johnson Feature Service, Inc.
Magazine Cover (w)		Ledger Syndicate
Magazine Pages (w)		Ledger Syndicate
Magio Pictura (d) (1)		National Newspaper Service
Making the Grade (d) (3)	Kessler	Graphic Syndicate
Man in the Brown Derby (w) (fp) (c)	H. T. Webster	New York World Syndicate
Mazie the Model (d) (5-8)	Unsigned	King Feature Syndicate, Inc.
May and June (d) (5)	H. A. MacGill	Graphic Syndicate
Men Who Made the West (d) (3)	Dr. Elliot Shoring	National Newspaper Service
"Mike" O'Kay (d) (5-8)	Roberts	Wheeler-Nicholson, Inc.
Minute Movies (d) (6)	Ed Wheelan	George Matthew Adams Service
Miss Information (d) (1)	Hy Gage	Ledger Syndicate
Modish Mitzi (fashion) (d) (6)	Jay V. Jay	George Matthew Adams Service
Mom'n Pop (d) (8)	Taylor	NEA Service, Inc.
Moon Mullins (d-w) (6) (fp) (c)	Frank Willard	Chicago Tribune Newspapers Syndicate
More Sports (w) (2)	H. F. Vorhees	National Newspaper Service
Mother Goose (w) (4)	Eleanor Schorer	Columbia Newspaper Service
Movie Strip (d) (7)	Link	World Color Printing Company
Mr. & Mrs. (w) (fp) (c)	Clare Briggs	New York Herald Tribune Syndicate
Mr. Dough and Mr. Dubb (w) (fp) (c)	F. B. Opper	International Feature Service
Muscle Movies (d) (1)	Staff	Wheeler-Nicholson, Inc.
Mutt and Jeff (d-w) (2) (fp) (c)	Bud Fisher	Bell Syndicate, Inc.
Mystery & Adventure Series (Ivanhoe, etc.) (d) (5-8)	Nicholas Afonsky	Wheeler-Nicholson, Inc.

N

Nebbs, The (d-w) (6) (fp) (c)	Sol Hess	Bell Syndicate, Inc.
Newlyweds, The (d) (6)	Charles McManus	King Features Syndicate, Inc.
News Comic (d) (3)	Haenigsen	New York World Syndicate
News Comic (d) (3)	Tom Johnstone	New York World Syndicate
Noozle (d) (1)	Hanny	International Syndicate

O

Oh! Margy (d-w) (1) (5-7)	John Held, Jr.	United Feature Syndicate
Old Home Town (d) (3)	Lee Stanley	Johnson Feature Service, Inc.
Oliver's Adventures (d) (6)	Gus Mazur	McNaght Syndicate, Inc.
Once Upon a Time (d) (6)	W. J. Ewright	Ledger Syndicate
Orphan Annie (d-w) (6) (fp) (c)	Harold Gray	Chicago Tribune Newspapers Syndicate
Otto Watt (d) (1)	Barrie Payne	Associated Editors, Inc.
Our Boarding House (d-w) (3) (fp)	Ahern	NEA Service, Inc.
Out Our Way (d-w) (6) (fp)	Williams	NEA Service, Inc.

P

"Pa and Abie" (d) (3)	Russell	Wheeler-Nicholson, Inc.
Papers Say, The (d) (2)	Knekerbocker	NEA Service, Inc.
Pa's Son-in-Law (d) (8)	Wellington	New York Herald Tribune Syndicate
Pa's Son-in-Law (w) (fp) (c)	Wellington	New York Herald Tribune Syndicate
Pa and Ma (d) (8)	H. F. Vorhees	National Newspaper Service
Pete (d) (5-6)	Charles Voight	New York Herald Tribune Syndicate
Peter Rabbit (w) (fp) (c)		New York Herald Tribune Syndicate

(Continued on page 52)

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NEWSPAPER ART

(Continued from page 51)

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Pippin Junction (d) (3), Polly and Her Pals (d-w) (6) (fp), etc.

R

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Radio Rhymes (d) (6), Reglar Fellows (d) (6), etc.

S

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Salesman Sam (d-w) (6) (fp), School Days (d-w) (3) (fp), etc.

T

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Telling Tommy (d) (6), Texas Slim (w) (fp), etc.

U

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Uncle Eph (d) (1), Uncle Wiggily's Adventures (d-w), etc.

V

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Vest Pocket Comment (d) (1), Vignettes of Life (w) (fp-tab), etc.

W

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Washington Tubbs II (d) (6), Wedlocked (d) (5-6), etc.

SPORTING PAGE FEATURES (Including Sports Page Cartoons and Art)

A

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like As Edgren Sees It (3-w) (ill), Asparagus Tipps (d) (1), etc.

B

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Baseball (d) (2), Baseball (Big League & Amateur), etc.

C

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Canadian Sports News (w), Cartoons (d) (1), etc.

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Cartoons (d) (2-5), Cartoons (d) (3), etc.

D

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Dempsey Article (w) (1/4), Down the Line (d) (1), etc.

F

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Fight Game from the Inside, The, Football Articles (w), etc.

G

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Golf (d-w) (1/2), Golf as Champions Play It (d), etc.

H

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like Horse Race Service (d) (1/2).

I

Table with columns: AUTHOR, FEATURE, SYNDICATE. Includes entries like In Motordom (d-w), Inside Golf (d).

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SPORTING PAGE FEATURES

(Continued from page 52)

FEATURE	AUTHOR	SYNDICATE
L		
Listening Post, The (d) (1)	Walter Trumbull	Post Syndicate
Live Sport Strip (d) (5) (photos)		Graphic Syndicate
M		
Mat Service—Sports (d)		Central Press Association
McDuff (d)	Barrie Payne	Associated Editors, Inc.
Menke Sportograph (d) (3/4)	Frank G. Menke	King Features Syndicate, Inc.
N		
Mat Cracker, The (d) (3/4)	Joe Williams	NEA Service, Inc.
O		
Outdoor Lore (d) (ill)	R. E. Jeanson	Des Moines Register & Tribune Syndicate
P		
Par Chart (w)	Chester Horton	National Newspaper Service
Pennant Races and Question Box (w)	John J. McGraw	Christy Walsh Syndicate
Pitching Jinxes of Great Batters (w)	J. P. Glass	Republie Syndicate, Inc.
Pulling Proper Plays (3-w) (ill)	Eddie Collins	Bell Syndicate, Inc.
R		
Racing Articles (w) (1)	O'Neil Sevier	King Features Syndicate, Inc.
Rynnon Says (d) (1)	Damon Runyon	International Feature Service
S		
Soccer Science (series) (2)	An English Captain	International Syndicate
Sport a la Carte (d) (2)	Roy Grove	Johnson Feature Syndicate, Inc.
Sport Column (3-w) (ill)	Ed Hughes	Bell Syndicate, Inc.
Sport Pictures (w) (fp)		Central Press Association
Sportfolio (d) (1/8)	W. N. Taft	Ledger Syndicate
Sportfolio (d) (1-stick)	W. N. Taft	Ledger Syndicate
Sporting Goods, The (d-w)	Westbrook Pegler	Chicago Tribune Newspapers Syndicate
Sportlight	Grantland Rice	N. Y. Herald Tribune Syndicate
Sports Done Brown (d)	Norman E. Brown	Central Press Association
Sport Spoofs (cartoon-poem) (w) (3)	Ed Anthony	Imperial News Service
Sport Whirl (d) (2)	Ed Sullivan	Graphic Syndicate
Strolls Thru Sportville (d) (1)	W. F. Kirk	International Feature Service
T		
Tennis (2w)	Helen Wills	United Feature Syndicate
Tennis (d-w) (1/4)	Suzanne Lenglen	D. P. Syndicate
Tennis (2-w)	Helen Wills	United Feature Syndicate
Tennis Dispatches (3-w) (1/4)	Vincent Richards	Putnam Syndicate
Tennis, for Beginners (d) (1/4)	Capt. R. Innes-Taylor	Star Newspaper Service
Tennis, How to Improve Your	Wm. T. Tilden	Ledger Syndicate
Tennis, Winning (d)	"Baseline"	National Newspaper Service
That Little Game (d) (3)	Link	World Color Printing Company
Trap, Gun and Rod (w)	Sandy Griswold	National Newspaper Service
Twenty Years Ago (d) (1)	MacGreen	Graphic Syndicate
W		
Wake of the News (d)	Harvey Woodruff	Chicago Tribune Newspapers Syndicate
Wayside Tee (w) (1/4)	Grantland Rice	N. Y. Herald Tribune Syndicate
Wearin' Out the Green (w) (1)	Walter Trumbull	Post Syndicate
What's He Doing Now (3-w) (2)	Maxwell Cosmos	Newspaper Syndicate, Inc.
Where Is He Now (d)	William McNulty	Current News Features, Inc.
When We Were Young (d)	James M. Kahn	Graphic Syndicate
Winning Tennis (d)	"Baseline"	National Newspaper Service
Women's Athletics (d)	Mary I. Caldwell	National Newspaper Service

FEATURE AND PICTURE SYNDICATES OF THE UNITED STATES

Name	Address	Editor	Manager
George Matthew Adams Service	250 Park ave., New York	I. H. McHugh	Fitzhugh Green
Harland H. Allen Feature Service	440 Riverside Drive, New York	Harland H. Allen	Harland H. Allen
Arco Newspaper Feature and Fiction Service	Irvington, N. J.	Glen Emmons	H. R. F. White
Associated Editors, Inc.	Rm. 930 440 S. Dearborn st., Chicago, Ill.	John H. Millar	John H. Millar
Associated Newspapers	270 Madison av., New York		H. H. McClure
Audio Service	326 Madison st., Chicago, Ill.		V. E. Storey
Bain News Service	255 Canal st., New York	E. J. Edmonds	G. G. Bain, J. N. Wheeler, President
Bell Syndicate, Inc.	154 Nassau st., New York	Douglas Silver	H. M. Snevily
Cambridge Associates	174 Newbury st., Boston, Mass.	S. L. Sholley	T. F. Tilton, Aaron M. Jones
Central Press Association	Cleveland, O.	H. A. McNitt	H. A. McNitt
Joe Mitchell Chapple Associates, Inc.	952 Dorchester ave., Boston, Mass.	J. M. Chapple	C. F. Dillmann
Chicago Journal of Commerce Syndicate	12 E. Grand ave., Chicago, Ill.	Glenn Griswold	A. A. Judd
Chicago Tribune Newspapers	Tribune Tower, Chicago, Ill.		Arthur W. Crawford
Paul V. Collins Editorial Syndicate	2016 Pierce Mill Rd., Washington, D. C.	P. V. Collins	P. V. Collins
Columbia Newspaper Service	799 Broadway, New York	T. A. Webb	T. A. Webb
Conde Nast Syndicate	19 W. 44th st., New York		Howard Wheeler
Continental Features	145 W. 45th st., New York		George Halasz
Couch-Grimes Publishing Co.	521 Bond Bld., Washington, D. C.	W. H. Grimes	R. F. Couch

(Continued on page 54)

The
**PREFERRED
NEW YORK
NEWSPAPER**

THE AVERAGE net paid daily and Sunday circulation of The New York Times in New York City and suburbs (50 miles radius) for the six months ended March 31, 1926 was 296,605—larger than that of any other New York morning newspaper of standard size.

TOTAL average daily and Sunday circulation of The New York Times for the same period—392,695—also larger than the circulation of any other New York morning newspaper of standard size.

THE ATTENTION of the large number of families in which The New York Times is read—intelligent, substantial families whose standing, influence, buying power and discrimination are not excelled by the readers of any other newspaper—can be obtained only by announcements in The New York Times. The readers of The Times have the ability to appreciate and the money to buy. In practically a' instances they are the men and women who lead in all worthy activities in their particular community.

FEATURE AND PICTURE SYNDICATES OF THE UNITED STATES

(Continued from page 53)

Name	Address	Editor	Manager
Current News Features, Inc.	(Edt.) 63 Park Row, New York	L. F. Parton	H. R. Baukhage
Daily Feature Newspaper Syndicate	145 W. 45th st., New York	H. C. Trowbridge	Florence Clark
Devil Dog Syndicate	154 Nassau st., New York	J. J. Stewart	T. W. Mack
D. P. Syndicate	Doubleday-Page Co., Garden City, N. Y.	Ralph H. Graves	Ralph H. Graves
Editor's Copy	Orangeburg, S. C.	H. S. Sims	H. S. Sims
Editors' Feature Service	1819 Broadway, New York	Clark Kinnaird	W. H. Johnson
Editors' Syndicate	4 White st., New York	E. M. Maher	L. H. Berman
Electrocaster Service, Inc.	308 Baum Bld., Omaha, Neb.	C. F. Wadsworth	C. F. Hodge
Famous Features Syndicate	1819 Broadway, New York	S. S. McClure	Leslie Fullenwider
Gilliams Service	32 Union Sq. E., New York	T. F. Gilliams	
Graphic Syndicate	25 City Hall Place, New York	Peter Finnegan	T. O. Davidson
Handy Filler Service	141 Drumm st., San Francisco		Frederic J. Haskin
Haskin Service	Washington, D. C.		Frederic J. Haskin
Heinl Radio News Syndicate	Insurance Bld., Washington, D. C.	R. D. Heinl	
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	G. R. Holmes	M. E. Dollard
Houghton Mifflin Co., Syndicate Bureau	Park st., Boston, Mass.		W. B. Pratt
Imperial News Service	236 W. 55th st., New York	Bradley Kelly	
International Feature Service	246 W. 59th st., New York	Rudolph Block	M. Koenigsberg
International Syndicate	1506-8 Guilford ave., Baltimore, Md.	R. M. Miller	Howard E. Miller
Johnson Features, Inc.	1819 Broadway, New York	Clark Kinnaird	W. H. Johnson
Keystone Feature Syndicate	512 Victory Bldg., Philadelphia, Pa.	E. C. Cassard	A. S. Freed
Keystone View Co., Inc.	91 Seventh ave., New York	Alexander Black	M. Koenigsberg
King Features Syndicate, Inc.	241 W. 58th st., New York	Alexander Black	M. Koenigsberg
Ledger Syndicate	Independence Square, Philadelphia, Pa.	John Elfreth Watkins	
Life Syndicate	598 Madison av., New York	Robt. E. Sherwood	W. K. Ziegfeld
Sam Loyd Syndicate	246 Fulton st., Brooklyn, N. Y.	Sam Loyd	
Eugene MacLean Newspaper Features	827 Folsom st., San Francisco, Cal.	Eugene MacLean	Harold Matson
McClure Newspaper Syndicate	373 Fourth ave., New York		Irwin Barbour
McNaught Syndicate, Inc.	1475 Broadway, New York	C. B. Driscoll	V. V. McNitt
National Feature Service	4035 New Hampshire av., Washingt'n, D.C.	E. Parker	
National News Service	1328 W. Locoming st., Philadelphia, Pa.	S. A. Silberman	M. R. Jacobs
National Newspaper Service	326 Madison st., Chicago, Ill.	John F. Dille	L. V. Miller
NEA Service, Inc.	1200 W. 3rd st., Cleveland, O.	J. W. Bean	Fred S. Ferguson
Newspaper Feature Service	241 W. 58th st., New York	Alexander Black	M. Koenigsberg
New York Allied Press Bureau	1475 Broadway, New York	W. R. Auman	F. S. Beane
New York Herald Tribune Syndicate	225 W. 40th st., New York		Harry Staton
New York World Syndicate	63 Park Row, New York		F. B. Knapp
Post Syndicate	20 Vesey st., New York		J. E. Watkins
C. C. Powell Newspaper Features	141 Drumm st., San Francisco, Cal.		C. C. Powell
Premier Syndicate	241 W. 58th st., New York	Florence McIntyre	
Publishers Financial Bureau	Babson Park, Mass.	C. F. Hayes, Jr.	E. Oakman Hood
Publishers Syndicate	30 North LaSalle st., Chicago, Ill.	Eugene P. Conley	Harold Anderson
Putnam Syndicate	2 W. 45th st., New York		G. T. Bye
Register and Tribune Syndicate	Des Moines, Ia.		H. P. Martin, Jr.
Republic Syndicate, Inc.	15 E. 26th st., New York		E. S. McClure
Science Service, Inc.	21st and B sts., N.W., Washington, D. C.	Watson Davis	Edwin E. Slosson
Service for Authors, Inc.	33 W. 42d st., New York		Lawton H. Ford
Star Adcraft Service	241 W. 58th st., New York	Harry S. Bressler	Harry S. Bressler
Star Newspaper Service	18 Kink st. W., Toronto, Canada		Kenneth McMillan
Stevenson Radio Syndicate	710-14th st. N.W., Washington, D. C.	Thomas Stevenson	W. W. Rapley
T-Bean Syndicate	299 Madison av., New York	Theodora Bean	Theodora Bean
Thompson Feature Service	132 W. 31st st., New York		A. L. Fowle
Ullman Feature Service	Star Bldg., Washington, D. C.	William Ullman	W. E. Schaff
United Feature Syndicate	63 Park Row, New York		Howard Wheeler
U. P. C. News Service, Inc.	243 W. 39th st., New York		John T. Flynn
Urbana Feature Service	Urbana, O.	Norman W. Ralston	
Christy Walsh Syndicate	570 Seventh av., New York		J. A. Bihler
Washington Radio News Service	Washington, D. C.		Carl H. Butman
Wheeler-Nicholson, Inc.	373 Fourth ave., New York		Malcolm Wheeler-Nicholson
Western Newspaper Union	210 S. Desplains st., Chicago, Ill.		
World-Wide News Service	333 Washington st., Boston, Mass.		J. J. Bosdan
World Color Printing Company	701 Lucas ave., St. Louis, Mo.	R. Messing	R. S. Grable

Name	Address	Editor	Manager
Woman's Page Copy	Plymouth, Ind.	Florence Riddick	Boys
TRADE PRESS PICTURE SYNDICATES AND NEWS SERVICES			
King Editors Features	1170 Broadway, New York	A. Rowden King	A. Rowden King
Universal Trade Press Syndicate	522 Fifth ave., New York	T. A. Gallagher	A. P. Sachs

EDITORIAL RESEARCH

Editorial Research Reports	828-18th st. N. W., Washington, D. C.	Cleveland & Perkins	
		B. F. Garnett	
		Richard Boeckel	

PHOTOGRAPHIC SERVICES

Acme Newspictures, Inc.	461 Eighth ave., New York	R. P. Dorman	R. P. Dorman
Ewing Galloway	15 E. 40th st., New York		Ewing Galloway
International Newsreel	234 William st., New York	Vincent J. Palumbo	
Keystone View Company, Inc.	91 Seventh ave., New York	R. H. Gulick	R. Eugene Boyd
Henry Miller	Washington, D. C.		Henry Miller
Pacific & Atlantic Photos, Inc.	Tribune, Tower, Chicago, Ill.	A. A. Sorenson	H. B. Baker
Photo Topics, Inc.	265 W. 54th st., New York	Harold Stein	Harold Stein
Photograms News Photo Service	129 E. 27th st., New York	Alexander Starlight	P. Trenchard Jones
Underwood & Underwood	242 W. 55th st., New York	George J. Kadel	George J. Kadel
Wide World Photos, Inc.	Care: New York Times, New York	J. V. Dumont	

NEWS SERVICES

Associated Press	383 Madison av., New York		Kent Cooper
Canadian Press, Ltd.	106 Bay st., Montreal, P. Q.		J. F. B. Livesay
Chicago Tribune Service	Tribune Building, Chicago, Ill.		Arthur W. Crawford
Consolidated Press Association	Evening Star Bldg., Washington, D. C.	Horace Epes	H. R. Baukhage
International News Service	63 Park Row, New York	George Shor	M. Koenigsberg
New York World News Service	63 Park Row, New York	R. E. Moyer	C. N. Snyder
United News Service	63 Park Row, New York	Ralph Turner	Karl A. Bickel
United Press Associations	63 Park Row, New York	Robert Bender	Earl A. Bickel
Universal Service	63 Park Row, New York	Chester Hope	M. Koenigsberg

(Continued on page 55)

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Ewing & Galloway.
Famous Features Syndicate, Inc.
Gilliams Service.
Holmes Feature Service.
International Newsrel, Inc.
International Syndicate.
Johnson Features, Inc.
Keystone View Company, Inc.
Henry Miller.
New York Herald Tribune Syndicate.
P. & A. Photos, Inc.
Science Service, Inc.
Underwood & Underwood.
World Wide Photos, Inc.

COMPANIES PRINTING COLORED SECTIONS FOR NEWSPAPERS

Buffalo Times Publishing Company
Richmond Times Dispatch Publishing Company
McClure Newspaper Syndicate
Missouri Agricultural Publishing Company
World Color Printing Company

DIRECTORY OF SYNDICATE WRITERS AND ARTISTS

A

Adams, Franklin P., New York World.
Adams, G. M., George Matthew Adams Service.
Alger, Edwin, Bell Syndicate, Inc.
Allen, Mrs. Harland H., Harland H. Allen Feature Service.
Allen, Ida Bailey, New York World.
Allen, Paul, Graphic Syndicate.
Alley, J. P., Bell Syndicate, Inc.
Alpha, Mme., Science Service.
Altrock, Nick, Christy Walsh Syndicate.
Anderson, John, Post Syndicate.
Anthony, Ed., Imperial News Service.
Armstrong, World Color Printing Company.
Arnot, Paul, International Feature Service, Inc.
Ash, Mildred, International Feature Service, Inc.
Ayers, William L., Chicago Journal of Commerce.

B

Babcock, N. P., International Feature Service, Inc.
Babson, Roger W., Publishers Financial Bureau.
Baer, "Bugs," International Feature Service, Inc.
Bailey, Bill, Columbia Newspaper Service.
Bairdsfather, Bruce, McClure Newspaper Syndicate.
Ball, W. S., International Syndicate.
Ballinger, W. J., U. P. C. News Service, Inc.
Barbour, Mildred, Metropolitan Newspaper Service.
Barnes, John K., D. P. Syndicate.
Barry, Robert, New York World.
Barton, Bruce, Bell Syndicate, Inc.
Barton, Dr. James W., Bell Syndicate, Inc.
Barten, Prof. S. G., Keystone Feature Syndicate.
Barton, Wanda, Newspaper Feature Service, Inc.
"Baseline," National Newspaper Service.
Batchelor, Associated Newspapers.
Batchelor, Hazel Deyo, Ledger Syndicate.
Batsford, United Feature Syndicate.
Beaton, K. C., International Feature Service, Inc.
Beck, Frank, Metropolitan Newspaper Service.
Beckley, Zoe, Famous Features Syndicate.
Beckman, Mrs. Cornelius, Premier Syndicate.
Bell, George, Bell Syndicate, Inc.
Bellamy, William, Houghton Mifflin Syndicate Bureau.
Belmont, Marie, International Feature Service, Inc.
Bennett, Arnold, McClure Newspaper Syndicate.
Berndt, Walter, Chicago Tribune Newspapers Syndicate.
Bingham, George, George Matthew Adams Service.
Bisch, Dr. Louis E., Premier Syndicate.
Black, Winifred, Newspaper Feature Service, Inc.
Blake, Doris, Chicago Tribune Newspapers Syndicate.
Blake, John, Bell Syndicate, Inc.
Blanchard, H. L., International Feature Service, Inc.
Boeth, Cosmos Newspaper Syndicate, Inc.
Bori, Lucrezia, Newspaper Feature Service, Inc.
Botkin, Gleb, Editors Feature Service.
Boyd, J. C., King Features Syndicate, Inc.
Boyd, Julia, McNaught Syndicate, Inc.
Boys, Florence Riddick, Woman's Page Copy.
Bradford, Ralph, Associated Editors, Inc.

Bradshaw, Annette, Newspaper Feature Service, Inc.
Brady, Dr. William, National Newspaper Service.
Brainerd, Betty, Associated Newspapers.
Briggs, Clare, N. Y. Herald Tribune Syndicate.
Brinkerhoff, R. M., New York World.
Brinkley, Nell, International Feature Service, Inc.
Brisbane, Arthur, International Feature Service, Inc.
Brobeck, Florence, N. Y. Herald Tribune Syndicate.
Brookman, Laura Lou, Des Moines Register-Tribune Syndicate.
Brooks, Dr. Charles F., Science Service.
Broun, Heywood, New York World.
Brown, C. E., Cosmos Newspaper Syndicate, Inc.
Brown, Innis, Bell Syndicate, Inc.
Brown, Norman E., Central Press Association.
Bruce, H. Addington, Associated Newspapers.
Bulger, Bozeman, Bell Syndicate, Inc.
Bull, L. M., Graphic Syndicate.
Bunn, Col. Henry W., Editors' Feature Service.
Burgess, Gelett, Chicago Tribune Newspaper Syndicate.
Burgess, Thornton, N. Y. Herald Tribune Syndicate.
Burgess, Thornton W., Associated Newspapers.
Burtis, Edith M., Ledger Syndicate.
Bushmiller, Ernie, New York World.
Butcher, Fanny, Chicago Tribune Newspapers Syndicate.
Butler, Gen. Smedley D., Bell Syndicate, Inc.
Byrnes, Gene, Bell Syndicate, Inc.

C

Cadman, Dr. S. Parkes, N. Y. Herald Tribune Syndicate.
Cady, N. Y. Herald Tribune Syndicate.
Calcaterra, Joseph, United Feature Syndicate.
Caldwell, Mary L., National Newspaper Service.
Calkins, Dick, National Newspaper Service.
Callahan, Jack, King Features Syndicate, Inc.
Callan, Claude, George Matthew Adams Service.
Cameron, Ruth, George Matthew Adams Service.
Campbell, Lang, McClure Newspaper Syndicate.
Campbell, Walter S., Associated Editors, Inc.
Carfill, Jess, Central Press Association.
Carr, Gene, McClure Newspaper Syndicate.
Carroll, Raymond G., Ledger Syndicate.
Carter, Ad, King Features, Syndicate, Inc.
Cassell, J., New York World.
Chapman, Frank, International Syndicate.
Clark, Florenz, Associated Editors, Inc.
Clotilde, Chicago Tribune Newspapers Syndicate.
Clough, Albert L., International Syndicate.
Cobb, Irvin S., McNaught Syndicate, Inc.
Cobb, Irvin, Bell Syndicate, Inc.
Cohan, George M., Bell Syndicate, Inc.
Coffman, Ramon, Publishers Syndicate.
Cole, Russell, Editors Feature Service.
Coles, Ross, McClure Newspaper Syndicate.
Collins, Eddie, Bell Syndicate, Inc.
Collins, Paul V., Paul V. Collins Editorial Syndicate.
Collett, Glenna, McNaught Syndicate, Inc.
Coman, Martha, T-Bean Newspaper Syndicate.
Conselman, Bill, Metropolitan Newspaper Service.
Conway, Kerry, Graphic Syndicate.
Cook, Ted, International Feature Service, Inc.
Cooper, Courtney Ryley, Bell Syndicate, Inc.
Copeland, Royal S., Newspaper Feature Service, Inc.
Corbett, J. J., King Features Syndicate, Inc.
Corey, Herbert, Associated Newspapers.
Cory, David, George Matthew Adams Service.
Cory, Fanny V., Ledger Syndicate.
Crumhan, Bud, New York World.
Curryman, E. C., Putnam Syndicate.
Cousins, Wilfred S., King Features Syndicate, Inc.
Crane, Dr. Frank, McClure Newspaper Syndicate.
Crane, Dr. Frank, Associated Newspapers.
Crawford, William H., Cosmos Newspaper Syndicate, Inc.
Crosby, Percy, Editors Feature Service.
Currier, Dr. A. F., Editors Feature Service.

D

Darling, J. N., N. Y. Herald Tribune Syndicate.
D'Alroy, Marceline, Premier Syndicate.
Davies, Florence, N. Y. Herald Tribune Syndicate.
Davis, Emily C., Science Service.
Davis, Watson, Science Service.
Dean, Dr. Arthur, National Newspaper Service.
De Beck, Billy, King Features Syndicate, Inc.
De Campi, Anti, Chicago Tribune Newspapers Syndicate.
dePeyster, Kathrine, Premier Syndicate.
Decie, Doris, Ledger Syndicate.
Demaree, Al, Publishers Syndicate.
Dempsey, Estelle Taylor, Bell Syndicate, Inc.
Dempsey, Jack, King Features Syndicate, Inc.
Dib, King Features Syndicate, Inc.
Dibble, R. F., Continental Features.
Dibble, Jr., Tom, New York World.
Dickey, Robert L., Metropolitan Newspaper Service.
Dimond, Bushnell, Newspaper Feature Service, Inc.
Dirks, R., New York World.
Dix, Dorothy, Ledger Syndicate.
Donahay, W., Chicago Tribune Newspapers Syndicate.
Donnelly, Antoinette, Chicago Tribune Newspapers Syndicate.
Dorgan ("Tad") T. A., International Feature Service, Inc.
Doyle, Keystone Feature Syndicate.
Drayton, Grace G., D. P. Syndicate.
Duart, Malcolm, Eugene MacLean Newspaper Features.
DuPuy, William Atherton, Science Service.
Dwiggins, Clare V., McClure Newspaper Syndicate.

(Continued on page 56)



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**Aurora Beacon-News.....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard.....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch.....(E)	11,680	.045	.045
**Monmouth Daily Review Atlas... (E)	5,416	.035	.035
**Peoria Star.....(S) 22,497..(E)	29,874	.075	.06
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926

†Government Statement, March 31, 1926

††Government Statement, September 30, 1925

DIRECTORY OF SYNDICATE WRITERS AND ARTISTS
(Continued from page 55)
E

Eckersall, Walter, Chicago Tribune Newspapers Syndicate.
Ed. Carl, Chicago Tribune Newspapers Syndicate.
Eddington, Jane, Chicago Tribune Newspapers Syndicate.
Edgren, Robert, Bell Syndicate, Inc.
Edson, Gus, Graphic Syndicate.
Edwards, Agnes, Houghton Mifflin Syndicate Bureau.
Edwina, George Matthew Adams Service.
Eldred, Myrtle Myer, Des Moines Register-Tribune Syndicate.
Ellis, Frank, Des Moines Register-Tribune Syndicate.
Ellis, Dr. William T., McNaught Syndicate, Inc.
Elliston, George, Associated Newspapers.
Elmer, A. D., Cambridge Associates.
Emery, Helen M., Associated Newspapers.
Emmons, Glen, Arco Service.
Enright, W. J., McClure Newspaper Syndicate.
Evans, Delight, T-Bean Newspaper Syndicate.
Evans, Maude Swalm, Chicago Tribune Newspapers Syndicate.
Evans, Charles S., Jr., National Newspaper Service.
Evans, Dr. W. A., Chicago Tribune Newspapers Syndicate.

F

Faber, Fred, International Feature Service, Inc.
Fairfax, Beatrice, International Feature Service, Inc.
Farr, Jack, Columbia Newspaper Service.
Fera, A. G., Newspaper Feature Service, Inc.
Fergusin, Thelma L., Famous Features Syndicate.
Ferguson, Wynne, Bell Syndicate, Inc.
Ferstadt, Louis G., Graphic Syndicate.
Fellow, Alice U., International Syndicate.
Fields, Associated Newspapers.
Fishbein, Dr. Morris, Current News Features, Inc.
Fisher, Bud, Bell Syndicate, Inc.
Fisher, Dudley F., National News Service.
Fisher, World Color Printing Company.
Flynn, John T., U. P. C. News Service, Inc.
Forbes, B. C., Premier Syndicate.
Forbes, Edna Kent, George Matthew Adams Service.
Fowler, George E., George Matthew Adams Service.
Fox, Fontaine, Bell Syndicate, Inc.
Frances, Henrique R., Arco Service.
Frank, Glenn, McClure Newspaper Syndicate.
Frise, Star Newspaper Service.
Fry, C. V., Des Moines Register-Tribune Syndicate.
Fulkerson, Roe, McNaught Syndicate, Inc.

G

Gage, Hy., Ledger Syndicate.
"Gar," Ledger Syndicate.
Galli-Curci, Amelita, Cosmos Newspaper Syndicate, Inc.
Gallico, A. T., Chicago Tribune Newspapers Syndicate.
Gardner, Susan, Des Moines Register-Tribune Syndicate.
Garis, Howard R., McClure Newspaper Syndicate.
Garrett, Paul Willard, Post Syndicate.
Garrison, Adele, Newspaper Feature Service, Inc.
Geller, J. J., N. Y. Herald Tribune Syndicate.
George, David Lloyd, United Feature Syndicate.
Gettier, C. R., Bell Syndicate, Inc.
Gibbs, Phillip, United Feature Syndicate.
Gibbs, Sir Phillip, McClure Newspaper Syndicate.
Gibbs, Winifred S., McClure Newspaper Syndicate.
Gibson, Ida McGlone, National Newspaper Service.
Gibson, Walter B., Ledger Syndicate.
Gilbert, Clinton W., Ledger Syndicate.
Gillilan, Strickland, International Syndicate.
Glass, Dudley, Premier Syndicate.
Glass, Montague, Bell Syndicate, Inc.
Goldberg, K. L., International Feature Service, Inc.
Goldberg, Rube, McNaught Syndicate, Inc.
Godwin, Frank, Ledger Syndicate.
Goodman, Julia Cody, Cosmos Newspaper Syndicate, Inc.
Gould, Will, King Features Syndicate, Inc.
Grace, Mabel, Arco Service.
Grant, Jane, D. P. Syndicate.
Gray, Gilda, Imperial News Service.
Gray, Harold, Chicago Tribune Newspapers Syndicate.

Gray, Laurel, National Newspaper Service.
Green, Mac, Graphic Syndicate.
Greene, Sid, Associated Newspapers.
Greening, Cornell, Graphic Syndicate.
Greer, Blanche, Ledger Syndicate.
Gregory, Rev. Thomas B., Newspaper Feature Service, Inc.
Grin, Gregory, Ledger Syndicate.
Griswold, Glenn, Chicago Journal of Commerce.
Griswold, Sandy, National Newspaper Service.
Gress, Milt, New York World.
Grove, Roy, Editors Feature Service.
Guenther, Lambert, T-Bean Newspaper Syndicate.
Gunn, Eleanor, Metropolitan Newspaper Service.

H

Haenigsen, New York World.
Hagen, Walter, Bell Syndicate, Inc.
Halasz, George, Continental Features.
Hall, Quinn, King Features Syndicate, Inc.
Hamel, Juanita, Newspaper Feature Service, Inc.
Hammond Percy, N. Y. Herald Tribune Syndicate.
Hanny, International Syndicate.
Hart, Martha, Des Moines Register-Tribune Syndicate.
Hartt, Helen Harrington, Famous Features Syndicate.
Haskin, Frederic J., Frederic J. Haskin.
Hatton, Mr. and Mrs. Arnold, National Newspaper Service.
Hay, Jr., James, Current News Features, Inc.
Hayward, A. E., Ledger Syndicate.
Heinl, Robert D., Heinl Radio News Syndicate.
Held, Jr., John, United Feature Syndicate.
Hellingner, Mark, Chicago Tribune Newspapers Syndicate.
Helm, Jr., William P., Current News Features, Inc.
Henderson, Dr. J. Lowell, Bell Syndicate, Inc.
Henderson, Marjorie, Ledger Syndicate.
Hendrix, Columbia Newspaper Service.
Herold, Don, N. Y. Herald Tribune Syndicate.
Herriman, George, International Feature Service, Inc.
Herring, Hubert C., McNaught Syndicate, Inc.
Herrmann, W. J., Ledger Syndicate.
Hersfield, Harry, International Feature Service, Inc.
Hess, Sci, Bell Syndicate, Inc.
Hoban, Walter, International Feature Service, Inc.
Holbrook, Christine, Des Moines Register-Tribune Syndicate.
Hollman, N. Y. Herald Tribune Syndicate.
Holman, H. G., Star Newspaper Service.
Honti, Cosmos Newspaper Syndicate, Inc.
"Hop," National Newspaper Service.
Hoppman, Ray, Columbia Newspaper Service.
Horton, Chester, National Newspaper Service.
Houdini, New York World.
Howard, Burton, Editors Syndicate.
Howe, Ed., Bell Syndicate, Inc.
Hoyt, Harlowe R., Publishers Syndicate.
Hubbard, Kin, National Newspaper Service.
Hucke, Agnes, Ledger Syndicate.
Hughes, Ed, Bell Syndicate, Inc.
Hughes, Rupert, Bell Syndicate, Inc.
Hulbert, Mary Allen, Bell Syndicate, Inc.
Hungerford, Cy, George Matthew Adams Service.
Hunter, Graham, McClure Newspaper Syndicate.
Hurst, Fannie, McClure Newspaper Syndicate.
Hutchinson, Dr. Woods, Houghton Mifflin Syndicate Bureau.

I

Igoe, Hype, New York World.
Innes-Taylor, Capt. R., Star Newspaper Service.
Irwin, Inez Haynes, McClure Newspaper Syndicate.

J

Jackson, Chic, George Matthew Adams Service.
Jacquin, Premier Syndicate.
James, Winifred, T-Bean Newspaper Syndicate.
Jay, Jay V., George Matthew Adams Service.
Jeanson, R. E., Des Moines Register-Tribune Syndicate.
Jenkins, Burris, New York World.
Jenkins, J. L., Chicago Tribune Newspapers Syndicate.
Jordan, Charlotte Brewster, Ledger Syndicate.
Johnson, Ferd, Chicago Tribune Newspapers Syndicate.
Johnson, Gaylord, Science Service.
Johnstone, W., New York World.
Judell, M. F., George Matthew Adams Service.

K

Kahn, James M., Graphic Syndicate.
Kamm, M. Watson, National Newspaper Service.
Kean, Kay, Ledger Syndicate.
Kearns, Jack, Christy Walsh Syndicate.
Keenan, Pete, International Syndicate.
Kelleher, Agnes, Des Moines Register-Tribune Syndicate.
Keller, Helen, Famous Features Syndicate.
Kelly, Bradley, Imperial News Service.
Kelly, Fred, Editors Feature Service.
Kemble, Genevieve, Newspaper Feature Service, Inc.
Kenny, Kathryn, Editors Feature Service.
Kessler, Graphic Syndicate.
Ketchum, P. H., Des Moines Register-Tribune Syndicate.
Ketten, Maurice, New York World.
Kiddy, Arthur W., Post Syndicate.
Kift, Jane Leslie, Ledger Syndicate.
Killick, Arthur F., McNaught Syndicate, Inc.
King, Fay, International Feature Service, Inc.
King, Frank, Chicago Tribune Newspapers Syndicate.
King, Nomo, Arco Service.
Kirby, Rollin, New York World.
Kirk, W. F., International Feature Service, Inc.
Kirkman, Laura, George Matthew Adams Service.
Kiser, S. E., International Feature Service, Inc.

Kitchen, Karl K., New York World.
Kling, Ken, Bell Syndicate, Inc.
Knerr, H. H., International Feature Service, Inc.
Knott, Jean, International Feature Service, Inc.
Kohles, Charles W., Ledger Syndicate.
Kolliker, Graphic Syndicate.
Kruckman, H. L., Graphic Syndicate.

L

Lait, Jack, International Feature Service, Inc.
Lardner, King, Bell Syndicate, Inc.
Laurie, Annie, Newspaper Feature Service, Inc.
Leacock, Stephen, Metropolitan Newspaper Service.
Leeds, Lois, Ledger Syndicate.
LeCocq, Ed, Des Moines Register-Tribune Syndicate.
LeCraw, R. H., Thompson Feature Service.
Lee, Patricia, Graphic Syndicate.
Lenglen, Suzanne, D. P. Syndicate.
Lenz, Sidney, Premier Syndicate.
Lessing, Bruno, King Features Syndicate, Inc.
Lewis, Judd Mortimer, George Matthew Adams Service.
Lieb, Frederick G., Christy Walsh Syndicate.
Link, World Color Printing Company.
Link, B., National News Service.
Lisle, Anne, King Features Syndicate, Inc.
Little, Richard Henry, Chicago Tribune Newspapers Syndicate.
Livingston, John, Houghton Mifflin Syndicate Bureau.
Locher, Fred, New York World.
Loderwich, Mildred, New York World.
Loeb, Sophie Irene, Editors Feature Service.
Lofting, Hugh, N. Y. Herald Tribune Syndicate.
Loos, Anita, Bell Syndicate, Inc.
Lorraine, Lucille, Cosmos Newspaper Syndicate, Inc.
Lowell, Lucy, King Features Syndicate, Inc.
Love, Corinne, Chicago Tribune Newspapers Syndicate.
Lowndes, Elizabeth, T-Bean Newspaper Syndicate.
Lynch, James M., McClure Newspaper Syndicate.

M

Macfarlane, Willie, D. P. Syndicate.
McBride, Clifford, McNaught Syndicate, Inc.
McCay, Winsor, N. Y. Herald Tribune Syndicate.
McCann, Rebecca, George Matthew Adams Service.
McClure, S. S., Famous Features Syndicate.
McCutcheon, John T., Chicago Tribune Newspapers Syndicate.
McGeehan, W. O., N. Y. Herald Tribune Syndicate.
McGill, H. A., Graphic Syndicate.
McGraw, John J., Christy Walsh Syndicate.
McGurk, Joseph, International Feature Service, Inc.
McIntyre, O. O., McNaught Syndicate, Inc.
McKay, Mr. and Mrs. Hugh, Ledger Syndicate.
McManus, Charles, King Features Syndicate, Inc.
McManus, George, International Feature Service, Inc.
McNamara, Ray, Christy Walsh Syndicate.
McNamara, Tom, King Features Syndicate, Inc.
McNulty, William, Current News Features, Inc.
Mager, Gus, McNaught Syndicate, Inc.
Malloch, Douglas, McClure Newspaper Syndicate.
Mann, Hatton, Post Syndicate.
Manning, Temple, Newspaper Feature Service, Inc.
Mansfield, J. Carroll, McClure Newspaper Syndicate.
Mantle, Burns, Chicago Tribune Newspapers Syndicate.
Marden, Philip S., Houghton Mifflin Syndicate Bureau.
"Margette," National Newspaper Service.
Marie, Queen of Roumania, Famous Features Syndicate.
Marshall, M. M., New York World.
Marshall, Mary, McClure Newspaper Syndicate.
Martin, H. B., Bell Syndicate, Inc.
Mason, Walt, George Matthew Adams Service.
Masson, Tom, Cosmos Newspaper Syndicate.

Mathews, L. Lamar, International Feature Service, Inc.
Mathews, L. Lamar, King Features Syndicate, Inc.
Maxwell, Cosmos Newspaper Syndicate, Inc.
Medbury, J. P., King Features Syndicate, Inc.
Mencken, H. L., Chicago Tribune Newspapers Syndicate.
Menke, Frank G., King Features Syndicate, Inc.
Messner, Elmer, Editors Feature Service.
Metcalf, A. R., Chicago Tribune Newspapers Syndicate.
Michaelis, Aline, International Feature Service, Inc.
Miles, John P., Cosmos Newspaper Syndicate, Inc.
Milgrim, Sally, Editors Feature Service.
Millar, Helen J., Associated Editors, Inc.
Milne, A. A., Metropolitan Newspaper Service.
Mitchell, Dr. Winston, National Newspaper Service.
Mondand, Pop, Associated Newspapers.
Montague, James J., Bell Syndicate, Inc.
Moore, Sara, Chicago Tribune Newspapers Syndicate.
Morgan, W. Boyce, Associated Editors, Inc.
Morris, W. C., George Matthew Adams Service.
Moulton, Roy K., International Features Service, Inc.
Moriarty, George, Editors Feature Service.
Murphy, J. E., King Features Syndicate, Inc.
Murray, Feg, Metropolitan Newspaper Service.

N

Napoli, Dan, Continental Features.
Nast, Conde, United Feature Syndicate.
Nathan, George Jean, Bell Syndicate, Inc.
Nicholson, W. Curtis, Associated Newspapers.
Newman, Oliver P., Current News Features, Inc.
Newton, Jean, Bell Syndicate, Inc.
Norton, Henry Kittredge, N. Y. Herald Tribune Syndicate.
Norton, Jeanette Young, Newspaper Feature Service, Inc.
Nowlan, Philip, King Features Syndicate, Inc.
Nugent, A. W., New York World.

O

O'Donnell, Jack, George Matthew Adams Service.
O'Hara, Neal, New York World.
Oll, Molly C., Cosmos Newspaper Syndicate, Inc.
O'Melia, Leo, Associated Newspapers.
Opper, F. B., International Feature Service, Inc.
Orr, Carey, Chicago Tribune Newspapers Syndicate.
Quimet, Francis, Bell Syndicate, Inc.

P

Tape, Lee, George Matthew Adams Service.
Patri, Angelo, Bell Syndicate, Inc.
Patterson, Ada, International Feature Service, Inc.
Payne, Barrie, Associated Editors, Inc.
Payne, C. M., Bell Syndicate, Inc.
Pearson, Drew, U. P. C. News Service, Inc.
Pegler, Westbrook, Chicago Tribune Newspapers Syndicate.
Pending, Pat, King Features Syndicate.
Perkins, Lucy Fitch, Houghton Mifflin Syndicate Bureau.
Peters, Dr. Lulu Hunt, George Matthew Adams Service.
PHELPS, Jane, George Matthew Adams Service.
Phillips, H. I., Associated Newspapers.
Plumb, Charles, Metropolitan Newspaper Service.
Pilgrim, John, Associated Newspapers.
Pim, Paul, George Matthew Adams Service.
Pim, Paul, Cosmos Newspaper Syndicate, Inc.
Pollock, Channing, Continental Features.
Posen, Al, Chicago Tribune Newspapers Syndicate.

(Continued on page 57)

ATTENTION PUBLISHERS PRESS FOR SALE

1 STRAIGHTLINE QUADRUPLE WEB PATENT NEWSPAPER PERFECTING PRESS; serial No. 332; with extra color cylinder and 2 extra color fountains, 9 type and 8 impression cylinders, 32-page capacity, 36 inch web, half page folder, Simplex drive self contained electric power hoist; 4 to 32 pages, 8 cols., 12 ems, 22 1/4 inch column length. 1 Allis Chalmers D. C. motor, serial No. 2K3797-2, 30 H.P., 220 V., 115 Amps., 575 to 880 R.P.M.; with Sprague electric controller; push button stations; paper hoist motor, serial No. 205063E; manufactured by Goss Printing Press Co., Chicago, Illinois.

Installation of larger press necessitates selling this press. Address Harvey Habeck, Sentinel Company, Milwaukee, Wisconsin.

DIRECTORY OF SYNDICATE WRITERS AND ARTISTS

(Continued from page 56)

Purdy, W. W., International Syndicate.
Putnam, C. C., C. C. Powell Newspaper Features.
Pusey, United Feature Syndicate.

Q

Quillen, Robert, Publishers Syndicate.
Qui Vive, Mme., King Features Syndicate, Inc.

R

Ralston, Norman W., Urbana Feature Service.
Randall, Albertine, George Matthew Adams Service.
Rand-McNally, T. H., Star Newspaper Service.
Rascoe, Burton, Editors Feature Service.
Rawson, Jonathan A., Jr., Putnam Syndicate.
Reed, Bert, Star Newspaper Service.
Reed, Dr. Charles A. L., King Features Syndicate, Inc.
Reid, Albert T., Bell Syndicate, Inc.
Rice, Grantland, N. Y. Herald Tribune Syndicate.
Richards, Vincent, Putnam Syndicate.
Ridgway, Frank, Chicago Tribune Newspapers Syndicate.
Ripley, Gladys L., Editors Syndicate.
Ripley, Robert L., Associated Newspapers.
Robbins, L. B., Houghton Mifflin Syndicate Bureau.
Robinson, N. Y. Herald Tribune Syndicate.
Robinson, Elsie, King Features Syndicate, Inc.
Robinson, Elsie, Premier Syndicate.
Robinson, Grace, Chicago Tribune Newspapers Syndicate.
Robinson, Paul, Editors Feature Service.
Rogers, Will, McNaught Syndicate, Inc.
Rohe, Alice, T-Bean Newspaper Syndicate.
Rohn, Ray, Ledger Syndicate.
Rowland, Helen, King Features Syndicate, Inc.
Rubenstein, Mme. Helena, Editors Feature Service.
Rubincam, Marion, George Matthew Adams Service.
Runyon, Damon, International Feature Service, Inc.

S

Samaroff, Olga, Post Syndicate.
Samuels, Prof. G., Keystone Feature Syndicate.
Sarazen, Gene, Bell Syndicate, Inc.
Sarka, Charles, T-Bean Newspaper Syndicate.
Satterfield, Editors Feature Service.
Sear, Associated Newspapers.
Schaeffer, Rosalind, Chicago Tribune Newspapers Syndicate.
Schorer, Eleanor, Columbia Newspaper Service and New York World Syndicate.
Schulkers, Robert F., Metropolitan Newspaper Service.
Scott, Editors Feature Service.
Seeberger, Merze M., Des Moines Register-Tribune Syndicate.
Segar, E. C., King Features Syndicate Inc.
Spears, Ruth Wyeth, George Matthew Adams Service.
Serviss, Garrett P., International Feature Service, Inc.
Sevier, O'Neil, King Features Syndicate, Inc.
Sexton, Susie, T-Bean Newspaper Syndicate.
Shaffer, Claude, George Matthew Adams Service.
Shannon, Robert Terry, International Feature Service, Inc.
Shelton, Herbert M., Graphic Syndicate.
Sherwood, R. E., Life Syndicate.
Shinn, Cobb, World Color Printing Company.
Shoring, Dr. Eliot, National Newspaper Service.
Sibley, W. G., Chicago Journal of Commerce.
Silberman, Sidney A., National News Service.
Silver, Blanche, Newspaper Feature Service, Inc.
Simonds, Frank H., McClure Newspaper Syndicate.
Simott, Associated Newspapers.
Smith, Dan, Newspaper Feature Service, Inc.
Smith, Florence Vincent, Central Press Association.
Smith, Rev. Roy L., Chicago Tribune Newspapers Syndicate.
Smith, Sidney, Chicago Tribune Newspapers Syndicate.
Snodgrass, J. B., Post Syndicate.
Snyder, Ruth, New York World.
Sommerhausen, Anne, T-Bean Newspaper Syndicate.
Sords, John, Central Press Association.
Spence, Sara, Graphic Syndicate.
Stace, Arthur W., Ledger Syndicate.
Stafford, Check, Associated Editors, Inc.
Standish, Clare, Bell Syndicate, Inc.
Stanlaws, Penrhyn, International Feature Service, Inc.
Stanley, Lee, Editors Feature Service.
Stella, Graphic Syndicate.
Sterrett, Cliff, Newspaper Feature Service, Inc.
Stevens, William, George Matthew Adams Service.
Stevenson, Fay, New York World.
Stevenscn, Steve, T-Bean Newspaper Syndicate.
Stevenson, Thomas, Stevenson Radio Syndicate.
Stewart, Mary, Current News Features, Inc.
Stokley, James, Science Service.
Stote, Dorothy, Ledger Syndicate.
Straton, Rev. John Roach, McNaught Syndicate, Inc.
Strielch, John H., Associated Editors, Inc.
Stuyvesant, Mark, Newspaper Feature Service, Inc.

Stuyvesant, Ruth, N. Y. Herald Tribune Syndicate.
Sullivan, Ed, Graphic Syndicate.
Sullivan, Frank, New York World.
Sullivan, Mark, N. Y. Herald Tribune Syndicate.
Sullivan, Pat, King Features Syndicate, Inc.
Sumner, P. E., Premier Syndicate.
Sutton, Wilbur, Editors Feature Service.
Swinnerton, James, International Feature Service, Inc.
Sykes, C. H., Ledger Syndicate.

T

Taft, W. N., Ledger Syndicate.
Talmadge, Constance, Cosmos Newspaper Syndicate, Inc.
Temple, World Color Printing Company.
Terhune, Albert Payson, McNaught Syndicate, Inc.
Terry, Associated Newspapers.
Thiele, Editors Feature Service.
Thompson, Clinton R., International Syndicate.
Thompson, Lilah, Arco Service.
Thompson, R. W., Des Moines Register-Tribune Syndicate.
Thone, Dr. Frank, Science Service.
Thornciffe, Grace, Newspaper Feature Service, Inc.
Tilden, William, 2nd, Bell Syndicate, Inc.
Tilden, William, 2nd, Ledger Syndicate.
Tingley, Eva A., Ledger Syndicate.
Tingley, Richard, McClure Newspaper Syndicate.
Tingley, R. H., New York World.
Towne, Charles Hanson, Central Press Association.
Trimble, Jessie, T-Bean Newspaper Syndicate.
Trumbull, Walter, Post Syndicate.
Turbyville, F., National Newspaper Service.
Tuthill, H. J., McNaught Syndicate, Inc.

U

Ullman, William, Ullman Feature Service.
Urner, Mabel Herbert, Bell Syndicate, Inc.

V

Valentino, Rudolph, National Newspaper Service.
Van Duzer, Winifred, King Features Syndicate, Inc.
Van Leon, Hendrik, Christy Walsh Syndicate.
Van Paassen, Pierre, Bell Syndicate, Inc.
Van Raalte, Joseph, Editors Feature Service.
Veatch, Paul J., Graphic Syndicate.
Vic, New York World.
Voight, Charles, N. Y. Herald Tribune Syndicate.
Vorhees, H. F., National Newspaper Service.

W

Wagner, E. F., National Newspaper Service.
Waldo, Fullerton, Ledger Syndicate.
Walker, G. W., Columbia Newspaper Service.
Walker, Lydia Le Baron, Bell Syndicate, Inc.
Wallace, Inez, Bell Syndicate, Inc.
Walling, Dow, Editors Feature Service.
Watts, Mary VanRiper, Imperial News Service.
Wayne, Priscilla, Des Moines Register-Tribune Syndicate.
Weagand, H. C., King Features Syndicate, Inc.
Weaver, Louise B., Des Moines Register-Tribune Syndicate.
Webster, H. T., New York World.
Wellington, N. Y. Herald Tribune Syndicate.
Wells, Carolyn, McNaught Syndicate, Inc.
Wells, H. G., McClure Newspaper Syndicate.
Wells, Margery, New York World.
Westerman, Harry J., McClure Newspaper Syndicate.
Westover, Russ, King Features Syndicate, Inc.
Wheelock, Lucy M., Houghton Mifflin Syndicate Bureau.
Wheeler, Ed, George Matthew Adams Service.
Whitaker, Elma, McClure Newspaper Syndicate.
White, William Allen, Bell Syndicate, Inc.
Whitney, J. S., Current News Features, Inc.
Whitney, Leon F., Science Service.
Whitney, Mabel, International Syndicate.
Wilbert, A. L., King Features Syndicate, Inc.
Wile, Frederick William, Editors Feature Service.
Willard, Frank, Chicago Tribune Newspapers Syndicate.
Williams, Gaar, Chicago Tribune Newspapers Syndicate.
Williams, Gluyas, Bell Syndicate, Inc.
Williams, Shirley R., McClure Newspaper Syndicate.
Williamson, Jack, Associated Editors, Inc.
Williamson, R. M., Des Moines Register-Tribune Syndicate.
Wills, Helen, United Feature Syndicate.
Wing, Hannah, International Feature Service, Inc.
Winchell, Walter, Graphic Syndicate.
Winner, United Feature Syndicate.
Winslow, Barbara, International Syndicate.
Winston, Vera, Newspaper Feature Service, Inc.
Woodruff, Harvey, Chicago Tribune Newspapers Syndicate.
Woolcott, Alexander, New York World.
Worth, Winifred, Harland H. Allen Feature Service.
Wortman, New York World.
Wren, Jenny, Ledger Syndicate.
Wright, Frank, C. C. Powell Newspaper Features.
Wynn, Ed, Bell Syndicate, Inc.

Y

Young, Chic, Premier Syndicate.
Young, Lyman, National News Service and World Color Printing Company.

Z

Zere, King Features Syndicate, Inc.

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 Publishers and Advertising Journal in America
1825 1895 1925
SUITE 1700 TIMES BUILDING, NEW YORK
42nd STREET AND BROADWAY

WHAT'S WHAT IN THE FEATURE FIELD

Science Service Takes Over Current Radio—"Seektary Hawkins"
Weekly Club Page and Prize Contests Announced—
Suzanne Lenglen Signs With McClure

SCIENCE SERVICE, Washington, D. C., has taken over Current Radio, a feature previously distributed by the American Radio Relay League, Hartford, Conn. The change becomes effective, June 7.

The feature, which explains technical aspects of radio in simple language, will continue to be the editorial product of the American Radio Relay League, a national organization of radio operators and experimenters. John M. Clayton will continue to edit the service.

Metropolitan Newspaper Service, New York, announced this week the "Seektary Hawkins Weekly Club Page," to begin June 19 or June 20. The feature occupies space equivalent to a tabloid page and is designed to run in conjunction with the Hawkins weekly juvenile stories. It will include a service of local letters for individual papers and will cover arrangements for prize contests and club insignia. The page will be conducted by Robert F. Schulkers, the author of "Seektary Hawkins." Mr. Schulkers speaks over the radio weekly from station WLW, Cincinnati.

Suzanne Lenglen, French tennis star, has signed with the McClure Newspaper Syndicate, New York, for a series of 10 weekly tennis articles.

"Radio Rhymes" is the title of a new six-column comic strip announced this week by Continental Features, New York. It is the creation of Dan Napoli.

"Joy," a newspaper serial by Barbara Webb, is now being offered by Famous Features Syndicate, Inc., New York.

Keyes Religious News Service, Peru, Ind., is distributing a "Go-to-Church Sunday" page to newspapers. J. L. Keyes, syndicate owner, claims a list of 32 papers in Indiana alone for the feature.

Dr. and Mrs. Robert Moore Walker, Riverside, Ill., announce the engagement of their daughter, Marion Esther, to Barrie Payne of Chicago, Mr. Payne is author of "McDuffer," "The Jintown Weekly" and "Otto Watt," all distributed by Associated Editors, Inc.

J. N. Darling, "Ding," cartoonist whose work is handled by the New York Herald Tribune Syndicate, is one of five men elected last week to the board of trustees of Grinnell College, Grinnell, Ia.

W. L. Wardell, vice-president in charge of sales for the Famous Features Syndicate, Inc., New York, will leave June 7 on a four weeks' business trip.

"Ella Cinders," a comic distributed by Metropolitan Newspaper Service, New York, is now being offered in full page form in color for Saturday or Sunday use, as well as in the daily strip.

The International Syndicate, Baltimore, has prepared a full page Fourth of July feature, in honor of the 150th anniversary of the Declaration of Independence. Written by Rene Bach, it will tell the story of the making of the declaration.

Maj. Malcolm Wheeler-Nicholson this week announced that the capital stock of Wheeler-Nicholson, Inc., has been increased to \$200,000. He also announced completion of agreements with the Advertisers' Photo-Engraving Company, the Craft Off-Set Printing Company, and the Shaefer Stereotyping Company, all of New York City, which have merged their services into working ar-

rangements with the Wheeler-Nicholson syndicate and have become minority stockholders.

"Sid Said" is the title of a new short daily feature now being distributed by the National News Service of Philadelphia. It embraces an editorial on advertising written by Sidney A. Silberman, president of the service.

INFERIORITY COMPLEX MAKES SALESMEN FAIL

To Cure That "Insignificant Feeling"
Think of Your Superior Knowledge
of Your "Product," Says Classified Man

An inferiority complex is often the hidden reason why many men fail as salesmen, Charles A. Sargent, classified manager of the *Miami (Fla.) Herald* believes.

"We all know the feeling that grips a salesman the minute he steps into a spacious office which is luxuriously furnished, where there is a corps of secretaries that hurry about," he told *EDITOR & PUBLISHER*. "Many of us can sense the feeling now by simply imagining ourselves in such surroundings.

"I have known would-be salesmen who would actually neglect business rather than approach a man in a luxurious office. The salesman who has this feeling will invent an endless string of excuses for not calling on certain prospects, such as: 'I don't suppose he will have any copy for me this morning, I will call later.' He will persuade himself and will not make the call, but still he realizes that he should have.

"The salesman who has this feeling lives in constant fear that his salesmanager and his prospect will recognize it. In spite of his best efforts to hide this feeling, it stands out like a bandaged sore thumb.

"This feeling retards the ability of a classified salesman, it blocks the channel of clear reasoning and the presentation of persuasive argument.

"There is only one thing to do, that is to bring this feeling out in the open, face it squarely and 'chase it away.'

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.

"It is the result of a foolish type of reasoning, similar to the following: 'I am not financially able to afford the surroundings which my advertising prospect has.' 'I am not able to discuss subjects which he may be able to discuss fluently.'

"Fortunately, ability to sell classified advertising does not depend one particle on the salesman being financially equal, socially equal, or intellectually equal to the prospective advertiser.

"Ability as a classified advertising salesman increases in direct proportion to the development of confidence in yourself as a *classified salesman*, and not in your being socially, financially or intellectually equal to your prospect. Confidence is not founded on your desire to be confident, but is founded on a thorough understanding of classified advertising.

"In reality the man who maintains a spacious office may actually know less about classified advertising than the greasy automobile mechanic who greets you from beneath an automobile, and any one of us would feel perfectly natural talking with the mechanic.

"There is not one business man (outside of newspapers) in 5,000 who knows the fundamental difference between classified and display advertising, the advantages of allied classifications, of consistent advertising.

"You have one definite purpose in calling on a man however large or small his business may be. That is to *sell classified advertising!*

"The time you have spent in selling

classified advertising and the knowledge of classified advertising which you have acquired has placed you in a position where you are absolutely superior to 99 percent of your prospects.

"Present your arguments clearly and concisely, don't talk just to be using words. Let each argument have only one point, just like the call on your prospect has but one aim, to *sell classified advertising.*"

EUROPEAN PRINTING SHOWN

Exhibit of Books and Commercial Work at N. Y. Times Annex

An exhibition of recent European fine book and commercial printing opened last week in the New York Times Annex, 43d street, with a private inspection of the works by 300 members of the Clubs of Printing House Craftsmen of New York, Newark and the Albany district. Henry L. Bullen, curator of the typographic museum of the American Type Founders Company, delivered an address on European fine printing.

The exhibition opened for the public on Monday, May 24, and will continue until June 5. The exhibition is being held under the auspices of the New York Club of Printing House Craftsmen.

Mankato Daily Absorbs Weekly

Col. Oliver J. Quane, publisher of the *Mankato (Minn.) Evening Herald*, has acquired the *Ledger*, a weekly, which is merged with the *Herald*. Col. Quane's father, J. D., was the *Ledger's* publisher.

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.

WITH THE GENERAL ADVERTISERS

**Rayon Corporation in Trade-Mark Suit—Court Decides Soap Case—
Townsend Joins Advertising Staff of Cadillac
Motor Car Company**

THE American Rayon Products Corporation filed suit in New York this week for an injunction in the Supreme Court against the Hamilton Garment Company, Inc., New York, alleging unfair practices in advertising dresses under the names "Tricosham" or "Trico Sham," to which names the corporation claims exclusive right.

The complaint demands a permanent injunction and also an accounting of all profits made through the use of the names to date. It also asks that the Hamilton Garment Company be compelled to deliver up all catalogues containing dresses advertised under these names.

Judge Robert A. Inch in United States District Court, Brooklyn, has granted an injunction to the Andrew Jergens Company, manufacturers of John H. Woodbury's Facial Soap, against the Bonded Products Company, Brooklyn, forbidding the latter from making "William A. Woodbury's Soap," unless the wrappers are clearly marked to prevent any confusion between the two products.

The Jergens Company alleged that the defendant was making and distributing soap for William A. Woodbury, a cousin of John H. Woodbury. It also contended that it had been the first in the field to manufacture a Woodbury soap and that an investment of more than \$8,000,000 spent in national advertising would be jeopardized if the defendant were allowed to continue to sell the William A. Woodbury variety.

Judge Inch, in his decision, refused to enjoin the Bonded Products Company from continuing to manufacture the soap, but required that in the future it plainly mark its product so that it would not be confused with the other brand.

"The Court should be most careful not to interfere, without proper cause, in business ventures between individuals," the Court said, "and the right of a man to use his name has rarely been prevented. As has been said 'judicial paternalism should be avoided.'"

The Food Products Company, Inc., B. N. Wood, president, of Norfolk, Va., have become distributors in Tidewater Virginia and Eastern North Carolina for Mission Distributors, Inc., a North Carolina corporation that handles the California fruit juices bearing that name and including orange, lemon and grapefruit. An active campaign of advertising and sales throughout the territory is planned. The fruit juices are packed by the California Crushed Fruit Corporation, which uses a process by which it cold packs the juices so they can be shipped direct from the California groves to the user.

Brian Townsend, for the past nine years of the advertising staff of Iliffe & Sons, Ltd., printers and publishers, of London and Coventry, England, has come to the United States to join the advertising staff of the Cadillac Motor

Car Company, Detroit. Iliffe & Sons are publishers of English technical magazines including *The Autocar*, *The Automobile Engineer* and *The Motor Cycle*.

The Chamber of Commerce of the Rockaways, Long Island, N. Y., is planning a \$100,000 advertising campaign to promote the peninsula as a Summer and all-year resort. Thurman C. Warren and Harry Lustig are in charge of the joint membership and publicity committee.

Thomas E. Spence has been appointed general sales manager of the Coldak Corporation, manufacturers of Coldak electric refrigerators, 8 W. 40th St., New York City. Mr. Spence was formerly vice-president and general sales manager of the Electrolux Company. Plans are now being completed for an advertising campaign.

RICHARDSON REELECTED

California's Governor Again Heads State Press Association

The Governor of California, F. W. Richardson, has been reelected president of the California Press Association. Justus F. Craemer, of the *Orange News*, and Oren A. King, of the *Jackson Ledger*, were re-elected vice-president and treasurer, respectively. Louis Meyer, of the *Oakville Leader*, was chosen secretary.

The executive committee, as chosen, consists of F. B. Mackinder, of the *Star*, St. Helena; D. J. Reese, of the *Free Press*, Ventura; Will F. Blake, of the *Advocate*, Gilroy; C. O. Dunbar, of the *Press-Democrat*, Santa Rosa; M. F. Cochrane, of the *Independent*, San Rafael; W. A. Shepard, of the *Herald*, Auburn; J. R. Gabbert, of the *Enterprise*, Riverside; G. G. Radcliffe, of the *Pajaronian*, Watsonville; Paul W. Moore, of *Facts*, Redlands; and Clark F. Waite, of the *Pilot*, San Pedro.

Van Lear Black's Daughter Engaged

Mrs. Van Lear Black, wife of the principal owner of the *Baltimore Sun*, this week announced the engagement of her daughter, Jessie Gary Black, to Thomas Buchanan Blakiston. No date has been set for the wedding.

Press Club Bulletin in Roto

The May issue of the National Press Club Bulletin, issued monthly by the National Press Club, Washington, D. C., appeared in rotogravure, 24 pages, celebrating the laying of the cornerstone of the National Press building, April 8.

AD TIPS

Aubrey and Moore, 210 East Ohio street, Chicago. Now issuing additional copy on Citrus Products Co. (Blue Bird soft drink), Chicago.
George Batten Company, Inc., 383 Madison avenue, New York. Has secured account of Galey & Lord, New York, distributors of Aberfeve cotton and rayon fabrics.

Blaine-Thompson Company, 4th National Bank Building, Cincinnati. Placing account of the Crown Fuel Saver Company, Richmond, Indiana, manufacturers "Crown" fuel saver and smoke preventer.

Thomas M. Bowers Advertising Agency, 304 South Wabash avenue, Chicago. Placing the account of the Schoenhofen Company (Green River), Chicago. Osten Advertising Corporation, Chicago, formerly placed this account.

Chicago, Milwaukee and St. Paul Railway, Chicago. Reported contemplating a newspaper campaign to stimulate development of territory in the Northwest.

Crosby Chicago, 29 Quincy street, Chicago. Will hereafter place the Gold Furniture Company, Chicago.

D'Arcy Advertising Company, St. Louis. Issuing contracts on Gardner Motor Car Company, St. Louis.

Dorrance, Sullivan & Company, 130 West 42nd street, New York City. Are making contracts for United States Shipping Board Fleet Corporation.

Erwin, Wasey and Co., 844 Rush street, Chicago. Issuing schedules on Carnation Milk Products Company, Oconomowoc, Wis. The copy is being received at some far western points from Izzard Company, Seattle, Wash.

Harry L. Fox, Ravenna, Ohio. Now handling account of the Ravenna Furnace & Heating Company, Ravenna, Ohio, manufacturers' furnaces.

J. R. Hamilton Company, 326 West Madison street, Chicago. Receiving contracts on Thompson's Malted Food Company, of Waukesha, Wis.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Sending some receiving orders to a few eastern papers on Maybelline Company, Chicago.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Handling the extended campaign of Iron Mountain Co., Chicago (Zero Zone refrigerator).

Lord and Thomas, 400 North Michigan avenue, Chicago. Issuing renewals on the Quaker Oats Company, Chicago.

Fred A. Robbins Company, 360 North Michigan avenue, Chicago. Handling the list of newspapers to be used on Burgess Battery Company, Madison, Wis.

Rogers and Smith, 326 West Madison street, Chicago. Issuing contracts on G. E. Conkey Company (poultry food), of Cleveland, Ohio.

Rooney-Soderlund-Rooney Company, Minne-

apolis. Will hereafter place Luther Ford Company, Minneapolis (Mrs. Stewart's bluing), whose account was formerly placed direct.
Russell M. Seeds Company, Consolidated Building, Indianapolis. Placing account of the Pinex Company, manufacturers "Pinex."
Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Sending out some copy on Stewart-Warner Company, Chicago.

Fire in Covington Virginian Plant

Fire gutted the basement of the *Covington (Va.) Evening Virginian* and for a time threatened the three-story plant, May 19. The newsprint stock was destroyed. Richard H. Beirne is publisher.

New Addition to Tulsa World Plant

Work will start within a few days on the four story addition to the *Tulsa World* building. The present structure is six stories high, and was built with the plan of building additional stories when necessary.

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"

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.

13,715,779 Lines of Advertising

were carried by The Miami Herald during the first four months of 1926—a volume which establishes for The Herald another record of world leadership in amount of advertising lineage.

The record-breaking growth of the Miami Market which this tremendous volume so clearly implies is also apparent in comparative statistics of the city's activities. For example:

	First Quarter, 1925	First Quarter, 1926
Building Permits...	\$7,375,101	\$10,910,411
Postal Receipts...	231,392	442,782
City Construction...	96,650	637,400
Nat'l Cash Reg.		
Sales	85,025	245,575
No., Telegrams...	1,960,714	4,449,850
(Western Union)		
Bank Clearings...	151,867,583	261,636,474
Lbs., R. R. Ton.		
Received	384,331,365	603,835,697
Lbs., R. R. Ton.		
Forwarded	38,774,693	81,151,532
Bank Deposits...	\$105,032,090	\$137,414,058

Regional Advertising

at Regional Rates

The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston New York Kansas City
Philadelphia London San Francisco
Chicago Paris Los Angeles
Cleveland Florence Seattle
Detroit Portland

"Buy What You Can Use"

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 Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

ADVERTISING AGENCY AFFAIRS

Consolidation of Lord & Thomas and Thomas F. Logan, Inc. Announced—Osten Corporation Absorbed by Bowers Company—Simmons Now with Gray

ALBERT D. LASKER, chairman of the board of the Lord & Thomas advertising agency, this week announced the merger of his firm with Thomas F. Logan, Inc., New York. The merger is to become effective July 1.

The new company will be known as Lord & Thomas & Logan. Mr. Lasker will be chairman of the board and Thomas F. Logan will be president of the consolidated company. Other executive officers are to be elected from the two companies later.

In announcing the merger, Mr. Lasker said the new corporation would place an annual volume of advertising business in excess of \$20,000,000. The new company will have its principal offices in New York and Chicago, with branches in San Francisco, Los Angeles, Washington and London.

Mr. Lasker announced the reasons for the merger as follows:

"The experience of American business has clearly shown that large units in production and distribution make for greater efficiency and broader service. Similar large units in professional service corporations are a necessity of modern business.

"Marketing experience has become so essential to successful advertising that the consolidation of these two strong organizations, each with an established reputation for national service, may be described as an important step in the efficiency of national distribution.

"The new corporation of Lord & Thomas & Logan, in capital, personnel and volume of business, will rank as one of the largest institutions of its kind in the world, placing an annual volume in excess of \$20,000,000. It will bring together one of the oldest and one of the youngest among the leading advertising agencies. Lord & Thomas, with a record of fifty-three years of continuous operation, were pioneers in introducing printed salesmanship. Thomas F. Logan, Inc., although organized only seven years ago, has already won a notable position in the advertising field under the management of Mr. Logan, who will become president of the consolidated company."

The Thomas M. Bowers Company, Chicago, has absorbed the Osten Advertising Corporation of the same city. The Bower company will take care of billings for advertising since May 1.

H. H. Simmons, formerly with Advertisers' Individual Service, 9 S. Clinton street, Chicago, has joined Russell T. Gray, Inc., advertising agency in the People's Life Building, Chicago. The following accounts handled by Mr. Simmons have been transferred from the Advertisers' Individual Service to the Gray organization: American Creosoting Company, Louisville, Ky.; Chicago Steel Car Company, Harvey, Ill.; Grindle Fuel Equipment Company, Harvey, Ill.; Has-kelite Manufacturing Company, 133 W. Washington Blvd., Chicago; Whiting Corporation, Harvey, Ill.; Massey Concrete Products Corporation, 122 S. Michigan Blvd., Chicago; Swenson Evaporator Company, Harvey, Ill.

Howard Hannegan has formed a new advertising agency at McKeesport, Pa., under the name of the Printing Crafts Advertising Service. This agency will specialize in campaigns for printers and manufacturers of machinery and equipment for printers.

Edward T. Slackford has joined the Buchen Company, Chicago advertising agency, in the copy and research departments. Slackford was formerly connected with the Marion Steam Shovel Company, Marion, O., as advertising manager.

Miss Ruth de Forest Lamb has joined the copy staff of the G. Lynn Sumner Company, New York advertising agency. Miss Lamb was formerly with Ruthrauf & Ryon, J. Walter Thompson Company and N. W. Ayer & Son.

R. H. Bethea has been appointed resident manager for Southern territory by the McLain-Simpers Organization, Stock Exchange Building, Philadelphia. Mr. Bethea's headquarters will be in the Chamber of Commerce Building, Greenville, S. C.

AD WOMEN ELECT

Philadelphia Group Names Mrs. Patten President for Second Term

The Philadelphia Club of Advertising Women recently reelected Mrs. Ellen S. Patten president to serve a second term. Miss Florence M. Dart, convention chairman, was elected vice-president, Mrs. B. Ewing Kempff was reelected treasurer. Miss Mary J. Denton, the year's publicity chairman, was elected recording secretary.

The vote for corresponding secretary was a tie, between Miss Clare V. Fey, the year's program chairman, and Miss Mabel Lux, and by Miss Lux's withdrawal, she has made it a unanimous vote in favor of Miss Fey. The remaining members of the Board are Miss Alice Baum, the year's social chairman; Miss Josephine Hunt, Miss Martha P. Minter and Miss Theresa Walls.

RADIO NAME PROTECTED

WNAC, Boston, Gets Trademark on "Jean Sargent" for Broadcasting

The granting of a trademark for use in newspaper column prints and publications for the name "Jean Sargent" to the owners of broadcasting Station WNAC marks the first successful effort of a broadcaster to protect a pen name, according to John Shepard, manager of the Shepard Stores station in Boston.

Jean Sargent was the name originally used by a writer and radio lecturer for a special feature originated at Station WNAC, and the trademarking of the name was made necessary by the alleged attempt of a middle western station to broadcast a similar feature under the same name when the original Jean Sargent became a member of the staff, it was stated.

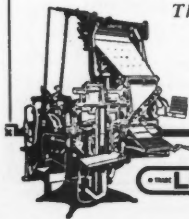
Station WNAC is owned by the Shepard Norwell Company, the trademark patent number being 211,823.

From the Linotype Mailbag

"REAL Service"

"Just a word: I want you to know that I appreciate the service you gave me a few days ago. I ordered a part for the machine at 4 o'clock on Thursday and the piece arrived in our city Friday night. I call that 'Real' service. A man gets lots of 'kick' out of dealing with a firm that furnishes service as well as the best machine that is built."

The Paris Progress
Paris, Ark.



THE LINOTYPE MACHINES

WHAT THEY ARE SAYING

DISADVANTAGES OF "CLUBBING"

"NO newspaper regarded by the public as a premium of a large paper can hope to be considered as strong and independent nor can it command respect. The circulation man on the small city paper must pound and pound his field continually for more circulation. He must serve his field completely with his paper only. If the paper is to grow with the community, it must support that community only and assist to the fullest extent in keeping business at home. It cannot do this by 'clubbing' with a large city paper."—C. L. Pearson, Circulation Manager, *Everett* (Wash.) *News*.

* * *

NEW RETAILERS' AFFLICTION—COMPARATOSIS

"YOU, yourself, seldom realize when you have 'comparatosis' (unbelievable comparatives in ad copy). That is the insidious thing about it. And even your best customers and nearest competitors won't tell you. Sometimes, of course, it comes from a deep-seated conviction that it is the only thing the public is interested in. But usually—and fortunately—it is the result of a temporary delusion aided and abetted by the fact that 'the others do it.' For comparatosis—use common sense."—Toledo Better Business Bureau.

* * *

THE SPORTS WRITER'S RESPONSIBILITY

"TIMES have changed. The old sports writer who spent his time in the saloon and confined his efforts to writing about a few professionals is gone. The successful sports writer of today is a college bred man. He writes English and devotes a large percentage of his space to amateur sports. . . . It has been the habit of publishers in smaller cities to employ incompetent sports reporters because they believed youngsters coming out of school, who like sports, could be obtained for small wages and 'would do.' That is a decided mistake. You must realize that the sports editor of your newspaper is the man who shapes the athletic careers of your boys and girls. What he writes has a greater effect upon the minds of those youngsters than you realize."—Edward W. Cochrane, sports editor, *Kansas City Journal-Post*.

* * *

"COURAGE AND HONESTY IN JOURNALISM"

"COURAGE and honesty in journalism must be there to win. You may fail for other reasons, but if these qualities are lacking your fight is lost before you start."—C. P. J. Mooney, editor, *Memphis Commercial Appeal*.

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
Cable Address: EDPUB, NEW YORK

Advertising World

14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615

Cable Address:
ECPUBLISH, RAND, LONDON

CARRIERS HAVE A HARMONICA BAND



Thirty-five harmonicas whine in unison when this newsboys' band gets into action. The organization is composed of carriers for the *Dayton (O.) Daily News*, and is the only all-harmonica newsboys' band in the country. T. J. Kavanaugh, circulation manager of the *News*, declares. At a recent theater party for 1,200 carriers given by the paper, the band led the parade to the theater and also gave several selections after the procession arrived.

CRITICS JOIN IN WORLD ORGANIZATION

Writers on Drama, Music and Screen from 19 Nations Meet in Paris, Where Headquarters Will Stay

By EDWARD EVERETT PIDGEON

Drama, Music and Screen Critic, *New York Journal of Commerce*.

It was recently my privilege to attend in Paris one of the most unusual and interesting gatherings it has ever been my good fortune to participate in—the *Congres Internationale de la Critique Dramatique et Musicale*—convened during the first week in May in the French capital and to which I had the honor of being the only delegate present from America—North or South. The conference, from a mere experimental gesture, grew and expanded within a few days into a world-wide movement of present-day interest and future importance; from a mere social contact to an organization of promised stability that immediately and without hesitation set about functioning with a certainty and supreme confidence in the mutuality of its aims and ideals and a supreme assurance in its future accomplishments for the benefit of the stage and the drama at large; a forward step in journalism.

To me it was a rather remarkable tribute to the manner of the presentation and extreme cordiality of the invitation that brought a response so extensive that when the roll was called at the first assembly no less than twenty-four delegates, representing nineteen different nations, answered "Present." Included in that number were star drama reviewers

from Japan, Haiti, Greece, Austria, Poland, and in fact all the representative countries excepting Germany alone, and the fine diplomacy of the Honorable Chairman was shown by the applause of approval which greeted his motion, on the final day of the Congress, that Germany be especially invited to participate in the convention of 1927.

The results of the Congress were successful beyond expectation, as the plans developed daily and without friction under the skilful guidance of President Paul Genisty and the eventual accomplishment was the actual formation of a permanent World's Congress of Dramatic and Musical Critics with the avowed purpose of co-operation and the expansion of its field of usefulness to every city of importance in every country represented, each country to establish its own National Bureau for the dissemination, collection and exchange of literature, data and all forms of informative material that may be of mutual benefit, with the International Headquarters and Chief Bureau of Archives to be located permanently in Paris, from where the contact will be made abroad through accredited correspondents of the foreign press at the French capital.

The effects are soon to be seen as far reaching in their influence upon the ethical and literary, as well as the entertaining and constructive, future of the stage of the world, and the credit is due in large measure to the visional inspiration of the critics of France—which in the arts is Paris.

THIRD ANNUAL DIRECTORY OF FEATURES

(Continued from page 3)

swain in the first love affair and after their first post-marital spat. They have remedies of Machiavellian cunning for keeping peace in the home by keeping the "in-laws" out; they know how to cure hubby of spending his nights around the hexagonal green table; they tell madame how she can get a new Spring hat without sending the budget on the rocks. Sometimes they express their advice in emphatic, though always elegant, form for the sinner who has passed the ordinary limits of error. This newspaper confession is apparently one of the things immune to withering age and stalling custom.

All of these elements of the newspaper supplement the many news services covering the general and specialized fields of human activity. The news is drawn from the entire world and is selected at a number of filing points for its availability in varying localities and public tastes. The syndicate man has no such advantage. He assembles his offering in New York, Washington, Chicago, or some other focal city and sends it forth to be printed in ready on the same day in Portland, Me., and Spokane, Wash., in New Orleans and in St. Paul, and he must shape his work to meet the requirements of each and all of his clients. It is no easy task, but it is performed every day by the syndicates which remain active and prosperous. Generally speaking, the mortality rate is not high.

Mathews Changes Address

The Chicago offices of the Julius Mathews Special Agency, Newspaper advertising representatives, have been moved to Rooms 700-701, 30 North Dearborn street.

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

Many a newspaper is known by the classified columns it keeps

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

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. URBAN E. DICE, Nat. Adv. Mgr. GAZETTE SQ., PITTSBURGH, PA. National Representatives: E. M. BURKE, Inc. 42nd and Broadway, N. Y. 122 S. Michigan Blvd., Chicago. Constitution Bldg., Atlanta, Ga. R. J. BIDWELL CO. 742 Market St., San Francisco, Cal. Times Bldg., Los Angeles, Cal.

Columnist Dines His "Contribs"

The annual contributors' dinner tendered by Stoddard King to those contributing to his "Facetious Fragments" column in the *Spokane Spokesman-Review* was held May 14 at the Davenport hotel. About 70 attended. Ben Rice, former newspaper man, presided.

Monomelt Firm Name Changed

The Printers Manufacturing Company, makers of the Monomelt Single Melting System, have changed the firm name to The Monomelt Company. The Minneapolis factory and the Chicago sales office have been combined in a new fire-proof building at 4541 Ravenswood Ave., Chicago.

Covert Heads Brooklyn News Men

Marshall H. Covert, *Brooklyn Standard Union*, was re-elected president of the Brooklyn Newspapermen's Club at the annual meeting held June 1.

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 lineage, 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

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Edition 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.

New York Office—110 E. 42nd St. Dan A. Carroll Chicago Office—Tower Building J. E. Lutz

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 E. Lederer, 910 Hearst Bldg., Chicago, Ill. A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

first! in OHIO

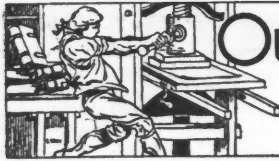
7,474,514 Lines

Dispatch advertising record for the first four months of 1926, exceeding other Columbus newspapers combined by 1,092,957 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION CITY 55,912 SUBURBAN 24,973 COUNTRY 23,666

Total Daily Circulation 104,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

CHARLES K. HARRIS prints several stories about newspaper men now prominent as columnists in his autobiography "After the Ball" (Frank-Maurice, Inc.). One skit will do by way of illustration:

Bide Dudley, of *The Evening World*, came in to the office of Mr. Harris with a song entitled "I'll Never Hear You Sing Again Comin' Through the Rye." After Bide had left, the well-known publisher and author of the song hit, "After the Ball Is Over" and many others, said to his manager:

"I am going to save a first-class man for the newspaper world. It would be too bad to lose him."

"How is that?" asked the other.

"By publishing Mr. Dudley's song."

HOUGHTON MIFFLIN COMPANY will publish in the fall "Main Currents in American Journalism" by Willard Grosvenor Bleyer, Director of the Department of Journalism, University of Wisconsin, Madison, Wisconsin. Professor Bleyer has written a number of books relating to journalism including "Special Feature Articles," "Newspaper Writing and Editing," and "Types of News Writing."

E. W. HOWE in the current issue of his monthly devoted to indignation and information has on his first page a column over which he puts the head "Big Man Brisbane."

NORMAN J. RADDER, whose book "Newspapers in Community Service" (McGraw-Hill Company) was recently reviewed in this department, contributes to *The Epsilog*—the official organ of Pi Delta Epsilon, the honorary journalism fraternity—for June an article entitled "The New Country Journalism." In this article Professor Radder, a member of the faculty at Indiana University, outlines the opportunities in rural newspaper work and notes the growing prosperity and influence of community newspapers.

This same issue of *The Epsilog* contains a sketch of Oswald Garrison Villard, formerly president of the *New York Evening Post* and now editor and owner of *The Nation*. The *Epsilog* is edited by Robert H. McNeil of Colgate University.

SOME one, presumably the editor John Farrar, chats in *The Bookman* for June about the change Harry Hansen has made in moving his desk from the *Chicago Daily News* to the *New York World*.

Mention is made of somewhat similar migrations made by Burton Rascoe, Stuart Sherman, Henry Sell, Percy Hammond, John V. A. Weaver, and others. Of Mr. Hansen the prophecy is made that he "like his Viking ancestors will remain indomitably himself and cherish his own view point" so far as his work on the *World* is concerned.

ARTHUR JUDSON BREWSTER who teaches advertising at Syracuse University will soon publish through A. W. Shaw Company of Chicago "An Introduction to Retail Advertising." Professor Brewster before he became connected with Syracuse University was Advertising Manager of L. C. Smith & Bros. Typewriter, Inc.

THE Atlantic and Pacific seemed to have joined hands in the production of "Principles of Publicity" (D. Appleton & Co.) by Glen C. Quiett and Ralph D. Casey. The Atlantic author is Quiett who is officially connected with Tamblin & Brown of New York City and who was largely responsible for the tremendous amount of newspaper space obtained for the publicity of the Cathedral of St. John the Divine. The Pacific author is Casey who is Associate Professor of

Journalism at the University of Oregon, Eugene, Ore.

Books on publicity have been somewhat frequent in recent years. The present volume, however, differs from these in that it presents its subject matter from a more detached point of view. In addition, its authors have made a sincere attempt to stress the ethics which should govern the publicity agent in his relations with the public in general and the newspaper in particular.

The authors in their preface clearly set forth that the newspaper and other informational agencies, because of the heavy burdens already carried, cannot be expected to seek out and interpret to the public every worthwhile cause. They make a clear distinction between responsible and reliable publicity on the one hand and on the other the irresponsible and unreliable information that circulates as propaganda. They also draw a sharp distinction between the functions of publicity and those of advertising and insist that legitimate newspaper publicity is not concealed advertising. On this point the authors are very specific:

Commercial advertising has its own definite field as an agency for selling commodities, service, or good will. Advertising is a commercial transaction by which the newspaper becomes the paid agent of the advertiser in his direct or indirect effort to obtain sales for his product, clients for his service, or good will for his institution. Because the newspaper depends for its life on paid advertising, it is unethical and downright dishonest for commercial advertising agencies to attempt to insert in news columns material that has no value to the newspaper or its readers and that benefits only the advertiser himself. Yet in many instances this is exactly what is attempted. It is such efforts that have earned for much so-called publicity the disapproval of American newspaper publishers.

In a certain sense "Principles of Publicity" consists of two sections. In the first section the authors outline methods of informing the public through news stories, feature stories, pamphlets, house organs, exhibits, motion pictures, and news pictures. The second section is more specific and deals with the publicity for business, public schools, universities and colleges, eleemosynary institutions, churches, civic associations, etc.

To make the volume meet the requirements of the class room, the authors have added several appendices devoted to a bibliography and questions and suggestions are offered to help the person upon whom the reporter calls for news:

When a reporter calls, know as much as possible of the story you are trying to tell.

If all of the material for the news story is not in your possession, know where the remainder of it may be obtained.

Don't forget the names and be sure they are accurate. Bill Jones is not sufficient. The *Christian Science Monitor*, for example, insists always on even the middle initial. Write it William E. Jones.

Remember that in most cases you are seeking to obtain publicity for your organization and not for any salaried officer in its personnel. It is more effective if you give the president or some member of the elective board credit for a particular piece of work than to "hang the story" on a salaried employee.

Be always ready to see a reporter; don't be too busy to see him; don't let him stand about cooling his heels in an outer office.

If the reporter who covers your association or institution is at all capable, don't go over his head to an editor with a story.

Do your complaining on a badly written story to the man who wrote it, not to his superior. If the writer of the story does not appreciate this courtesy, you may then make your complaints higher up.

Study the differences between the morning and evening papers as to content, method of displaying the news, and news style.

Do team work with the reporter. The friendship of a newspaperman is a valuable asset. If an individual has been friendly with newspapermen in the past, if he has given his time to provide them with information when they have asked for it, they will be willing to give him space for stories with news interest when he requires it. That does not mean that friendship for a newspaperman or a publication will cause the city editor to permit an organization an undue amount of space or to suppress stories which are unfavorable to the interests of their friend, but it does mean that the organization will have its case properly presented.

Establish yourself in the good graces of the

newspapers so that when they want information on what is going on in your particular field, they will naturally turn to you. Sometimes you may have to tell them that if the news is printed they must not use your name, and they will respect your wishes. At other times you may be able to give them "tips" on news that must not be printed at the moment. An individual should not violate good ethics, however, in giving out such information. Reporters will appreciate the courtesy of "tips" on news stories and will keep the information for use at such a time as will be agreeable to the person giving the information, or they may use it as the basis for other investigations if the consent of the individual giving the tip has been granted.

Reporters of wide experience know that the more responsible position a man has, the more courteous and affable he is likely to be to newspapermen. No one can hope to obtain favorable publicity either for himself or the organization he represents who feels that he cannot be bothered with talking to representatives of the press, who resents their intrusion into his privacy, or who does not care to answer their questions. He rightfully earns the dislike or contempt of those covering the news.

The authors have tried in their text to produce a volume which would make it still harder for fakers and irresponsible persons to break into print. On the other hand they have aimed to be of real service to the cause of legitimate publicity. Throughout the volume they are continually seeking to interpret the newspaper to the publicity agent who is not familiar with the routine of the city room. They have sought to lighten the burdens of the city editor by suggestions on the preparation of copy, the securing of photographs, etc. Indeed, the professional reporter may well read certain pages to advantage. Possibly the managing editor after perusing the volume may see how costs in newspaper production have been lightened through the co-operation of publicity workers. It is extremely doubtful whether he knows how much he is depending upon hand-outs for the material he prints. He should be reminded, however, that this co-operation by publicity workers does not relieve him from the responsibility of research and special investigation. The trouble today with publicity is that it is being put into type without being carefully checked for the correction of errors—often unintentionally made but sometimes, I regret to say, deliberately inserted.

One feature of the book deserves special commendation. When the authors have dealt with a subject with which they are not thoroughly familiar they have gone to the expert for an opinion. Such a policy has given a distinct touch of authority to the volume. The material which has been inserted for purposes of illustration is helpful but its usefulness would have been still greater if the authors had given their reasons for their choice, since the book is prepared primarily for the novice rather than for the professional worker. Some of the credit for quoted matter should have been more specific.

But on the whole the authors have produced a well organized volume in view of the extensive field they have attempted to cover. They have had in mind the preparation of a volume that should be helpful to the worker. With considerable care they have avoided any attempt to sell to the public the services of the professional in public relations. They have

kept to the theme of principles and have left theories to others. But in making this comment I cannot help adding that the volume would have been more valuable had it contained more quotations from the articles which EDITOR & PUBLISHER has printed on the same topic.

CLARENCE S. BRIGHAM, Librarian of the American Antiquarian Society at Worcester, Mass., prints in the current issue of *Proceedings of the American Antiquarian Society* a sketch of the newspapers published in Tennessee, Texas, and Vermont before 1820. The sketch of the *Knorrville Gazette*, the first newspaper in Tennessee, is remarkably complete.

Under the head of Texas Mr. Brigham has only one entry—the *Texas Republican* which was started at Nacogdoches on Aug. 14, 1819. When I completed my "History of American Journalism" I knew about this paper but I was unable to determine the date of its initial appearance. Mr. Brigham while admitting that Horatio Bigelow may have been the editor of the *Texas Republican* asserts that the name of Eli Harris appeared in the imprint. No copies of the *Texas Republican*, however, have been located.

For the date of the first paper in Vermont Mr. Brigham suggests December 14, 1780, as a date on which the *Vermont Gazette and Green Mountain Post Boy* appeared in Westminster. By way of authority he quotes "The Vermont Almanac" for 1796 in which this date for the first newspaper in Vermont is mentioned. If that date be the correct one there must have been several omissions in weekly publications, for the date of the earliest issue that has been located is that of April 2, 1781, and is labeled Volume I, No. 8. This earliest known issue is in the possession of the Vermont Historical Society.

After Mr. Brigham has completed his bibliography in *Proceedings of the American Antiquarian Society*, it will be published in book form along with an historical introduction. Meanwhile the compiler will welcome additions and corrections. These should be sent to him c/o The American Antiquarian Society, Worcester, Mass.

INTERESTING historical data about the Negro press will be found in the article which Eugene Gordon contributes to *The American Mercury* for June. Mr. Gordon has been a member of the editorial staff of the *Boston Post* since 1919.

The first example of Negro journalism was *The Freedom's Journal* which was started in New York on March 30, 1827. It was followed by such other papers as *Rights for All* (published at New York), *The National Reformer* (bearing a Philadelphia date line), *The Paladium of Liberty* (from Columbus, Ohio), and *The Herald of Freedom* (also from Ohio). Today there are over two hundred journals published in 36 states and read by five million colored readers.

Mr. Gordon then chats about present

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day tendencies of the Negro press which he says is marked by a certain yellowness flaunted as a badge of progress. Attention is called to the fact that there was a time when the ordinary colored American laughed at the suggestion that he read negro newspapers. But of late a revolutionary change has taken place. By way of proof Mr. Gordon reprints the following full page announcement of *The Chicago Defender*:

So great is the demand for the *Chicago Defender* it became necessary to secure the best medium of distribution in New York City, Washington, Baltimore and other large cities. It was necessary to engage the services of national distributors. Our distributor, the International News Company, of New York City, alone covers 6,700 newsstands in Greater New York. Distributors in other cities are covering all newsstands and places of business.

Of the Negro newspapers—220 to be specific—Mr. Gordon says that 197 may be dropped as being little more than waste paper. Of the remaining twenty-three he says that ten while mediocre are of sufficient influence to qualify for notice, even though their editors use the paste pot and shears instead of printing original matter.

Among the papers of what might be called merit he mentions *The Afro-American* of Baltimore, *The Defender* of Chicago, *The Amsterdam News* of New York, *The Courier* of Pittsburgh, *The Journal and Guide* of Norfolk, *The Argus* of St. Louis, *The Tribune* of Philadelphia, *The Tribune* of Savannah, *The Tribune* of Washington, *The Age* of New York, *The Call* of Kansas City, *The Whip* of Chicago, and *The Bee* of Chicago. About them the following general comment is made:

In size and makeup these papers greatly resemble their more yellow daily contemporaries. They have, like the dailies, tiers upon tiers of red, alternating with black, headlines; conglomerations of photographs of "society" folk, cut-throats, footpads, pugilists, bootleggers, preachers, school teachers, poets, politicians and actresses; comic strips, cartoons, and patent medicine advertisements; and women's, children's, sports, theatrical, and radio pages. In addition they have "race" syndicate features of every variety for every shade of taste.

THE column which Stoddard King conducts in the *Spokane Spokesman-Review* is one of distinction from the viewpoint of press humor. But this paragraph is to call attention to his recent volume, "What the Queen Said, and Further Facetious Fragments." These so-called facetious fragments often strike a highly imaginative note in verse and have a remarkable variety in mode of treatment. Mr. Stoddard's reputation as a columnist is overshadowed by his fame as the author of that song entitled "The Long Long Trail."

THE book, "Newspapers in Community Service," written by Norman J. Rader who is connected with the School of Journalism at the University of Indiana is published by McGraw-Hill Company and not by D. Appleton Company.

THE article which opens *Scribner's Magazine* for June is from the pen of William Allen White, editor of the *Emporia (Kan.) Gazette*. It tells how

the high hat phalanx killed the progressive party, or—to use magazine language—it tells the story of the passing of the apostles of liberalism in the United States.

Mention is made in the opening paragraph of the editorials which Theodore Roosevelt wrote for the *Kansas City Star*, editorials through which Roosevelt "was

feeling his way toward a platform for the party which he expected to lead." According to Mr. White, there was evidence in these editorials that Roosevelt was eager to get back to the old issues—back to Armageddon. This article ought to be read with considerable interest by editorial writers on political subjects.

GUTENBERG MUSEUM PROGRESS TOLD

Edwin E. Bartlett Says Precious Records of Early Printers Now Properly Arranged—U. S. Contribution Untouched

The past year has seen great progress in the administration of the Gutenberg Museum in Mainz, Germany, according to Edwin E. Bartlett, president of the Bartlett Orr Press and director of Linotype typography for the Mergenthaler



Officials of the Gutenberg Museum, Mainz, Germany, standing before the main portal of the building. They are (left to right, rear row): Herr Tolg, Karl Emil Gottelmann, Aloys Ruppel, Dr. W. Cunz (middle row) Dr. Rudolph Wolf, E. E. Bartlett (bottom row) Gustav Mori, J. W. Muller, and David Stempel.

Linotype Company, who recently returned from a visit to the Museum.

"I visited Mainz in order to see what the Gutenberg Museum authorities had accomplished since I had last visited the institution a year ago as the bearer of a donation of 20,000 gold marks subscribed by American printers and book lovers to maintain and develop the international activities of this center for typo-

graphical research," he said. "Knowing the stress to which the city had been subjected as the after-effects of the war, I was amazed and delighted to find that by dint of intense personal efforts of directors and members, and through generous assistance of the city authorities, it has been possible in this short time to re-create an institutional work of the highest value and dignity. The precious records of the work of Gutenberg, Fust and Schöffer and their successors of the fifteenth century have been arranged in a manner that again makes the collection one of the best of its kind in the world. That indefatigable and unselfish friend of typography, David Stempel, head of the Schriftgiesserei D. Stempel of Frankfurt, has made it possible to erect a replica of a print shop of Gutenberg's period, complete with type-founding equipment, full fonts of the forty-two line bible type and the Fust and Schöffer Psalter types, and a wooden screw press built for the Museum by Frankenthal Albert & Co., whose director, Dr. Richard Ganns, is an enthusiastic supporter of the Gutenberg Society's efforts. The types are splendid examples of the typefounding art. They are not only astonishingly meticulous replicas. They are technically interesting because they were made as Gutenberg and his immediate successors are believed to have made theirs, and the Stempel type foundry produced them in exact accordance with the methods which their historical expert Gustav Mori has worked out in many years of research. With these types and on the wooden press the Museum has succeeded in producing replicas of such typographical masterpieces

as the splendid Fust and Schöffer Psalterium of 1457, with its famous great B initial and other ornament, printed in red, blue and black at one impression in the same manner used in the original work.

"Another enrichment has been the establishment of a room for the permanent exhibition of modern typography, donated by the great type founding establishments of Germany as their united offering.

"By strenuous economy and hard individual work the city authorities and the museum officials have succeeded in bringing the institution to its present good condition without drawing on American contribution of 20,000 gold marks. There is already on the press an interesting volume, *Das Gutenberg-Jahrbuch* (The Gutenberg Year Book), which will be furnished to the members of the Gutenberg Society this month. Dr. Adolph Tronnier, chief librarian of the Mainz Stadt Bibliothek, has completed chart which illustrates how the printing art expanded through Europe in its first century.

"The society also has in course of completion about 100 lithographic plates of the splendid liturgical color printing of Erhard Ratdolt. The magnificence of these early achievements still stands without peer; and only those fortunate enough to possess the Ratdolt portfolio realize what an enrichment it will be for the whole printing world when this contemplated series can be finished."

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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.

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FRANK MUNSEY'S BODY BURIED IN MAINE

Was Interred May 26 in Family Plot at Lisbon Falls—Private Car Carries Executives from New York With Casket

The body of Frank A. Munsey, late publisher of the *New York Sun*, the *New York Evening Telegram* and magazines, was interred May 26, in the Munsey family plot in Lisbon Falls, Me.

Mr. Munsey died last Dec. 22 and his funeral was held in the Cathedral of St. John the Divine, New York. On the following day his body was placed in a vault in Woodlawn Cemetery, there to repose until spring.

A private car attached to the State of Maine Express carried Mr. Munsey's body and attendants from New York to Lewiston, Me., where automobiles were ready to complete the trip to Lisbon Falls. Those comprising the party from New York were:

Mr. and Mrs. William T. Dewart, Fred P. Shafer, James E. Craig, Fred A. Walker, Robert H. Davis, Mr. and Mrs. Gilbert T. Hodges, Mr. and Mrs. Edwin S. Friendly, C. Howard Tate, Robert C. Ferris, E. O. Petersen, Miss Minnie Osterthal, Miss Hilda Neubert and Miss Daisy Sorensen, all of New York; Charles H. Stoddart of Chicago and Wilton J. Lambert and C. H. Pope of Washington.

NEW JERSEY PUBLISHER DIES

Chas. Hamilton Frost, Plainfield (N. J.) *Courier-News*, Heart Disease Victim

Charles Hamilton Frost, 66, publisher of the *Plainfield (N. J.) Courier-News*, died at his Plainfield home June 2, after a week's illness from heart disease.

Mr. Frost was born in Chicago and was graduated from Yale in 1892. In 1904 he became associated with his father, the late George H. Frost, then publisher of the *Courier-News*. Upon his father's death he became the publisher of the daily. He is survived by his wife and two daughters.

Canadian Agency Man Dies

W. H. Carswell, 47, manager of the Vancouver, B. C., office of McConnell, Ferguson Company, Ltd., advertising agents, London, Ont., died May 23. He was at one time Toronto representative of *Montreal La Patrie*, was later associated with billboard advertising and then went to Vancouver as business manager of the *Sun*, resigning some time ago to join McConnell, Ferguson Company.

Miami Advertising Man Killed

Joseph A. West, 32, assistant advertising manager of the *Miami (Fla.) Daily Tab*, was killed in an automobile accident in Miami, May 30. West, up until a few months ago, was advertising manager for

the Philip Levy Company, furniture store, of Richmond, Va.

Richard A. Haughton Dead

Richard A. Haughton, 51, for the past two years state editor, *Detroit Free Press*, died Wednesday after illness of six weeks with acute Bright's disease. Haughton was Detroit correspondent of the *New York Times*, *New York World* and *Los Angeles Times*. He was a veteran of the Spanish-American war and for more than twenty years was telegraph operator on the *Free Press*.

Former News Man Ends Life

Charles M. Welch, 55, whose father was one of the original stockholders and vice-president of the *Syracuse Herald*, shot himself to death June 2, in Denver. Before he committed suicide he visited Denver newspapers, presenting them with a copy of his autobiography and a picture, and promising them a "good story." He himself had been a newspaper man and also the organizer of a printing company. Pinned to the lapel of his coat was a typewritten note which gave the cause of the suicide as inability to compete with modern industrial methods.

Troy (Pa.) Editor Dead

Frank E. Van Keuren, editor of the *Troy (Pa.) Gazette and Register* died suddenly June 1. He was born in Hammondsport, N. Y., in 1881 and started as a printer at the age of 17 with the *Steuben (N. Y.) Courier*. In 1884 he purchased the *Mansfield (Pa.) Advertiser*. In 1905 he became owner and editor of the *Troy Gazette and Register*. He was a member of the Troy Board of Education and a trustee of the State Normal School of Mansfield, Pa.

C. S. Rigsby, Cartoonist, Dies

Clarence S. Rigsby, cartoonist and illustrator, died May 25 in Seattle. Rigsby was originator of several comic strips, including "Major Ozone" and "Ah Sid, the Chinese Kid." He was a former staff artist for the *New York Herald*, *New York World*, and the *Brooklyn Eagle*, and a contributor to the Sam Lloyd Syndicate.

Perceval Gibbon, War Correspondent

Perceval Gibbon, writer and war correspondent, died on the Island of Guernsey on May 30. In 1917 and 1918, Mr. Gibbon was correspondent with the Italian army for the *New York Times*. His articles vividly portrayed the fighting along the Isonzo, the Piave, the Carso and elsewhere on the Italian front.

Obituary

M. C. RICE, 96, who founded the *Westfield (N. Y.) Republican* said to have been the first Republican newspaper, died recently at his home in Lawrence, Kan.

I. W. PARKS, 76, who founded the *Western Democrat*, later known as the *Western Call*, and which is now the *Beloit (Kan.) Daily Call*, died recently.

J. Q. CONVERSE, 81, who for 40 years had been the representative of the *Columbus Ohio State Journal* at Plain City, O., died a few days ago. He was a civil war veteran.

MARTEL B. BRYAN, 58, who had been connected with the *London (O.) Madison County Democrat* all his life, died suddenly a few days ago.

WILSON BLUE, 47, until recently telegraph editor of the *Toronto Telegram*, died suddenly May 27. He began his newspaper career on the *Toronto Globe*, then was connected in various capacities with the *Winnipeg Free Press*, *Winnipeg Telegram*, *Victoria Colonist* and *Vancouver News-Advertiser*. In 1918 he served on the staff of the Canadian Press.

JOHN M. HUBBELL, 56, former business manager of the *Columbia (Mo.) Tribune*, hanged himself in his room at the home of his sister, Mrs. N. H. Hickman, Columbia, Mo., May 22. Mr. Hubbell had been in poor health for several years.

HENRY B. MCINTYRE, 71, father of O. O. McIntyre, writer of a New York column for the McNaught Syndicate, died at his home in Plattsburgh, Mo., Monday night.

MARTIN A. DELANEY, 52, physical director and formerly "Keeping Fit" editor of the *Chicago Evening American*, fell dead June 1, while running for a street car.

FRED HUTCHINSON, pressman for the *Chicago Herald and Examiner*, died suddenly May 22 while standing near one of the Herald and Examiner presses.

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.

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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

Right to Remove Signs Challenged

The right of the Iowa State Highway Commission to remove advertising signs in its State-wide campaign has been challenged by the General Outdoor Advertising Company, which obtained a temporary injunction order last week against employees of the commission in Pottawattamie County. Harry Fitch, of the advertising company, claimed the Commission was removing signs on private property. The charge was denied by B. J. Conlon, of the Commission. The advertising agency has declared that if the injunction is not sustained the case will go to the supreme court.

Daily Building Model Home

Work has been commenced by the *Staten Island Advance* on a model home of the English cottage type to cost about \$12,000. It is the first of three model homes to be erected by the paper this year.

MICHIGAN

and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

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DES MOINES
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FORMER SPHINX CLUB PRESIDENT DEAD

Preston P. Lynn, General Manager of the John Wanamaker New York Store, served as Head of Old Advertising Society

Preston P. Lynn, former president of the Sphinx Club, oldest advertising society in the country, and general manager of the John Wanamaker New York Store, died May 28, at his New York home.

Mr. Lynn was born in Danielsville, near Allentown, Pa., on Nov. 5, 1868. He was one of a large family of Pennsylvania Dutch stock. After attending the public schools of Allentown he entered the employ of John Wanamaker in Philadelphia. He came to New York as a member of the executive staff under the late Robert C. Ogden and succeeded to the position of general manager upon the retirement of Mr. Ogden, holding it until his death. R. F. R. Hunstman, *Brooklyn Standard Union*, and also active in Sphinx Club affairs was an honorary pall bearer at the funeral held in Allentown.

GIRLS' TEAM DEFEATS EDITORS

California Press Association Members Vanquished in Baseball Game

A number of California editors will never print another joke about the way a girl throws a baseball, for a team of editors was defeated 14 to 5 by the girl's baseball team of Humboldt Teachers' College at Arcata, Cal., Tues., May 18. The girls made nine runs in the first inning. The game was part of the entertainment for members of the California Press Association on their thirty-eighth annual excursion when the editors visited Arcata and Humboldt Teachers' College.

Governor Friend W. Richardson of California, president of the association, pitched the first ball. Ralph W. Bull of the *Eureka Times* and Fred P. Falkenberg, secretary, Arcata Chamber of Commerce, formerly a big league pitcher, umpired.

Newspaper men who played on the team defeated by the girls were:

J. E. Olmsted, *Petaluma Argus*; W. A. Shepard, *Auburn Herald*; Paul G. Jasper, *Fortuna Beacon*; M. R. Henry, *Livermore-Herald*; Paul W. Richardson, *Berkeley Gazette*; H. W. Amphlett, *San Mateo Times*; W. S. Clawson, *Exeter Sun*; George G. Radcliff, *Watsonville Pajaronian*; F. D. McPherson, *Santa Cruz Sentinel*; G. Lansing Hurd, *Santa Rosa Republican*; W. L. Murphy, *Sonoma Index-Tribune*; E. C. Stowe, *Woodland Mail*.

First British A.A.C.W. Delegate Here

The honor of being the first delegate to arrive in this country from England to attend the 22nd annual convention of the Associated Advertising Clubs of the World must go to Sinclair Wood, who reached New York from London this week. Mr. Wood is director of Advertising & Publicity Limited of London. He plans to visit several cities in this country before going to Philadelphia.

There are 40 newsprint mills in the United States, with a total capacity of 5,506 tons daily.

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International News Service

"Get It FIRST but First Get It RIGHT"

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FLASHES

And when she reads about the publicity that Miss Joyce Hawley has received and is receiving for her static immersion one wonders whether a telltale tear does not course down the cheek of Miss Gertrude Ederle.—*F. P. A. in New York World*.

Ten office boys went on strike in the Illinois Central headquarters at Chicago. How can science tell, we wonder, whether an office boy is on strike or on duty?—*The New Yorker*.

Prohibition is so young yet that there is still some doubt about the social standing of the bootleg rich.—*Toledo Blade*.

The need of the times is a vehicle you can ride down-town and then fold up and carry into the office.—*Newcastle (Ind.) Courier*.

Optimism is what you have when you have almost everything else.—*New York Telegram*.

At last America has trimmed Norway for the pole vaulting championship.—*St. Louis Star*.

We're gittin' too much service an' not enough o' what we buy fer our money these days.—*Kin Hubbard*.

African giants jump seven feet high. What couldn't they do with a little training at busy intersections!—*Baltimore Sun*.

We understand that a prominent woman author began writing "movie" scenarios when she was twelve years old. After witnessing many movies we had come to the conclusion that most of them were written by people even younger than that.—*New York Herald Tribune*.

BOISE DAILY SOLD

Capital-News Purchased by Mrs. Scripps, B. H. Canfield and Associates

(By Telegraph to EDITOR & PUBLISHER)

BOISE, Idaho, June 2.—The *Boise Capital News*, evening, morning and Sunday paper, has been sold by E. H. Dewey and W. C. Dewey of Nampa, to the Western Scripps newspapers. The purchase was made by Leroy Sanders of Pasadena, Cal., in behalf of Mrs. Josephine Scripps.

The new corporation named its officers as follows: Leroy Sanders, president; H. A. Lawson, vice-president; Mrs. Josephine Scripps, treasurer; and R. E. Webster, secretary.

The new management announced that H. A. Lawson would continue as managing editor, and John W. Veatch as business manager. Plans are being made for a new plant as well as equipment improvements.

The Capital News was established in 1902 by R. S. Sheridan. It was acquired by the Deweys three years ago.

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PHILADELPHIA

Producers of
SPARTAN TYPE METAL
Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

SUIT FOR \$2,000,000 IS DISMISSED IN COURT

Judge Erlanger Throws Out Libel Complaint of Atlantic City Chamber of Commerce Against New York Graphic, for Beauty Show Probe

Justice Erlanger in New York Supreme Court June 3, dismissed the complaint of the Atlantic City Chamber of Commerce for \$2,000,000 libel damages, against the *New York Evening Graphic*, growing out of the Macfadden tabloid's exposé of the 1925 bathing beauty pageant.

The *Graphic* in its exposé charged that the winner of the pageant was named by pre-arrangement. The Atlantic City Chamber of Commerce filed its libel suit Nov. 27, last year, alleging the reputation of its city had been damaged and that visitors would stay away from there and not spend their money there because of the *Graphic's* articles.

Attorney Schultz for the *Graphic* argued that the Chamber of Commerce, being a non-profit organization, legally could not sue for libel.

Secondly, he asserted, nothing libellous had been printed anyway. His third point was that the Pageant Committee had a perfect right to sell out to motion picture or theatrical interests if it wished. His fourth contention was that the exhibition was public and was therefore open to fair comment and criticism.

Alexander Visits Chicago

E. M. Alexander, vice-president of the *New York American* and director of national advertising of the *Chicago Herald and Examiner* and *New York American* was in Chicago the week of May 23. He presided at a meeting of the national advertising staff during his visit.

The Bible continues to be the world's best seller, even tho no effort is made to suppress it.—*Wichita Falls Record-News*.

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.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

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 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

FIFTY YEARS A DRAMATIC CRITIC

J. S. Metcalfe, Wall Street Journal, Honored by "The First Nighters"

James S. Metcalfe, critic of the *Wall Street Journal*, was guest of honor at a luncheon given May 21, by "The First Nighters," an organization of dramatic critics and editors of New York and Brooklyn newspapers. Mr. Metcalfe has been a reviewer of plays for almost 50 years.

Among those who attended the luncheon were:

Alexander Woollcott, *New York World*; Gilbert W. Gabriel and Stephen Rathbun, *New York Sun*; John Anderson, *New York Evening Post*; E. W. Osborn and Bide Dudley, *New York Evening World*; Burns Mantle, *New York Daily News*; and Arthur Pollock, *Brooklyn Eagle*.

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

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

Peoria
The
Try-Out City
—THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!

CHAS. H. EDDY CO.
New York - Chicago - Boston

Supplies—Equipment

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

GOSS

STEREOTYPING
MACHINERY

Carried in Stock



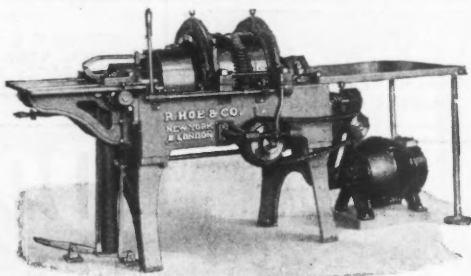
Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Automatic Curved Plate Trimming and Shaving Machine

A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

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.



ALWAYS IN DEMAND

Newspapers provide a market for Equipment and Supplies that demands constant touch between the Manufacturers and the Buyers. Not always is it possible to have a salesman on the spot, but always available is a copy of

Editor & Publisher

If it carries your message you are well represented

Rebuilt

GOSS & HOE

PRESS BARGAINS

ALL TYPES

SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotyping presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

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

Evening Paper that I can recommend—Location, Ohio; field exclusive; equipment modern; circulation 6,500; gross receipts over \$100,000; present net earning over \$15,000, can easily be increased by change in management; price \$140,000, half cash. J. B. Shale, Times Building, New York.

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.

PRESS CONTROL

"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

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.

Brokers

Omar D. Gray, who sold a quarter of a million dollars' worth of newspaper properties last year and who is the only man in the world who makes a specialty of consolidating newspaper plants in the same city and who has been very successful in this work, visiting all sections of the United States in this line of endeavor, writes us from Sturgeon, Missouri, as follows: "I have been so busy meeting newspaper men in conventions in Iowa, Missouri and Illinois and shaping up newspaper deals that I have had to neglect preparing my ads. I have three nice deals just ready to close and I hope to close at least two of them before I go with Dean Walter Williams to Jackson, Mo., June 3-6, to be with the Southeast Missouri editors and then motor on down to Jackson, Miss., to be with the Mississippi editors in convention. Dean Williams and I will stop at approximately fifty newspaper offices enroute to these two conventions.

"I have newspaper offices listed in forty-four states. Most of them are priced right and if you want to buy a newspaper plant, write and tell me how much money you have to pay down, and about what you want and I will try to find just the office that suits you.

"I have a small weekly in Indiana which can be purchased for a very little money down because the owner was compelled on account of ill health to leave that state.

"I have two wonderful weekly newspaper propositions in Missouri which can be purchased for about \$15,000 down—balance on easy terms.

"I have a money making daily in North Dakota which together with building is priced at \$160,000. Another good daily in this same state with building for \$65,000—half cash.

"Can sell half interest in Illinois daily for \$5,000—half cash or the whole plant for \$10,000—half cash.

"I have a morning daily paper making money in Oregon with building for \$100,000—\$40,000 cash.

"I have two newspaper plants in Oklahoma owned by the same man, one is a daily priced at \$23,000 with only \$7,500 down; the other a weekly priced at \$20,000, reasonable payment down. Large job business.

"I have an Oklahoma weekly netting \$4,000 which \$2,000 down will buy—balance on good terms.

"I have a daily in Alabama clearing \$1,000 per month and a weekly in Texas clearing equally as much which should sell quickly.

"I have a number of good newspapers listed for sale in Arkansas, one in a city of 3,500, clearing \$5,500 per year, which can be bought for \$43,500 cash and terms on balance.

"You can pay \$2,500 down and get \$1,000 credit on an Oklahoma weekly.

"Good Nebraska weekly which can be bought for \$4,000 down.

"Missouri Catholic weekly making a lot of money and can be bought right.

"\$50,000 buys a Florida daily. \$50,000 buys a Republican afternoon daily in city of 25,000 with a wonderful press and equipment and a chance to make plenty of money. \$25,000 cash will handle.

"Two afternoon Republican dailies in a state capital of 20,000 people. Can consolidate and make wonderful field. It will take \$40,000 cash to handle, balance on easy terms.

"I can sell you for \$20,000 down a \$40,000 newspaper proposition in Ohio which is clearing better than \$20,000 a year. The man who owns it has not had a day's vacation in years and he must let loose. No better proposition on this earth in the newspaper game.

"Fine proposition near St. Louis—running four papers with good job patronage. Takes very little money to handle.

"Will sell a half interest or all in Iowa weekly which is making good money.

"Clayton T. Rand, president of the Mississippi Press Association, has just written me asking if I will deliver an address at the June meeting of the association in Jackson, Miss., on "The Advantages That Come With Newspaper Consolidations." And I have written him today I will do this. I like to kill newspapers. I commit newspaper murder regularly about every sixty days. I am working on seven newspaper consolidations right now. I am rendering real service to the communities and to newspaper men when I succeed in my work. I get calls for go all over the United States. If you want my services better write quickly because I am dated up pretty well until the first of August and I am going to Europe early in September, 1926, to tour with the Press Congress of the World and I will not be back before some time in November. I have been working hard and it is about time to play a little.

"On May 30 after I had written and mailed the lines above I received a letter from a client in Paris, France, asking me to help him select and purchase a good weekly or daily paper in California. I want to list at once a dozen California newspapers which are for sale. Kindly give full information in first letter.

"\$2,500 cash will put you in full control of a good weekly in Oklahoma, balance easy terms."

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.

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

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.

Newspaper and Job Printing Plant for sale at real bargain; desirable location New York State. Price \$3,000, half cash. A-550, Editor & Publisher.

CIRCULATION

Premiums

Premiums of every description. Your Publisher takes no risk. C. R. Bailey, Hoboken, N. J. Formerly New York. Estab. 1888.

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 Promotion—Get our quotations on dinner ware for premium use. Plans, assistance and canvassers outfits gratis; also excellent material for R. F. D. promotion. The Albright China Co., 104 W. 5th street, Palmyra, N. J.

EDITORIAL

Syndicate Features

Kansas City Kansan and Lorain, Ohio, Journal, are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Salesman and Copy Writer wanted for leading semi-weekly newspaper, forty minutes from Pennsylvania station. Excellent opportunity. A-526, Editor & Publisher.

Advertising Solicitor wanted immediately for fastest growing daily in Westchester County, New York. Must be go-getter. Write, stating experience, salary expected and when available. A-545, Editor & Publisher.

Assistant City Editor, morning newspaper New England city of 100,000. Capable of handling telegraph. A-552, Editor & Publisher.

Circulation Manager—Central States evening daily in city of 15,000. Able to install A. B. build city circulation personally. Write full details, age, experience, salary and how soon could report. A-532, 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 in which applicant has been employed and in what capacity; salary expected, age, and when in accept position. A good opportunity for a youngster to make an established future with a good newspaper. A-535, Editor & Publisher.

Foreman in Composing Room wanted by morning newspaper in a Texas city. Must be a first class make up man and able to work ten. References required. Address A-527, Editor & Publisher.

Printer Advertising Man who knows how to get business himself and can direct work of other salespeople. For such a man who can furnish satisfactory reference and who can make a position as manager of Western Branch Office of Syndicate will soon be open. Tell all about yourself first letter. All replies confidential. Salary to start \$3,000 and bonus. A-524, Editor & Publisher.

Two Display Salesmen wanted; one for general accounts and one specializing in realty development. Must be able to make lay-outs and create and hold new accounts for progressive daily in fastest growing section of Michigan. Executive experience valuable. Write immediately giving salary now receiving; experience, samples of work, references and when available. Address Leader-Press Co., Mt. Clemons, Mich.

Circulation or Advertising Service can be had without changing your present staff.

EMPLOYMENT

Help Wanted

Printing Plant Manager Wanted—An opportunity for a man of sterling character and proven ability as Production Manager in one of the oldest printing businesses in the South. The plant is splendidly equipped and has regular customers, which supply a large part of its work, but the business is in a position to expand under proper conditions and in a very marked degree. There is an opening for a trained executive, familiar with modern practices, to develop twice the business that is now being done and this is the reason for this advertisement. The reputation of the company as to honor, integrity and fair dealing is second to none in the country. In its selection of a man of the type required, character will be considered first. Address with all essential particulars as to fitness, including age of applicant. A-537, Editor & Publisher.

Situations Wanted

Advertising Salesman desires connection where result-producing effort will win advancement. General newspaper experience. A-529, Editor & Publisher.

Advertising Manager of 12 years' experience wishes to connect with wide-awake newspaper as advertising or business manager. Have worked on Philadelphia and Washington papers. Am a real business getter. Not afraid of hard work or long hours. Married. Age 32. Could be available some time in June. If you are interested in securing the services of a man with real ability. Address B-999, Editor & Publisher.

Advertising Manager—87% increase in earnings; 16,077 ads gained; 56% increase in rate; 60% more contracts signed, all in 4 years as advertising manager on last paper, morning and Sunday, in city of 300,000. Facts and figures to prove past accomplishments. Congenially employed but lack of activity in other departments forces me to look for connection with live, wide awake organization. Prefer evening and Sunday paper. A-533, Editor & Publisher.

Advertising Manager—Desires place on Southwestern paper. Prefer Oklahoma. Will go elsewhere. Young, aggressive, experienced copy and layout man. Knows national and merchandising field. Good personality. Splendid references. Married. Available June 15th. A-536, Editor & Publisher.

Advertising Solicitor, with executive experience, wants to connect with newspaper where there is a chance to build special advertising. All-around newspaper man. A-1 references. A-548, 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 Dunkel, 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 sane 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 Manager, successful, is seeking new connection. Experience from ground up, always up, and never a failure. No floater. In present position six years. A-540, Editor & Publisher.

EMPLOYMENT

Situations Wanted

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 employers. If interested, wire or write Ivan C. Moore, 1314 State & City Bank Building, Richmond, Virginia.

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.

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 cast of Mississippi. Is 40, democrat, 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.

Editorial Department Man—Thoroughly experienced editorial department executive, who has held posts as city, telegraph and news editor and head of universal copy desk. A No. 1 on make-up. Thirty-six, married. Employed, but can leave on reasonable notice. A-531, Editor & Publisher.

Field Representative—Widely experienced, energetic man wishes to join publisher's staff as confidential research man or field secretary. Has original plans for this work. Twenty years connection with publishing, writing, advertising, promotional work, newsprint paper. Executive capacity, but available for subordinate connection to demonstrate qualities. Has published own small magazine for several years. Holds substantial public position; confident public speaker; has addressed scores of varied gatherings. Served in U. S. Army and Navy, holding executive rank. Widely traveled, matured, seasoned. Highest type commercial and personal references. (Ability as amanuensis.) Right man to relieve overburdened general manager of many problems. Wishes to engage exclusively with magazine or newspaper publishing enterprises. A-544, Editor & Publisher.

General Manager—Some Newspaper Publisher in a city of 250,000 or more, needs a new General Manager. If you are that Publisher or Owner you can now get the man you want. He has brains, youth (33 years old) experience, ability and personality. A wire or letter addressed to A-539, Editor & Publisher, will bring him for an interview.

Managing Editor, with tried and successful record, voluntarily seeks change for best of reasons. Strong executive, good organizer, knows news and can handle men. Experience touches metropolitan and smaller field. No failures in record of 15 years constant employment. College man, 39, with no bad habits. Aggressive, yet safe, and strong editorial-writer. Minimum salary \$65. Details gladly supplied. A-519, 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.

Mechanical Superintendent or foreman desires position. Capable executive and organizer. Familiar with all mechanical requirements. Well recommended. Afternoon paper preferred. Interview at your convenience. East preferred. Address A-509, 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.

Reporter—Experienced, specialties sports and features, desires position near New York. Excellent references. A-547, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Reporter and Proofreader—Young man, 28 years of age, University graduate, with two years' experience desires position with live newspaper. Available June 20. References. D. H. Taylor, 297 Hancock Ave., Athens, Georgia.

Superintendent of Mechanical Department desires position. Best of references. Employed at present but wife's health demands change of climate. A-512, Editor & Publisher.

MECHANICAL

Equipment for Sale

Cox Duplex eight page perfecting press for sale; with motor and 16 chases, type-setting machines and complete equipment for small daily. Also some job printing equipment. For sale in whole or in part. This plant was lately in operation. Can be seen by appointment. Low price for quick sale. P. O. Box 1005, Fall River, Mass.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler 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.

FOR SALE

Florida bi-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.

Publishers!

Secure your Executives through the Classified Department of

Editor & Publisher

DOLLAR PULLERS

\$\$

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

\$\$

HABERDASHERS, men's clothiers, hatters and gift stores should be excellent prospects for cooperative local ads just before the 20th of June. This date has been reserved for Fathers' Day this year and haberdashers are preparing to take advantage of it, saying it with neckties.—C. M. L.

"Greater Milwaukee" was the title of a full page co-operative advertisement that appeared in the *Milwaukee Journal* recently. The ad asked "Do you know Milwaukee?" Then followed a list of many of the industries that Milwaukee led in or is near the top in. A short story on the progress of Milwaukee was contained in the advertisement. Then in another column were the names of some of the leading industries in the city who had made the advertisement possible. Such an advertisement boosts the city and is possible in an industrial community.—Wilbur Polson, Milwaukee.

Here's a novelty that can be varied to suit local conditions. An Indiana paper had the following box on page one:

"TEN ITEMS AND THEY SAVE YOU \$50"

"In this issue, are advertised a number of savings for readers. Just ten of these, selected at random will save you \$50 over the regular cost. These items have been numbered—one in each advertisement—for your convenience to show the point. Hunt them out for it will be well worth your time."

Then in each of ten advertisements, one particular item was picked out and given a consecutive number. The stunt gave a contest flavor to the regular advertising and at the same time drew the readers attention to all of the advertisements.—B. A. T.

Where in a radius of 50 miles of your city can all-night automobile service be obtained? Such information would be mighty valuable to those of your readers who go away on week-end trips and who get into trouble coming home. Run a half page or page of ads of concerns in the fifty mile radius giving all night auto service.—F. H. Williams.

Reduction in the number of heads written by copy readers and which went to the composing room with too many units to a line, was accomplished by one newspaper by the posting daily of the original copy on all such heads, with the actual amount of time wasted by the compositor and the copy reader on the heads. The amount of lost time made a real impression and since the plan was first inaugurated, wonderful results have been accomplished.—B. A. T.

Now is the time to play for big classified copy on the sale of used cars. Used car companies welcome the opportunity to tie up with a good sales campaign. Front-page boxed cut and story calling attention to bargains listed is good side-light. Land the first big ad and the others follow.—C. W. Myers.

ments. A good story may be obtained regarding the trials of collectors who tramp many blocks to receive ten cents a week. What about car-fare?—F. D. Van Luven.

There is a code of etiquette often violated by the average business house, public building superintendent and householder who uses the American flag in a variety of ways on July 4 as well as other national holidays. Why not run information prior to Independence Day on the correct method of using the flag? The A. G. O. office of the War Department at Washington, D. C., can supply the necessary text to describe in a box the proper use of the flag for your local folk.—C. M. L.

A new feature of the *Hartsdale* (N. Y.) *Herald* that seems to supply a local need is a department "I Should Like to Know," wherein questions of fact, as to local government or officials, local historical events, local individuals or any other perplexing matters of local import asked by residents are answered by authorities.—G. Harris Danzberger.

The *Ironton* (O.) *News* heads a first-page column of editorial comment "Station NEWS—The Editor Broadcasting." This is additional, of course, to regular editorial matter.—C. W. Myers, *Dayton* (O.) *News*.

The *Montreal Daily Star* and *La Patrie*, English and French evening papers of that city have started a daily feature entitled "Learn French" in the English paper and "Learn English" in the French paper. It is prepared by the chief city librarian and in the English paper gives each day a few sentences in English with the French translation and the pronunciation of French words to suit English ears. The French daily handles the feature vice versa. The papers point out that the lessons offer an opportunity to earn increased salaries and to help in any present occupation, particularly where both languages are

mutually recognized.—F. D. H., *Montreal Star*.

George W. Hedden, Buffalo fire chief says the character of fires has changed within the past few years. Former causes have been removed by increased vigilance and improved methods, but greater use of gasoline, fuel oil and other inflammables has created new risks which are responsible for many serious fires. What has been the experience of your fire chief? A warning from him may prevent serious conflagrations.—E. V. R.

In connection with the weather forecast printed in the "ear" each day, the *Toledo Blade* also runs two additional lines telling which was the coldest and which was the warmest city in United States the preceding day. The information is obtained from the daily weather table furnished by the Toledo weather station. This is a feature which the public talks about.—Max Hahn.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

PREPARE a blank with spaces for the essential facts regarding weddings, such as time, place, minister, bridegroom and attendants, bride and attendants, parents of both, with perhaps a few other facts. Supply all your ministers with pads of the blanks. Ask them to fill them in for each wedding and then send or telephone them. If they fill in the blank and then phone they will be more apt to get in the essential facts. This will furnish a basis for such further coverage as the importance of the parties warrants.—Guy M. Chase.

the interest of women readers with a daily feature under a two-column art head, "What St. Louis Women Are Doing." Feminine civic, community and club activities form the basis of the content. Society news is excluded to a separate department.—C. W. Myers.

What are some of the plans devised by insurance men in your city to assist clients who pay instalments of only a few cents a week? Many local family heads carry insurance as low as \$100 and have difficulty in scraping together the pay-

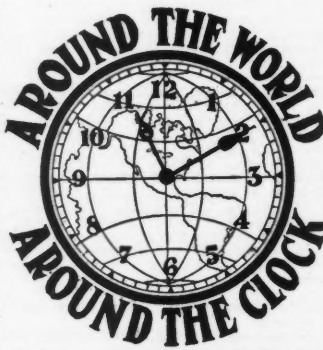
What is the income of the professional beggar? Failing to get accurate information by interview a reporter on a North-western paper bought dark glasses, pencils and shoe strings and posed as a blind beggar.

The "blind man" peeked every time a coin was dropped in his cup and was thus able to determine the relative generosity of men and women. The material gathered by the experience and a cut of the reporter garbed as a beggar made an interesting feature lay out.—E. J. Fitzharris.

In June many young hopefuls are let loose upon the world. Where do all the college graduates go and what becomes of them? Do all the technical grads go into technical work? What happens to the girl graduates, do they all get married? Here is a live and timely feature subject that is sure to be not only interesting but amusing as well.—C. E. Pellissier, Boston.

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