



EDITOR & PUBLISHER



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No. 8

Entire Staff Will Own Kansas City Star Sold By Nelson Trustees For \$11,000,000

New Corporation Formed by Kirkwood and Chief Executives Has Its \$2,500,000 Capital Over-subscribed Before Issue—Price, Second Highest in History, Includes Building and Realty

THE *Kansas City Star*, sold this week by the William Rockhill Nelson Trust to members of the Star organization headed by Irwin R. Kirkwood, president and publisher, for \$11,000,000 is the second great daily newspaper which has passed within seven months from the estate of its founder to the men who were associated with him in the upbuilding of the property. The price paid for the *Kansas City Star*, *Kansas City Times* and *Weekly Kansas City Star* included the building and realty upon which it stands and all current assets and liabilities, and it is exceeded in American newspaper history only by the price of \$13,671,704.30 paid by Walter A. Strong and his associates for the *Chicago Daily News* last December.

Associated with Mr. Kirkwood will be the entire staff of the Star organization, chief of whom are: A. F. Seested, general manager; R. E. Stout, managing editor; George B. Longan, assistant managing editor; Henry J. Haskell, chief editorial writer; J. T. Barrons, advertising manager; Earl McCollum, assistant to the general manager, and Earl Robertson, foreign advertising manager.

Mr. Kirkwood will have control of the new company, but the stock plan will provide that the ownership of the Star and the Times will hereafter always remain within the organization. As stockholders pass out of their activities in the newspaper organization, their stock will be sold back to other members so that estates and those outside may never participate in the ownership of the properties.

Mr. Kirkwood, it was learned, will exercise control of the new corporation by ownership of 51 percent of the stock.

In working out the plan for the organization, Mr. Kirkwood will carry deferred payments for members of the editorial and business office staffs on a 5 per cent basis. One-third cash will be the payment down, the rest to be paid over a period of eight years.

There were eight bidders for the properties, which include the Star, evening and Sunday; the Times, morning; and the *Weekly Star*.

The names of the bidders were withheld at their request, but it is known that seven of them were:

Frank E. Gannett, owner of the *Rochester (N. Y.) Times-Union* and several other New York State daily newspapers.

Senator Luke Lea, owner of the *Nashville Tennessean*.

Clyde M. Reed, owner of the *Parsons (Kans.) Sun*.

F. G. Bonfils, owner of the *Denver (Col.) Post* and formerly part owner of the *Kansas City Post*.

Walter S. Dickey, owner of the *Kansas City Journal and Post*.

Herschel V. Jones, owner of the *Minneapolis Journal*.

Mr. Kirkwood and his associates on the Star.



Irwin R. Kirkwood, president and publisher of the Kansas City Star

The appraised value of the plant, building, real estate and equipment is said to be about \$3,500,000. No figure has been made available as to the value of goodwill upon which the trustees based the sale price.

The numerous elements which no doubt enter into the \$7,500,000 balance of the price over the estimated physical asset value include book accounts, value of prepaid subscriptions, news and feature service contracts, Associated Press memberships, etc.

The Star's average net earnings of the past ten years are stated to have been \$832,000, which capitalized on a 15 per cent basis, would place the goodwill valuation at approximately \$5,546,600. Whether the trustees acted upon this or a similar figure is not known.

Announcement of the sale by the trustees issued July 12 after consideration of the several proposals, said:

"The University trustees make the announcement that Proposal No. 4 for the purchase of the newspaper properties owned by the William Rockhill Nelson Estate, made by Irwin R. Kirkwood on behalf of himself and associates, is accepted. This includes the real estate occupied by the Star building, but not the ground south thereof.

"The price is \$11,000,000, the purchaser assuming all current liabilities and accounts payable, all prepaid subscriptions and suits for libel, personal injury and all others arising from the operation of the newspapers. Purchaser also agrees to assume all existing editorial and commercial contracts and all unpaid taxes.

"The \$11,000,000 is to be paid as follows:

"Five hundred thousand dollars deposited with the offer.

"Two million dollars on transfer of properties.

"Eight million five hundred thousand dollars at 5 per cent, payable not less than \$675,000 per year in quarterly payments, said \$675,000 to include interest, all secured by mortgage on the properties.

"The trustees appreciate the courtesies extended to them by the various bidders and wish to thank them for the offers they have submitted.

"William Volker, J. C. Nichols, Herbert H. Jones, University trustees, the William Rockhill Nelson Trust."

This was printed in the Times Tuesday morning. It was followed in the afternoon Star with this announcement of the new ownership's plans:

"With the sale of the Star to Irwin Kirkwood and associates, a new company is to be incorporated to take over the ownership and publication of the Star and Times. The company will be a Missouri corporation. It will be owned exclusively by Mr. Kirkwood and members of the Star staff.

"The company will be organized with \$2,500,000 paid up capital stock. This stock will be sold to members of the organization. Under plans tentatively considered, the stock will be widely distributed within the organization, and the over-subscription already indicated will make an allotment of shares necessary. It will be strictly staff ownership. No stock will be offered for sale to the public.

"The plan of purchase has made the financing possible without the necessity of going outside for help. The new owners are under no financial obligations to anyone on earth. There are no strings on the Star.

"Under the new ownership the organization remains as it has been for many years: Irwin Kirkwood, publisher; A. F. Seested, general manager; Ralph Stout, managing editor; George B. Longan, assistant managing editor; H. J. Haskell, chief editorial writer.

"Arrangements for the details of the new organization are going forward as rapidly as possible."

The Star also printed the following editorial of policy:

"The Star remains the Star.

"That is the significance of the sale of this newspaper yesterday to the organization that has conducted it since the death of William Rockhill Nelson, its founder. The men now in control were Mr. Nelson's associates. Since his death they have carried on with no break in the essential policies he established.

"The record of the last eleven years, they feel, speaks more convincingly for the future than any promises. The genius of William R. Nelson made the Star an unusual newspaper—one of the outstanding newspapers of the country. His associates have sought to maintain these standards in an institution which was expanding and developing in every direction.

"The Star has stood for decency, for
(Continued on page 44)

G. C. WILLINGS RETIRES AS INTERTYPE V. P.

Will Return to His Former Home in Florida—Served Company 10 Years—Obtained Large Government Contract During War

G. C. Willings, vice-president of the Intertype Corporation, has announced his resignation to the Board of Directors to take effect at their pleasure but not later than Oct. 1. Mr. Willings's successor has not yet been named.



G. C. WILLINGS

Mr. Willings will return to his former home in Florida where his personal interests have been requiring his attention for some time. He has been with the Intertype Corporation for nearly ten years. He joined the organization during the war, and was responsible for the obtaining and carrying out of Government contracts amounting to several millions of dollars. Since that time, as Executive Vice-President, he has devoted the greater part of his time to the sales organization.

H. R. Swartz, Chairman of the Board, said:

"I had known for some little time of Mr. Willings's desire to retire, and his resignation will no doubt cause regret to his many friends in the newspaper and printing industry, not only here, but abroad. He has been associated with me for nearly ten years and has been one of the main factors in placing the Intertype in the strong position it occupies today. His record of accomplishments is so well known that it hardly requires any comment from me."

WAGE SCALE DEADLOCK CONTINUES IN N. Y.

Typographical Union Number Six Refers Case to International Body—Lynch to Come to New York to Resume Negotiations

Publishers and typographers are still deadlocked in New York over the question of a new wage scale contract. The present contract expired July 1, but contains a continuing clause keeping the men at work.

Members of Typographical Union Number Six met Sunday at the Star Casino, New York, and after a quiet two hour session it was voted to refer the dispute to International headquarters in Indianapolis. It is understood James M. Lynch, union president, will shortly come to New York to resume negotiations with the Publishers' Association of the City of New York, which were adjourned July 7, after being in session since the first of June.

Leon J. Rouse, local union leader, reported to members at the Sunday meeting that the union scale committee, meeting with the owners' committee, under chairmanship of Fred A. Walker, *New York Evening Telegram*, were unable to reach any agreement.

Printers are asking an increase in wages of \$6 a week and a six and a half hour day. The owners counter with request for a \$2.40 a week reduction and return to the eight hour shifts.

Laredo Publisher Honored

A banquet recently was given by his friends at Laredo, Tex., in honor of Justo Penn, retiring publisher of the *Laredo Daily Times*. J. E. Hanway, of the *Casper* (Wyo.) *Herald and Tribune*, who purchased the Times, has taken charge as editor and president. J. B. Griffith is associate editor.

DICKEY BID \$8,001,000 CASH

Journal-Post Owner Offered Also \$100,000 Rent for Star Plant

Over the name of Walter S. Dickey, owner and editor of the *Kansas City Journal-Post* and one of the bidders for the Star, the Post last Tuesday ran the following statement:

"Believing that the public is entitled to full and complete information concerning the sale of the *Kansas City Star*, the *Journal-Post* herewith publishes in full the bid of its owner and editor, Walter S. Dickey.

"Weeks ago in discussing the impending sale, the *Journal-Post* stated that the Star was worth at least \$10,000,000.

"Mr. Dickey's bid was in excess of this figure. He made an outright offer of \$8,001,000 in cash for the newspaper property exclusive of the ground and building.

"In addition, he offered \$100,000 a year for a twenty-year lease on the ground and building, with an option to buy them for the sum of \$2,000,000.

"One hundred thousand dollars, the annual rental capitalized at 4 per cent, would give a valuation of \$2,500,000 for ground and building, which added to his offer for the property exclusive of the real estate would make his total bid the equivalent of \$10,501,000. If the \$100,000 were capitalized at 5 per cent the total bid was the equivalent of \$10,001,000."

A. P. STARTS PICTURE SERVICE TO MEMBERS

Press Association Now Mailing Photographs or Mats with Obits—New Members Elected—Traffic Changes Announced

Associated Press is now distributing pictures as well as news.

So far the "A. P. Biography Picture Service," as it is called, is concerned only with portraits mailed out as glossy prints or mats with advance obituaries. N. A. Huse, formerly with the United Press, is in charge. He said about 450 members were participating in the new service.

It is the first time in the co-operative news gathering association's history that any consideration has been given to picture distribution. Heretofore, members relied on commercial organizations.

Milton Garges, traffic superintendent, this week announced reorganization of the traffic department for the purpose of increasing its efficiency.

H. M. Biolo has been appointed supervisor of automatics; E. T. Wolford, supervisor of operating personnel; C. A. Price, supervisor of promotion division; W. J. McCambridge, supervisor of wire facilities and assessment division; M. Fox, supervisor of market and racing division; A. J. Culbertson, supervisor of statistics and costs. All are members of New York headquarters office.

New members of the A. P. announced this week in New York included: *Perry* (Okla.) *Journal*; *Childress* (Tex.) *Index*; *Little Falls* (Minn.) *Daily Transcript*; *Kingston* (N. Y.) *Daily Freeman*, effective Sept. 1; *Sunbury* (Pa.) *Daily*.

Following papers are being transferred from pony service to leased wire: *Laredo* (Tex.) *Times*; *Monterey* (Cal.) *Herald*; *Valdosta* (Ga.) *State Times*; and *Shamokin* (Pa.) *Daily News*, effective Aug. 16.

The A. P. has started a double night printer circuit from Detroit to Grand Rapids, serving the *Grand Rapids* (Mich.) *Herald*; and the *Lansing* (Mich.) *State Journal*.

Mrs. Parks Named Treasurer

The Poughkeepsie Publishing Corporation has elected Mrs. Arthur A. Parks treasurer of the company to succeed her husband who died last week. The *Poughkeepsie* (N. Y.) *Evening Star and Enterprise* will be continued under the same management.

\$3,000,000 LIBEL SUIT AGAINST K. C. STAR

Former Missouri Governor Also Named in Action Brought by W. S. Dickey, Journal-Post Owner Based on Political Story in Times

Walter S. Dickey, owner and editor of the *Kansas City Journal-Post*, filed a libel suit for \$3,000,000, July 8, against the executives of the *Kansas City Star* and Arthur M. Hyde, former governor of Missouri.

The suit is based upon an article printed in the *Kansas City Times*, the morning edition of the Star, July 7. Mr. Dickey asks \$1,000,000 actual and \$2,000,000 punitive damages.

The officials of the Star made defendants are: Irwin Kirkwood, editor; August F. Seested, general manager; Henry J. Haskell, associate editor; Ralph Stout, managing editor; George B. Longan, assistant managing editor.

The article in question quoted former Governor Hyde as declaring at a political meeting that Mr. Dickey was supporting two candidates for the senate, a wet in St. Louis and a dry in Kansas City.

Mr. Dickey's petition asserts he was made the subject of other personal abuse in the story and charges the defendants with "contriving, designing and intending to ruin plaintiff in the estimation of his friends and acquaintances and intending to provoke him to wrath and to expose him to public hatred, contempt and ridicule and to deprive him of the benefits of public confidence and social intercourse."

Mr. Dickey's newspaper is supporting David M. Proctor, dry candidate for the Republican nomination as United States senator from Missouri.

Col. George H. English was named special commissioner by Judge O. A. Lucas to hear the suit.

Taking of depositions in the case will start Saturday, July 17, at 10 o'clock in the office of Col. English.

I. N. Watson and Samuel Sawyer are attorneys for the defendants. P. E. Reeder is attorney for the plaintiff.

Depositions in the suit were taken Tuesday, July 13.

"ALL O. K." SAYS VANDERBILT

Continental Specialists Improve Condition of His Jaw

"I'm all O. K.," Cornelius Vanderbilt, Jr., informed his New York office in a letter received from Europe last week. He was referring to the condition of his jaw, for the treatment of which he went abroad June 12. Infection following a World War injury is causing him considerable trouble.

Mr. Vanderbilt declared he had left Paris for Switzerland to consult a famous specialist there and was dubious about the exact date of his homecoming. He had planned to remain away about four weeks. Dudley Field Malone, his attorney, who stood by him in the recent financial crash of Vanderbilt Newspapers, Inc., is also in Europe.

"Mr. Vanderbilt plans to re-enter newspaper work in the United States as soon as he is able," his New York secretary told EDITOR & PUBLISHER.

"ON-TO-DENVER" CRY BEGINS

Clubs of International Advertising Association Preparing for 1927

The "On-to-Denver" cry has already begun.

Advertising clubs in many cities of the country are now laying plans to send delegates to the Rocky Mountain section next summer, according to New York headquarters of the International Advertising Association.

Ralph H. Faxon, president of the Denver Advertising Club, has appointed John E. Moorhead, of the Mountain States Telephone and Telegraph Company, chairman of the local program committee as the first step towards the annual convention in Denver in 1927.

Headquarters of I. A. A. recently sent out inquiries regarding preferences for dates. The majority of replies received up to this week favor some time between the middle of June and the first of July.

THREE YOUNG EDITORS FOR CLEVELAND PRESS

Thackrey, 24, Named Editor; Seltzer, 28, Chief Editorial Writer; Sorrells, 30, Managing Editor—Foster Joins Parker and Cook

(By Telegraph to Editor & Publisher)

CLEVELAND, Ohio, July 15.—Announcement was made this week of the appointment of Ted O. Thackrey as editor of the *Cleveland Press*, a Scripps-Howard newspaper.

Youth is given recognition in his appointment as well as in the appointment by Thackrey of Louis B. Seltzer as chief editorial writer and of John H. Sorrells as managing editor.

Thackrey is 24. Seltzer is 28. Sorrells is 30. Thackrey was elevated from the position of managing editor. He is one of the youngest executives in the Scripps-Howard chain of newspapers.

He was a copy boy on the *Kansas City* (Kan.) *Gazette-Globe*, before going to high school. Later he served as copy boy and cub reporter on the *Kansas City Journal*, as reporter on the *Kansas City Star*, as editor, janitor and office boy on the *Manhattan* (Kan.) *Mercury*, as state, sport and market editor on the *Topeka Daily Capital*, as copyreader on the *Kansas City Star*, night editor of the Associated Press Bureau at Oklahoma City, reporter on the *Daily Oklahoman*, news editor of the *Topeka State Journal*, rewrite man and finally managing editor of the *Cleveland Press*.

His newspaper career was interrupted for a year, during which he served in the Royal Air Force. At 15, he was made a lieutenant in the Canadian Flying Service. Four years ago he was married to Miss Ethelyn Perkins of Kansas City, Kan.

Seltzer was born, reared and educated in Cleveland. He became an office boy for a Cleveland newspaper when he was 14. At 16 he was an assistant Sunday editor, was contributing to several national magazines and had become the conductor of a column of petty comment on news events. At 22 he became city editor of the *Cleveland Press*, then assistant managing editor, political editor and served at various times as star reporter.

He is the son of Charles Alden Seltzer, noted author, writer of Western tales. The younger Seltzer is the author of a half dozen short stories for popular fiction magazines and a contributor of articles on politics, government and taxation matters, for other publications. He married when he was earning \$7 a week. He has two children, a boy of 11 and a girl of 7.

Sorrells is 30. He was reared in Pine Bluff, Ark. He attended public school there and for three years was a student at Washington & Lee University, Lexington, Va. He was an instructor in the Officers Training Camp in the war and spent 18 months overseas. He began his newspaper career at Pine Bluff, starting as cub reporter on the *Graphic*. He acted as reporter, editorial writer, advertising business manager and editor of the *Graphic*. He also worked in Oklahoma City and Fort Worth, Texas. He has been news editor of the *Cleveland Press* since September, 1925. He is married and has two children.

J. W. Foster, who has been chief editorial writer of the Press, now becomes an assistant to G. B. Parker, general editorial executive of the Scripps-Howard newspapers and E. E. Cook, editor-in-chief of the Scripps-Howard Central group. Foster is a native of Texas. He has been with the Scripps-Howard organization for 25 years. For a period he wrote under the name of John Wharton.

T—is for Truth—
"T" by Florence E. Shindler, Who is hot on the trail of the crook and the swindler.

R—is for Robbers—
"R"—Holland, Lou E.; He's after them, too, With a sharp A-D-V.

U—is for Us—
"U"—Hazel E. Barrow Thinks fake advertisers Are thin, slim and narrow.

T—What another!
"T"—Marshall N. Dana; When you don't tell the truth, Why, it gives him a pain —ah!

H—is for Honesty—
"H" by Don E. Gilman; When HE hears a lie, Why, it makes him an ill man!



These delegates to the Pacific Coast Advertising Clubs convention in San Francisco last week practiced dactylogy—sign language—to spell their slogan "Truth" for the *San Francisco Examiner* photographer. Florence E. Shindler was elected a vice-president from Los Angeles. Lou E. Holland is the president of the National Better Business Bureau; Hazel E. Barrow is a coast advertising woman; Marshall Dana is associate editor of the *Portland (Ore.) Journal* and newly elected president of the Coast Ad Clubs; Don E. Gilman is Pacific Coast advertising manager of the *Christian Science Monitor*, and retiring president of the Coast Clubs.

DANA, PORTLAND EDITOR, NEW CHIEF OF PACIFIC COAST AD CLUBS

Portland Gets 1927 Meeting—Los Angeles Club Wins Palin Cup—Gilman and Smith Given Watches—Convention Called "Snappiest Ever"

Called "the brainiest, snappiest" San Francisco convention in years, the twenty-third annual meeting of the Pacific Coast Advertising Clubs' Association closed Thursday, July 8, with the convention banquet and dance, at which new officers for the year were feted.

The 1927 convention city was officially selected as Portland, Ore., and the choice of Marshall N. Dana, associate editor, *Portland (Ore.) Journal*, as president, was confirmed by the full delegation.

Raymond P. Kelley of Spokane was re-elected vice-president for the territory of Eastern Washington; Clinton E. Reynolds of Tacoma, vice-president of the territory of Western Washington to succeed Tom Jones Parry of Seattle; Thomas King of Portland, vice-president for the territory of Oregon; Raymond Brown, territorial secretary of Hawaii, was elected vice-president for the territory represented by Northern California and Hawaii; Thomas H. Shore of San Diego was re-elected vice-president for the territory of Southern California, and Florence Shindler of Los Angeles was elected vice-president to represent the women of Los Angeles.

Praising him for his untiring work as the 1926 president of the P. C. A. C. A., the delegates, in their annual banquet in the St. Francis hotel, presented Don E. Gilman, San Francisco, with a valuable gold watch and chain.

"The convention's reaction to our making it work hard and study, rather than play, as is usual," Gilman said, "has been most satisfactory. The four days of this convention have been four days of intensive application to the problems that affect the business men of the Pacific Coast.

"Advertising men can and will help solve the problems of over-production, limited markets and sales competition, and during this convention especial emphasis has been laid upon ways and means of solution."

Advertising men from coast cities which advertise their attractions in national magazines, forming the "Pacific Coast Empire Association," met Thursday in the final hours of the convention to check their first six months' advertising against tourists and new industries which have thereby been drawn to the coast. It was decided, in view of favorable results, to continue the work of the

association for another year and to devote 15 per cent of all advertising space to advertising the coast, irrespective of cities.

The following executive committee was named: Paul Shoup, San Francisco; Harry Chandler, publisher, *Los Angeles Times*; David Whitcomb, Seattle. In attendance were Don Francisco, Los Angeles; David Whitcomb; Roy Bishop, San Francisco; J. A. Eves, Tacoma; Harlan I. Peyton, Spokane; O. W. Mielke, Portland; J. R. Knowland, Oakland, and Gov. W. R. Farrington, of Hawaii.

Members of the Los Angeles delegation won the huge silver cup given by G. Herb Palin, advertising slogan writer, for the highest achievement during the year.

Irving R. Smith, advertising manager of the *Los Angeles Times* and retiring president of the Los Angeles Advertising Club, was presented a platinum watch by the Los Angeles delegates in recognition of his services to the club. Mrs. Smith was made the recipient of a pair of silver candlesticks. The presentations were made by J. G. Jeffrey, one of the newly elected vice-presidents of the Los Angeles Advertising Club.

More than half of the 1,000 delegates participated in a golf tournament on Friday, following the close of the convention, while non-players and wives of delegates were taken on sightseeing tours as guests of the San Francisco Advertising Club.

Trophies for excellence in varied branches of advertising were awarded during the convention as follows:

- Better Business Bureau Accomplishment—Fresno Advertising Club.
- Truth Idea in Advertising—Bon Marche, Seattle, Seattle, Wash.
- Complete Campaign by Manufacturer—W. P. Fuller, Johnson Ayres Agency, San Francisco.
- Department Store Advertising—White House, San Francisco.
- Specialty Shop Advertising—Musa Shiya, Honolulu.
- Financial Advertising—Bank of Italy, San Francisco.
- Direct Mail Advertising—Mayers Company, Los Angeles.
- Original Commercial Art—Otto Hassenmyer, San Francisco.
- Photographic Illustrations in Advertising—Lothers and Young, San Francisco.
- Evergreen Playground by Puget Sounders and British Columbians—Botsford, Constantine Agency, Seattle.
- Advertising Agency Campaign for Client—Del Monte, H. K. McCann Agency.
- Outdoor Advertising—Foster & Kleiher, Los Angeles.
- Street Car Advertising—Haas Baruch Co., Los Angeles.
- Co-operative Market Advertising—Sunmaid Raisins, Fresno.
- Public Utility Advertising—Los Angeles Gas and Electric Corporation, Los Angeles.
- Letter Advertising—McCord Advertising Co., Long Branch.
- Typographical Composition—Oakland Branch, San Francisco Monotype Composition Co.
- Campaign Farm Papers—Caterpillar Tractors, K. L. Hamman, Oakland.
- Newspaper Advertising in National Campaign—Post Intelligencer, Seattle.
- Agency Campaign for Client in Magazines—Jantzen Knitting Mills, Portland.
- Typefounders Decorative Material—Johnck Kibby Co., San Francisco.
- Commercial Printing—H. S. Crocker Co., San Francisco.
- Store Display Advertising, Schmidt Litho. Company, San Francisco.

The committee on awards was as follows: Dave S. Mathews, Martha K. Lock, Walter J. Mann, Charles Stafford Duncan.

STUNTS CONTEST

For clubs of 300 members and up:
Seattle Advertising Club,
"When Doctors Disagree."

For clubs of 299 members and under:
Tacoma "Girls' Junior Advertising Club,
"The Ad-Maid Cinderella."

COAST CLASSIFIED MEN ELECT H. J. HARRISON

S. F. Daily News Man President of Coast Ad Clubs Departmental—Mrs. Robertson Wins Trophy for Speech

The first Classified Advertising Conference on the Pacific Coast was held as a departmental of the Pacific Coast Advertising Clubs' Convention in San Francisco, July 7, managers from Western dailies as far apart as the *Phoenix (Ariz.) Republican* and the *Bremerton (Wash.) Searchlight* attending.

The first act of the departmental chairman, J. A. McDonald, of the *Oakland Tribune*, was to propose a permanent organization and open nominations of officers for the ensuing year. H. J. Harrison, *San Francisco Daily News*, was

(Continued on page 48)



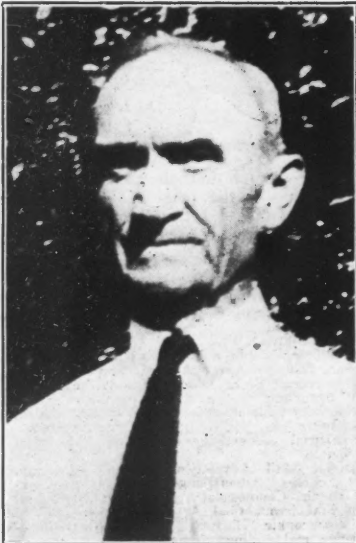
Governor and Mrs. Wallace R. Farrington, of Hawaii, wearing leis at Coast Advertising Clubs Convention.

EDITOR FACES JAIL IN QUEER CONTEMPT CASE

Made Penniless by Alleged Political Tyranny, Unable to Appeal to Supreme Court—Indiana Courts Rule Truth No Justification—Newspapers Expose Remarkable Facts

UNLESS funds can be raised for his defense George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat*, a weekly paper, will serve a 90 day term in the State Penal Farm and pay a fine of \$400 for alleged contempt of court.

The man has exhausted his resources in his fight and is penniless. His home, his paper and a \$15,000 bank balance



George R. Dale

have been wiped out. He is the father of seven children, ages ranging from two to 24 years. He wanted to carry his case to the Supreme Court of United States on the constitutional ground that truth is justification for the publication of political information—denied by the Supreme Court of Indiana following the man's conviction by Judge Clarence W. Dearth.

The Dale case has aroused national indignation. The *Chicago Tribune*, *New York World* and other newspapers have been featuring it this week. It is the most sensational Ku Klux Klan case that has ever involved a newspaper man.

For four years Dale has been fighting the Klan in a country that was almost completely committed to the hooded order. The local judge who sentenced him was elected by the Klan vote. The prosecutor and other local officials whom he condemned are Klansmen. The *Post-Democrat* is a fighting paper.

Editor Dale told his story this week in an appeal to the American people for justice. His statement follows:

"Facing a ninety-day sentence of imprisonment on the State Penal Farm at Putnamville, imposed by a Klan Judge because of the publication of an alleged contemptuous editorial, I am submitting my case to the greatest tribunal on earth, the people of America.

"Indiana four years ago became infested with the Klan plague. My *Muncie* newspaper, the *Post-Democrat*, fought the Klan from its inception, but nothing could stay the epidemic. *Muncie* became the hotbed of the Klan and the incubator of Kleagles who were sent out to sow dissension, strife and hatred in other communities.

"The administration of the affairs of the City of *Muncie* and Delaware County was taken over bodily by the Klan, practically every public official becoming a member of the vicious conspiracy to convert the Constitution of Indiana and the Constitution of the United States into a mere scrap of paper.

"In March, 1922, while walking on a

public street in *Muncie*, in company with my eighteen-year-old son, I was attacked by three black-masked armed Klansmen. A battle followed, and through sheer luck I was enabled to wrest a revolver from one of the men and shot him through the abdomen.

"Another then blackjacked me, and my son was terribly beaten over the head by the third miscreant. Hastily throwing their wounded comrade into their closed automobile, the men drove away. "Although it is practically certain that the man who was shot died from the effects of the wound, the affair is still shrouded in mystery.

"The Grand Jury was in session at the time, but the Prosecuting Attorney, a member of the Klan and later an Ohio organizer of the order, made no effort whatever to investigate, and three policemen who made an honest effort to run down the criminals were discharged from the force.

"The Mayor, then a Klansman, was given orders in a Klan meeting to dismiss the three officers. These orders were given by the Prosecuting Attorney and a Deputy United States Attorney, who was later dismissed from the Federal service for this act.

"The Klan Sheriff named 400 deputies, all Klansmen, who openly patrolled the streets wearing automatics in armpit and side holsters. My life was threatened every day because of the Klan exposures in my newspaper.

"I was compelled to go armed and was arrested for carrying a concealed weapon and convicted by a Klan jury.

"I was next arrested on a framed up liquor charge on an indictment returned by a Klan jury. I charged a frame-up and declared that the Judge, Grand Jury, Jury Commissioners, Prosecutor, Sheriff and city police belonged to the Klan.

"For publishing this truthful editorial I was cited for contempt and in the presence of a cheering mob of Klansmen and Klanswomen who packed the courtroom to the doors, was sentenced to the Penal Farm for ninety days and fined \$500.

"I was thrown in jail and kept there three days before bond was accepted. I was released and immediately re-arrested. The court held the answer in the first contempt case to be direct contempt.

"Another three months' prison farm sentence and another \$500 fine was the result.

"I remained in jail nine days and was then taken to the State Penal Farm and put to work in a tile ditch. Three days later I was released by a Supreme Court order, but during my absence from *Muncie* was again indicted, this time for libeling the distributor of a Klan newspaper. Later I was convicted by a Klan jury on the libeling charge and given another five-month sentence.

"The cases were all appealed. One of the contempt charges was reversed and the other affirmed. The libel case is still before the Supreme Court.

"In my verified answer in the case which was affirmed I averred the truth of the editorial and offered to prove it in court. This was denied and the Supreme Court declared the truth was no defense.

"I am now seeking a review of this case before the United States Supreme Court. If the truth is no defense the press of America is in a strained position."

Orville Dwyer, writing for the *Chicago Tribune*, revealed the Indiana Supreme Court's decision, as follows:

"Appellant says in his answer that the statements made in the alleged contemptuous article are true. . . . It is not a justification for contempt. . . . even though it be shown that the article

published were true, if it in any way hindered the orderly process of the court and brought it into contempt before the people.

"It is no excuse for one charged with criminal contempt predicated upon an article published in a newspaper that the article in all respects was true. . . . The truth of an article is not a matter of defense, neither is it a defense to show that there was no intent to commit contempt. Such answer is insufficient to purge the contemnor of guilt."

Attorney William V. Rooker, after the decision was made, sought by a petition to amend the petition of errors originally filed, to get a rehearing. In this petition he set forth that the original sentence was wrong and unlawful since it had been passed upon Dale at a time when, this petition contended, the law had broken down in *Muncie* and Dela-

ware county, when neither the law of Indiana nor the constitution of the United States was functioning.

The attorney set forth that the Ku Klux Klan had set up a super government not based on any law, and he set forth that Judge Dearth, at the time was not a judge of the court because his Klan oath superseded his oath of office.

Attorney Rooker is going ahead with his preparations to take the case up to the United States Supreme Court. If funds are forthcoming it will be taken up. If not then Dale must go to the Penal Farm.

Some efforts have been made in Indiana to raise the money, but so far not much success is promised. All who have any hand in the case, and many are interested, say the Klan is too strong in Delaware County.

EDITOR DALE'S ATTORNEY OUTLINES LEGAL ASPECTS OF CASE

By WILLIAM V. ROOKER

Indianapolis Attorney, Counsel for George R. Dale

Written for EDITOR & PUBLISHER, by request of the editor

THE facts in the case of George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat* are as follows: Mr. Dale was committed to jail in Delaware County on the order of Judge Clarence W. Dearth for the publication of an editorial charging that the court and the grand jury were controlled by the Ku Klux Klan.

The editorial was based upon Mr. Dale's indictment on the charge of violation of the prohibition laws. The editor asserted that his indictment was the result of a Klan conspiracy and later the indictment was dismissed for lack of evidence. Dale's editorial appeared pending the indictment.

On information filed by the prosecuting attorney the editorial was exhibited to the court and a writ of attachment was sought. The information was sustained and Dale was found guilty of contempt of court. The defendant in his answer to the contempt charge had pleaded the truth as justification and this plea, the judge held, also constituted contempt and for its presentation to the court Mr. Dale was convicted, fined \$400, and ordered committed to prison for 90 days.

When the case was appealed to the Indiana Supreme Court the conviction based on the defense plea of justification was vacated, but the other conviction, based upon the publication of the editorial, was sustained.

In its opinion and judgment the Supreme Court held that the editorial tended to prejudice the court's decision of a pending case and that truth of allegations in an editorial was not a defense. The Supreme Court also held that the trial court had proceeded in the exercise of an inherent power in the case against Dale.

Obviously, the law questions for review are reducible to two categories: (1) Those bearing on inherent judicial power and (2) those bearing upon denial of truth as a defense. In seeking relief upon review in the United States Supreme Court the preliminary issue, in order to establish jurisdiction, is: (1) must federal questions appear in the record as a matter of fact or (2) may federal questions appear in the record as a matter of law.

Mr. Dale did not set up his federal rights as a matter of fact but contends they appear as a matter of law. A case

written by Mr. Justice Holmes appears to hold that the issue of a federal right may appear in a record as a matter of law.

On entering Mr. Dale's service I petitioned the State Supreme Court to reopen the case and admit presentation of the federal questions as a matter of fact, if the court should hold the questions were not already in the record as a matter of law. The court denied this petition on the ground that it came too late, but the court made the petition a part of the record in the case.

Mr. Dale's long struggle to rescue his community from Klan control has reduced him to penury. If he can raise money to defray costs and expenses an attempt will be made to have the United States Supreme Court review the case. Otherwise, his only possible relief will be pardon and that relief will allow the judgment of the State Supreme Court to remain effective as a precedent.

"MISS AUSTRALIA" PLANS VISIT

Sydney Guardian Is Host to "Most Beautiful Girl" on U. S. Tour

Miss Beryl Mills, selected by a committee of artists as the most beautiful girl in Australia, will leave Sydney July 28, for a three months' tour of the United States, her expenses being paid by *Smith's Weekly* and the *Daily Guardian* of Sydney. Landing at a Pacific port, Miss Mills will travel eastward until she arrives in Atlantic City at the time of the annual "Miss America" tournament. It is understood that she will not participate in the American competition.

Miss Mills was selected after a six months' contest by the Sydney papers, the *Guardian* printing two photographs daily. She is 19 years old, a graduate of Perth University, where she starred as hockey player and swimmer.

Fletcher Catches Huge Bass

Fred C. Fletcher, rod and gun editor, *New York Herald Tribune*, caught a 49½ pound channel bass at Chincoteague, Va., July 7. Fletcher presented the fish to Porter Caruthers, assistant business manager of the *Herald Tribune*, who turned it over to the *New York Advertising Club*. The bass was served at luncheon at the Advertising Club on Monday, July 12 to about 60 men.

KERNEY TELLS WILSON'S RELATIONS WITH PRESS

Trenton Editor's Book on War President Cites Many Newspaper Incidents—His Gubernatorial Candidacy Forced by Newark News—Few Washington Writers in His Confidence

By JAMES MELVIN LEE

Director, Department of Journalism, New York University

MANY interesting sidelights on the late President Woodrow Wilson's relation with the press during his pre-Presidential days and during his eight years at the White House are contained in "The Political Education of Woodrow Wilson," written by James Kerney, editor and publisher of the *Trenton* (N. J.) *Times and State-Gazette*. The volume has just been issued by the Century Company.

Kerney's book is the most illuminating volume about Wilson that has appeared. He maintained Wilson's confidence from the first Trenton tip until the obit was penned in Washington—something unusual for a newspaper man. Woodrow Wilson felt as free to ask a publisher to fire a reporter as he did to request the resignation of a cabinet officer. Consequently, few, if any, of the newspaper men, with the exception of Kerney, ever finished an assignment.

Mr. Kerney personally covered Wilson's New Jersey political course and was often a special correspondent for the postgraduate course at Washington. Throughout the volume he is both a reporter and an interpreter of the political progress made by Woodrow Wilson. He lets his story run for 500 pages.

Critical appreciation of "The Political Education of Woodrow Wilson" belongs to the literary editor. Obviously I am limited in my comment to those passages relating to Wilson and his relations to the press.

Wilson was especially fortunate in magazine friendships. Walter H. Page, who edited the *World's Work*, was both counsellor and friend. Robert Bridges, who edited *Scribner's*, had been a student of Wilson's at Princeton. Richard Watson Gilder, intimate friend of Grover Cleveland and editor of *The Century*, was favorably disposed to Wilson. Colonel Harvey, who was in executive control of both *Harper's Weekly* and *Harper's Monthly*, was also editor and owner of *The North American Review*. It was Harvey who first in an editorial way suggested Woodrow Wilson for President of the United States. This magazine backing is emphasized in the second chapter of the book.

To the *Newark Evening News* credit is given for forcing a decision of whether Wilson would accept the nomination to head the gubernatorial ticket in New Jersey (page 47). Edward W. Scudder, editor of the *News*, had been a student under Wilson at Princeton. (page 82). On the page last mentioned Wilson is quoted as saying that "the only newspaper he found time to read was the *New York Evening Post*." It would be interesting to know how the *Evening Post* was enlisted to "help convert Wilson to stand by the primary expression for Martine." The *Evening Post* gets another puff (page 131).

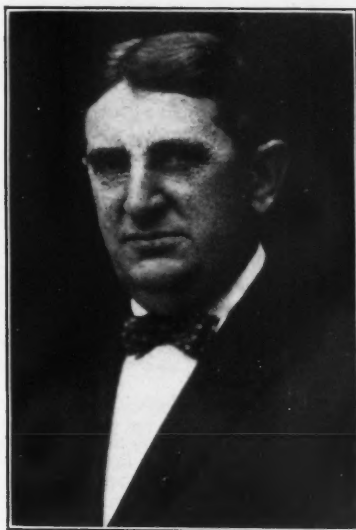
The assertion is made (page 158) that the *Trenton True American* was kept alive for the purpose of helping to stimulate the Wilson campaign. An interesting controversy with Colonel Watterston of the *Louisville Courier-Journal* is given somewhat in detail (page 170). A bill of particulars would be interesting on how Louis Wiley, business manager of the *New York Times*, "found many ways of being helpful" (page 151). Mention is made of the fact that in the closing days at Trenton Wilson displayed unusual irritation at the newspapers and transformed his former policy from pitiless publicity to the closed door (page 262).

At both Trenton and Washington, according to Kerney, Tumulty was the shock-absorber in handling the press. It was Tumulty who at Wilson's suggestion penned those notes of appreciation to newspaper editors. The assertion is made (page 264) that Wilson until he

became governor had never been much of a reader of daily newspapers. To understand Wilson's attitude toward the press the speech which he once gave to correspondents (page 329) might well be re-read.

Kerney thus sums up the situation:

At Washington, Wilson originated the system of news-gathering by conference; that is, daily or bi-weekly meetings with the President and cabinet officers for the correspondents. I was



James Kerney

at the first gathering. Wilson, with a stenographer at his elbow to record all questions and answers, stood at his desk and awaited the firing. It did not prove a very fruitful way of news-gathering, and at the first opportunity he abandoned the idea. For the major portion of his two terms in the White House he was seen less by newspaper people and confided less in them than any President since Cleveland or Harrison. Wilson did not enjoy the conferences with the correspondents. They had to fence with him all the time, and whether they got any information was a matter of luck in pe-shooting. There was always a very cool reserve, and Wilson gave the impression that he was the best judge of what was good for the newspapers to have. He was saving mankind, and he would let the world know about it in his own good time. He certainly did not believe in government by newspapers, and it was his policy that the newspapers should not know of any transaction until it was an accomplished fact. Back of his attitude of reserve there seemed to be a mistrust of newspapers, not so much the correspondents or reporters, but the owners, who already had too much power for selfish purposes and needed to be put back in their proper places.

While speaking of newspapers I may say that Kerney did excellent work during the eight months of 1918 when he was in Europe as Director of American Information. It was no easy task to interpret to Europe the idealism of Wilson and the magnitude of the American war effort (see insert between page 416 and 417). About the only way Kerney could get a comprehensive review of the magnitude of American preparations to Europe centers was through the *London Times* owned by Lord Northcliffe. In this work he was ably assisted by Sir Pomeroy Burton, an old New York newspaper man.

One of the most interesting sections of the book is where J. Fred Essary, Washington correspondent of the *Baltimore Sun*, was chosen as an unofficial spokesman to acquaint Vice President Marshall with the call that might be made on him at any moment to take the Presidential oath after Wilson had been found in a semi-conscious condition, prostrate on the bathroom floor of the White House. For the details of this

historic incident Kerney gives credit to Richard V. Oulahan, editorial director of the Washington bureau of the *New York Times*.

Wilson in the days when he taught at Wesleyan University was especially interested in the periodical press. To it he was an occasional contributor. During the years that he resided at Middletown, Conn., he was a great reader of New York papers. Just what caused him to lose interest in the newspaper press Mr. Kerney does not say. Frankly, I was hoping that the book would say something about that composite newspaper made up from clippings from some twenty odd newspapers throughout the United States and placed before Wilson by Tumulty. From Tumulty I once tried to get a list of those papers that were so extensively clipped for the President's use, but for "reasons of State"—or something like that—the list never came through.

Wilson was especially fortunate in the way news about himself was handled not only by the newspapers but also by the magazines. Walter H. Page, as Mr. Kerney points out (page 131), had William Bayard Hale write a series of articles for *The World's Work* and gave his reasons as follows: "The *New York Evening Post* still praises you and I observe that *The Commoner* decorates you. These are bad omens and I think it is high time some corrective influences were set at work." Page guaranteed what appeared in *The World's Work* was "warranted to keep the witches off and to restore a proper balance." Hale did a first-class publicity job for Wilson and really became the successor of Harvey as Chief of the Propaganda Section. Another newspaper man who greatly aided Wilson was Charles Reade Bacon of the editorial staff of the *Philadelphia Record*. He had been a satellite of Wilson's throughout the gubernatorial campaign. At the close he compiled a book of speeches by Wilson that was published by Doubleday, Page & Co. Indeed, Hale's book about Wilson was excellent propaganda.

Page was thoroughly convinced that the press was the best instrument to correct the erroneous impression that Wilson was an impractical theorist. The method adopted was a Western trip with Wilson's speeches at strategic points. Possibly Page was influenced by the whimsical remark of the New York wit, Job Hedges, "The man who hires the hall is the man who makes public opinion." To manage this trip and to take care of the publicity Page selected an old *New York Herald* man, Frank Parker Stockbridge, who at a later time became managing editor of the *New York Mail*. Stockbridge shrewdly planned that all the speaking engagements should be with civic organizations, non-political in character, in order to keep Wilson free from the factional quarrels then dividing the Democratic party. Stockbridge did a fine piece of work; it was that Western trip which brought those effective telegrams at the right moment at Baltimore to turn the tide Wilson's way. Throughout the trip Wilson had been "first page copy everywhere." "No opportunity was lost to get for Wilson the maximum amount of publicity."

The following quotation is a summary of the promotion work to sell Woodrow Wilson to the American people:

McCombs's first Wilson headquarters were located at 42 Broadway, New York, and attention at the outset was devoted to distributing the speeches of Governor Wilson and to answering letters. Maurice F. Lyons, energetic assistant to McCombs, carried on most of the work. McCombs devoted himself largely to begging money. Stockbridge, who had accompanied

Wilson on the Western trip, continued to have direct charge of the propaganda for newspapers. As the work increased in volume, Walter Measday, a newspaper reporter, was engaged to accompany Wilson on all his speech-making tours and to see that he got plenty of personal publicity. When McCombs appealed to William Gibbs McAdoo, another Southern lawyer who had attracted attention by his promotion of the first rapid transit railroad tubes under the Hudson River, McAdoo not only made a modest contribution but manifested a readiness to come aboard. McCombs gladly accepted him. McAdoo at the time knew Wilson casually, but the McAdoo railroad promotion had many New Jersey political angles. At McAdoo's suggestion, Byron R. Newton, head of McAdoo's publicity, who later became assistant secretary of the treasury and collector of the port of New York, was added to the Wilson New York headquarters propaganda staff. McAdoo, McCombs, and Oswald Garrison Villard later met regularly to plan the general promotional campaign.

Mr. Kerney, in speaking of Wilson's relations with Washington correspondents, admits that Wilson had a fondness for Louis Seibold of the *New York World* and for Arthur J. Sinnott of the *Newark Evening News*. But he adds, "the great bulk meant nothing to him." A little later the admission is made that Wilson's failure to give these correspondents that same measure of confidence and help that had been customary with previous Administrations was influential in setting the tides of sentiment against him at the time when he most needed support. Frite but true is Kerney's remark, "Newspaper men after all are human beings and those at Washington are the pick of the land." Yet this "pick of the land" never had Wilson's confidence.

"Sometimes they believed he concealed things out of hidden motives, and they naturally resented the intellectual contempt that Wilson more than once showed toward the profession." Wilson in the White House gave his confidence, so Mr. Kerney says, to no one in the newspaper world and was relieved when the war afforded an opportunity to kill the press conferences. One or two attempts made to resume them met with Wilson's opposition, for his heart was not in them and he preferred to be let alone. The tragedy is that he never seemed to realize how difficult he made the situation not only for himself but also for the Washington correspondents.

Mr. Kerney, of course, gives considerable space to the editorial attitude of William Randolph Hearst toward Wilson. He has numerous references to the activities of his own paper, the *Trenton Times*. Next to Harvey he gives Villard, then of the *New York Evening Post* credit for the "greatest nation-wide impetus to the boom" to put Wilson in the President's chair. He quotes Herbert Bayard Swope of the *New York World* on Wilson's domestic program, but he says nothing about the close relations that existed between Wilson and Frank I. Cobb, editor of the *New York World*.

In view of the close association between Wilson and Kerney it is most surprising that the latter could produce such an unbiased book as "The Political Education of Woodrow Wilson." Only a newspaper man trained to get facts could have turned the trick. Of course the volume contains some suppression of important incidents; whether these sins of omission are intentional or otherwise only Mr. Kerney can say. But in spite of these slight defects Kerney's volume is, as I have already pointed out, the most illuminating book about the public life of Woodrow Wilson that has as yet appeared in print.

Editor and Staff on Vacation

Hopkinton will be without its *Leader* this week. Editor W. S. Beels decided that after a quarter of a century of continuous publication the community can go without the paper one week while the force enjoys a vacation. The editor and his family are on an outing in Minneapolis.

SOUTHERN PROSPERITY SEEN IN FACES OF S.N.P.A. MEMBERS



"Ladies, please be seated. Tall gentlemen to the rear; some of you-all please come down in front. That's it. Now, a few of you gentlemen at the ends come down here and sit on these newspapers we've spread. That's fine. Now, everybody smile. Hold it!" And so the official photographer of the Southern Newspaper Publishers' Association spent his annual bad quarter hour lining up the members and guests for their picture on the porch of the Grove Park Inn at Asheville, N. C., last week. It was hot under the noon sun. Luncheon was long since ready. The golf links at the foot of the hill called for the annual tournament, but the panoramic camera finally ended its turntable tour and everybody looked natural again. The photographer did a good job and it's easy to recognize yourself and your friends above. No trouble at all to find President John A. Park, standing from the left in the second row, nor Mrs. Park, seated at his right hand. At Mr. Park's left stands W. A. Elliott of Jacksonville, a past president, and diagonally above Mr. Elliott's left shoulder is a group of S.N.P.A. "old reliables," including E. B. Jeffress, *Greensboro News*; A. F. Sanford, *Knoxville Journal*; A. G. Newmyer, *New Orleans Item-Tribune*; Urey Woodson, *Owensboro Mes-*

COST IGNORANCE HERALDS DISASTER SAYS PARK, NEW S. N. P. A. PRESIDENT

**Advocates Simple Accounting System to Give Publisher
Accurate Day-to-Day Information—Direct Benefits
from Such Data Cited**

LACK of information on the day-to-day course of business has brought about the ruin of more established newspapers than any other cause, in the opinion of John A. Park, publisher of the *Raleigh* (N. C.) *Times* and newly-elected president of the Southern Newspaper Publishers Association. That body, at its annual convention in Asheville last week, heard Mr. Park, then chairman of its business office affairs committee, emphasize in detail the value of accurate records to the newspaper publisher and the unnumbered benefits that the industry might gain by collected records covering operations of several hundred newspapers.

"Many a newspaper now dead would not have failed had its management realized the importance of knowing what they were doing from day to day," Mr. Park said after the meeting. "The publisher was usually a man of small affairs in other times. He could accurately judge the state of his business by the size of his daily bank balance, but the newspaper business of today is not controllable by such simple means.

"Not that I advocate intricate systems of accounting—I don't. All that I mean is that a publisher should work out in his own mind the information he wants on the conduct of his business. When he knows that he can employ any competent auditor in his town to set up a system and accounts that will deliver that information without delay whenever it is called for. When we get enough newspapers aware of the value to them-

selves of such records in their daily affairs, we can think of a uniform system.

"There is no doubt that such comparative records as are now available are immensely valuable to newspapers that can use them. Our committee in the past

year compiled data on a number of S. N. P. A. newspapers and we have also given our members the latest comparative records prepared by the Inland Daily Press Association, which has been striving for a uniform system of accounting for several years.

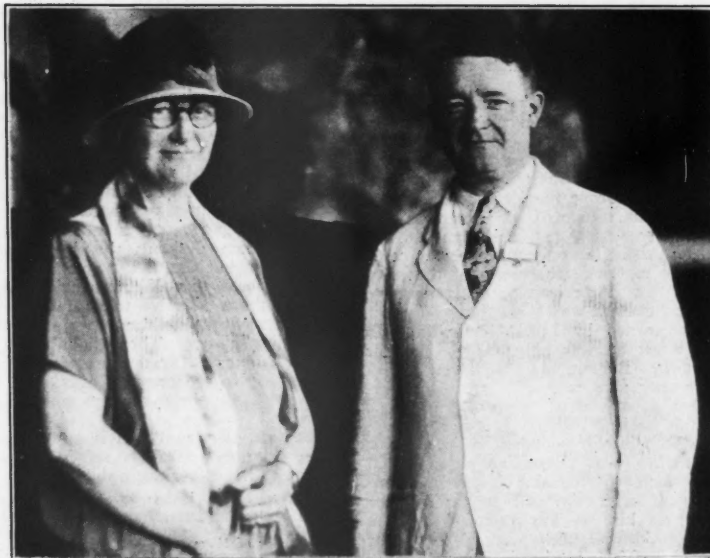
"Just as a minor example of what such information can do for a publisher let me cite a case in my own operations. Our pressroom force asked for increased wages some time ago. We knew that we were paying as much as we could afford, but we knew also that the pressroom would not be greatly impressed by a bare statement to that effect. We took rec-

ords of several other cities of similar size and of papers having about the same pressroom operations as we have. We found that we were paying not only up to the average pressroom wages of these cities, but considerably more. When we took this information into the meeting with the pressmen, they withdrew their demand.

"In the *Raleigh Times* office we work under a budget and we can trim expenses to meet any emergency. A year or so ago, when business conditions gave no indications of the advertising flood of the past few months, we took stock of our operations and recalled our wartime experiences. Our department heads took their reckonings into a conference and we made plans for an immediate cut in expenses if business declined. We were prepared to take immediate action—not a retrenchment program spread over six months. Happily, we have not had the opportunity to apply our plan."

Mr. Park, who has been manager of the *Raleigh Times* since 1910 and owner since 1911, began his newspaper career as a reporter on that paper during college vacations. Of course, he had been a newsboy, too, starting in 1898, when he was 12 years old. Near Raleigh was one of the concentration camps of the Spanish-American war troops and young John, red-headed and freckled-faced, no doubt found a ready market for his newspapers along the tented streets. With the war over and troops disbanded, he returned to high school and in 1905, when 19 years old, he was graduated from North Carolina State College as a Bachelor of Engineering.

He taught mathematics for three years at the state college—possibly his present fondness for business records traces to this early training—then studied art in Paris and more engineering at the British school in Kensington. Mixed in with this searching for truth in art and science was a period of cow-



Mrs. Park Was Present When the Nominating Committee's Surprise Choice of Her Husband for the Presidency Was Unanimously Ratified by the Membership

GROUPED FOR ANNUAL PANORAMA DURING CONVENTION WEEK



senger; and James M. Thomson, *New Orleans Item-Tribune*, whose hands rest on the shoulders of George Lucas, secretary of the American Publishers' Conference. Just to the right of the first pillar on the other half of the cut are Clark Howell, Sr., *Atlanta Constitution*; Walter C. Johnson, *Chattanooga News*, retiring president and new chairman of the board; and Victor H. Hanson, *Birmingham News*. Second from the right in the row behind the chairs is L. K. Nicholson, *New Orleans Times-Picayune*; and fourth to his right is C. P. J. Mooney, *Memphis Commercial Appeal*. At Mr. Mooney's right is Harvey J. Kelly, chairman of the A. N. P. A. Special Standing Committee, over whose shoulder peers A. E. Clarkson, *Houston Post-Dispatch*. At the extreme right of the rocking-chair fleet is Mrs. Harvey J. Kelly, and behind her chair stands Don S. Elias, publisher of the *Asheville Times*, who with Charles A. Webb, *Asheville Citizen*, second to his left, was host to the visitors. At Mr. Elias's right stands Wiley L. Morgan, *Knoxville Sentinel*, and secretary-treasurer of the S. N. P. A. At the extreme right of the picture modestly glances U. L. McCall, Southern division manager of the Associated Press.

punching on a ship bound from New York to Liverpool.

He went with the *Raleigh Times* in 1910, and, in company with other members of his family, bought the paper the following year. On his return home he engaged actively in local affairs, served seven years in the National Guard, first as an infantry officer and then in command of a military band. During the war, when his family responsibilities made military service a remote possibility, he threw his musical talents into direction of community singing, then a popular and well-employed device for maintaining public morale. He has been a director, vice-president, and president of the Rotary Club and Chamber of Commerce and has been active in other civic affairs.

Mr. Park's four children, all born in Raleigh, are destined to inherit the *Times*, but not through white-collar service in the business office. The oldest boys now work around the shop after school, hustling papers, cleaning up the pressroom and doing a hundred and one other jobs that might be called janitor work. The oldest boy in this manner has earned enough money to go to camp this summer and his savings, \$400, have been invested in stock of the *Times* Company.

TENNESSEANS ELECT ROOKS

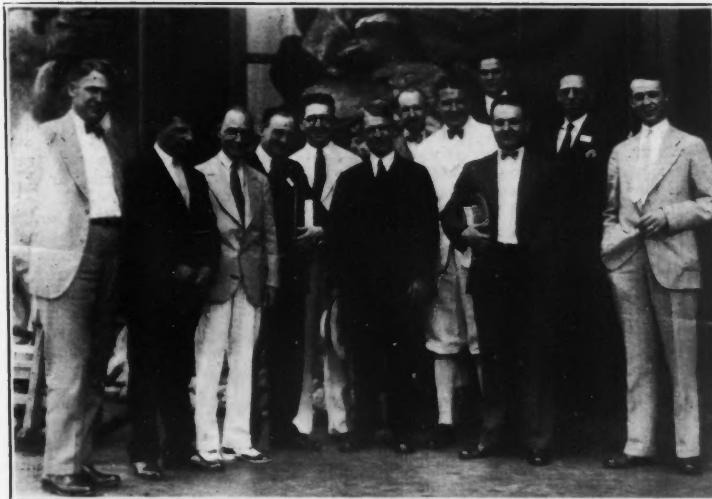
State Press Reorganized at Meeting in Nashville

Reorganization of the Tennessee Press Association to make it state-wide was one of the accomplishments of the annual meeting held in Nashville, Friday, July 9. The following officers were elected: President, C. W. Rooks, Humboldt; first vice-president, David Lynch, Winchester; second vice-president, Joe Holbrook; secretary, Hammond Fowler, Rockwood; treasurer, E. A. Andrews,

Chattanooga. Mr. Rooks is president of the West Tennessee Press Association. Visiting newspapermen were entertained at luncheon by the Bond-Sanders Paper Company.

C. R. Russell, representing the Southern School of Printing, told of the work of that institution. He said a building for training students will be erected in West Nashville.

FOUR A GROUP AT ASHEVILLE



Members of the Southern Council of the American Association of Advertising Agencies photographed at the S. N. P. A. meeting last week in Asheville, N. C. From left to right: F. M. Bell, E. Katz Special Agency; Henry Tritchler, Nelson Chesman & Co., Chattanooga; W. R. Massengale, Massengale Advertising Agency, Atlanta; J. B. Keough, John M. Branham Company, Atlanta; B. E. Wyatt, Johnson-Dallas Company, Atlanta; James O'Shaughnessy, Executive Secretary A. A. A., New York; E. E. Dallas, Johnson-Dallas Company, Atlanta; Jesse Whately, Cecil, Barreto & Cecil, Inc., Richmond; S. G. Little, *Asheville Citizen*; Ernest H. Abernathy, Southern Manager, Charles W. Hoyt Company, Inc., Winston-Salem; H. N. Kirby, E. Katz Special Agency, New York; A. E. Christoffers, Bryant Griffith & Brunson, Atlanta.

I. A. A. IS PREPARING NEW FINANCIAL PLAN

Francis Sisson, New Treasurer, Has Made Study of Organization's Budget, and Will Suggest Revision of Services at Committee Meet, July 22

A new financial plan for the International Advertising Association, formerly the Associated Advertising Clubs of the World, has been formulated by Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, and new association treasurer. It will be presented in detail before the first meeting of the recently elected executive committee to be held at the Advertising Club of New York, July 22.

Full details of the new plan were not made public this week at association headquarters by Earle Pearson, manager. He said, however, that Mr. Sisson's plan provided for elimination of non-productive activities of the association, and intensification of field work among advertising clubs throughout the United States.

It will be suggested to the committee that Associated Advertising, the association's monthly house organ, be scrapped, and the \$18,000 it costs the membership annually be turned over to more useful work. Trade papers, it will be pointed out, cover the field so satisfactorily it is no longer necessary for the organization to support its own subsidized medium.

Mr. Sisson has made a careful study of the association's financial situation and will advocate many other important innovations in the budget of operations.

Those expected to attend the July 22 meeting are: C. K. Woodbridge, association president; Mr. Sisson, Rowe Stewart, *Philadelphia Record*; Lou E. Holland, W. Frank McClure, Charles Brooke, E. T. Meredith, and Mrs. Bernice Blackwood.

SAVE CITY BABIES FROM DEADLY SUMMER HEAT

Newspapers Operate Fresh Air Camps, Promote Vacation Outings, Conduct Playground and Beach Sport Contests, Find Money for City Which Can't Afford to Open Breathing Spaces When July Sun Scorches Streets

SUMMER in the city with its scorching days and seething nights strikes down far fewer children than it did a generation ago and no small share of the credit for this tremendous victory for public health is due to the daily newspapers of cities from Coast to Coast. The newspapers have done the things which one might expect them to do and they have done others which appear beyond their province.

They have repeated day after day for years the simple rules that need be observed in hot weather, they have campaigned for public swimming pools, they have had auxiliary shower baths set up in the streets by the fire department, they have demanded and won low transit fares to beach resorts, they have forced reluctant city governments to erect and maintain low-rate bathing pavilions, and many of them have established camps in the country where hundreds of tenement dwellers can see the sun at all angles in the sky and learn that there really are stars which shine on clear nights. Here are a few newspaper hot weather ideas reported to EDITOR & PUBLISHER this week:

Tribune Fund Is Oldest

Best known of the summer camps, perhaps, is that conducted by the New York Herald Tribune, which celebrates this year its golden anniversary. Founded in 1877 by the Rev. Willard Parsons, a Presbyterian minister, with contributions of \$187.62, enough to send 60 children to the country, it has grown until last year, 1925, the contributions reached \$147,830.70, and 17,514 children enjoyed the benefits of two weeks or more in the country.

The money for these vacations then as now was raised by appeals in the *New York Tribune*. In a few years Dr. Parsons found that he could not handle both his ministerial work and the Fresh Air Fund, and devoted himself exclusively to the fund until his death—25 years later.

In 1888 the Fund was incorporated and the first Board of Managers was formed. It was composed of William E. Dodge, D. Willis James, Morris K. Jesup, Cleveland H. Dodge, D. O. Mills, Whitelaw Reid, Francis Lynde Stetson and Cornelius Vanderbilt.

In 1911, Leslie Conly, the present general manager, took over the fund, and under his direction, it has grown to its present proportions. That year \$47,930.48 was raised, and 9,376 children were sent to the country.

The total amount raised in the past fifty years is \$1,903,010.41, exclusive of 1926, and the total number of children sent to the country for vacations, 439,109.

In addition to the money raised by appeals in the *Herald Tribune*, approximately \$250,000 has been left in trust by wills.

Mr. Conly finds that one of the most interesting aspects of the work of the Fund is that aside from contributions of money from readers, people all over the country offer their hospitality to the children, for two weeks and often longer, thereby enabling the money collected to be used so much more extensively—chiefly for railroad fares at half price—and for board at summer camps. It has been found most beneficial for the tenement children to live for several weeks each year as members of rural American families, and many of them return to their homes with changed standards of living.

Outings for Orphans

The *Washington* (D. C.) *Star* conducts an annual summer outing for the orphans of the city. A day is set during August when some 1200 boys and girls from Washington asylums, including all



"He knows what happiness is."

Drawn by Winsor McCay in *New York Herald Tribune*

creeds, are taken on one of the large excursion boats down the Potomac to an amusement park below Mt. Vernon, where the children are landed and permitted to enjoy to their hearts' content, at the paper's expense, the various amusements of the park. A wholesome lunch is served to them and in the evening the return trip is made in time to transport them to the various institutions for the night.

Transportation to and from the boat from the various institutions is furnished by the *Star*. Each year one or another of the local military bands makes the trip on the boat and plays for the children. Sufficient adults from the various institutions, in addition to members of the *Star* staff are taken along to keep all of the children out of harm's way.

This year the *Star* has donated a swan boat to the local Child Welfare Society on which the children and adults of the city may take short trips on the Tidal Basin at a nominal charge. To date the success of this innovation indicates that a cool twenty minutes on the water is keenly appreciated by both old and young. The money collected through this source, after a minimum overhead is deducted, is contributed to the Child Welfare Society and is by them used for the relief of the unfortunates of Washington.

An outing for *Star* news boys and carriers is also provided. At the peak of the heat wave between six and seven hundred of these youngsters are conveyed to some nearby amusement park and there given the run of the place.

In addition to the above indicated direct contribution to summer relief work

the *Star*, of course, contributes substantially to those of the established welfare organizations which it believes to be most worthy.

"Happyland" for 600 Children

Happyland, the fresh air camp conducted by the *San Francisco Bulletin*, has just opened for the season and will care for some 600 children.

This camp is distinctive in that it is owned and operated by the *Bulletin*, the only western newspaper that has such a property. Other newspapers raise fresh air funds, but turn them over to social service organizations.

Happyland is under the trees outside Redwood City, thirty-odd miles down the peninsula from San Francisco. The Board of Health and the Board of Education cooperate with the *Bulletin* in the camp. Two trained nurses in the employ of the city are detailed by Dr. William C. Hassler, Health Officer, to the camp, and the Board of Education chooses the children sent to Happyland.

Undernourished or run-down children are generally chosen, but in nearly every case a few weeks of proper feeding and open air life completely rehabilitates them. The average child at the camp looks to be either wiry or vibrant with health.

There is everything that a child wants in Happyland—open air sleeping quarters, shower baths, a big recreation platform and the best food money can buy.

Everyone on the *Bulletin* is interested in Happyland—not as a matter of duty, but rather because of the elation adults get in seeing children happy. It is a common sight to see an editor or a reporter on his day off at Happyland

grading a walk, fixing a gate or doing manual labor while surrounded by crowds of eager children ready to help or direct him in his task.

Twin Funds in Chicago

The *Chicago Tribune* maintains, through gifts from its readers, two distinctive summer charities: the Free Ice Fund for the city's poor people, and Camp Algonquin, for convalescent mothers and their children.

Conduct of the funds this season is identical with that of former years. Necessity, as evidenced by the thermometer, governs the start of the free ice delivery; and the appeal for funds for that purpose. Tickets for the ice are distributed through direction of the Chicago Council of Social Agencies, to needy Chicago families. The Consumers Company delivers the ice, collects the tickets, and returns them to the *Tribune* for cash settlement.

Camp Algonquin, on the shore of the Fox River, some 40 miles northwest, is maintained largely from donations received by the *Tribune*. Lemonade stands, operated by youthful merchants; benefit plays, bazaars and theatricals, sponsored by both juveniles and adults; thank offerings; memorial donations; and individual gifts make up the total. The camp is for ailing and convalescent mothers and their children. The usual stay is two weeks. About 2,000 poor mothers and children are cared for in the brief season each year.

A daily story listing the previous day's donations, detailing some venture that netted a sizable profit for the funds, announcing some future benefit, or reprinting some of the interesting and moving communications received, aids in bringing in the funds. Occasional pictures are invaluable.

Last summer the free ice fund collected a total of \$5,326. for the season, and the Camp Algonquin fund, \$6,369.

Cincinnati Post's Park Concerts

Newspapers in Cincinnati have been relieved from campaigning for innumerable charities by the adoption of the Community Chest plan whereby funds for all charities are raised during an intensive civic campaign once each year. This year \$1,800,000 was raised, which takes care of all worthy charities, including fresh air vacations and summer care of anaemic children. A fresh air farm is maintained under the Community Chest.

Some years ago, when the city was under partisan political control, the *Cincinnati Post* won its fight to reopen the public bathhouses in the tenement districts which had been closed because the funds for their maintenance could be used to better political advantage elsewhere. This condition no longer exists under the city manager form of government.

In co-operation with community service workers and public parks and playgrounds directors, the *Post* maintains a concert company made up of volunteer semi-professional and amateur artists—musicians of all kinds, dance orchestras, dancers, actors. From the offerings of these 40 or more artists, programs are made up for playground dances, play street and park concerts and entertainments. These open-air, free entertainments are given at frequent intervals in all parts of the city during the summer months. Crowds of from 5,000 to 15,000 are attracted.

Cleveland Air and Water Sports

Different from all of these is the contact with 200,000 children of Cleveland maintained and strengthened this summer

(Continued on page 45)

TWO STATES WHERE LIBEL LAWS ARE FAIR

Editors in New Hampshire and Mississippi Make Special Comment on "Generous Provisions" of Statutes—Only One Suit in 14 Years in Granite State

By PHILIP SCHUYLER

FAIR laws and fair newspapers reduce the libel hazard to a minimum.

Conditions in two states demonstrate this fact to a nicety. A most interesting story on the fairness of the New Hampshire statute is told this week by William P. Newell, Concord Monitor-Patriot. In 11 years only one libel case has come to the attention of the state's supreme court. And in county courts today there are no newspaper libel cases, so far as is known. The second state is Mississippi.

"In view of the law's rather generous provisions, I know of few cases and no notable ones," writes George Lemon Sugg, managing editor of the *Jackson Daily News*.

"New Hampshire's public statutes are remarkably free from reference to the laws of libel insofar as they affect newspapers," Mr. Newell said. "In the index to the 1926 edition of the statutes there are four references. One refers to the limitation of costs, a second to the mitigation of damages, a third to the general issue and the fourth to the limitation of actions.

"Of these the only one of any general interest to the newspaperman is the following: 'In actions for libel or slander, under the general issue, the defendant may prove, in mitigation of damages, and to rebut evidence of actual malice, that the writing or words complained of were the repetition of common report, and that the conduct of the plaintiff was such as to create suspicion of the truth of the matters therein charged against him.'

"The clerk of the Supreme Court of the State reports that there has been during the period of 1911 to 1925 only one libel case which has come to the attention of the state's highest tribunal. So far as is known, there are at present no libel cases in any of the county courts in which newspapers are concerned.

"One reason advanced for this condition is the fairness, in general, of the press of the state in its news and editorial columns. Another factor is the promptness with which publishers have corrected those items which were found to be inaccurate. In most cases these corrections or explanations have been accepted by the complaining party and any threatened court action dropped.

"The one libel case before the Supreme Court referred to above is that of Lafferty against Houlihan in 1923.

"In this case a police officer, Fred H. Lafferty, of Gorham, N. H., brought suit against the publishers of the *Berlin Reporter*, a weekly, having a large circulation in Gorham, charging maliciousness in reports of his arrest. The Coos County Superior Court heard the case and a jury found for the plaintiff. An appeal was taken to the Supreme Court, which overruled exceptions taken by the defendant and sustained the verdict of the lower court that the publishers were guilty.

"Lafferty on the night of Dec. 31, 1920, arrested two girls on a charge of larceny. One claimed to be under 17 years old. The officer, understanding that he could not lock her in a cell, took both prisoners to a hotel, where he was assigned connecting rooms.

"Later both girls admitted that they were over 17 and were arraigned and sentenced. As a result of statements made by the prisoners to the sheriff, an information was filed in Superior Court against the police officer charging him with lascivious and lewd conduct with one of the girls while they were in his custody at the hotel.

"The officer pleaded not guilty, but later changed his plea to *nolo contendere* and accepted sentence, which was a fine of \$25, no costs, the fine being suspended during good behavior.

"The weekly paper published an ac-

Editors in many states are co-operating with EDITOR & PUBLISHER in research work in connection with this series of articles, stripping the libel law of legal verbiage. The laws of the various states are being sent in, and the newspaper men are commenting on important recent decisions.

The other day in the mail, two letters came in from two widely separated states—New Hampshire and Mississippi—both containing comments on the generous provisions of the state statutes. These letters, from William P. Newell, Concord (N. H.) Monitor Patriot; and George Lemon Sugg, managing editor, Jackson (Miss.) Daily News, comprise this the 18th article of the series.

count of his arrest and the sentence imposed on Jan. 20. On Jan. 27 the paper published an editorial demanding that the officer be forced to resign or summarily removed from his office.

"The officer resigned on Jan. 22, and in the same issue that carried the editorial, the publishers had a story on the front page announcing that he had resigned.

"The plaintiff alleged that the paper had carried articles falsely accusing him of crime and that the publication was wilful, malicious and unlawful. The defendants held that the articles were true, were not actuated by malice or ill will toward the plaintiff and that the only purpose was to give useful information. They contended that the articles were just and fair criticism of the plaintiff while acting as a public officer.

"The decision of the Supreme Court contains many pertinent paragraphs. It was held that if the 'end to be attained is justifiable, as, if the object is the removal of an incompetent officer or to give useful information to a community so that they may act on this information, the occasion is lawful and the party may then justify or excuse the publication.

"Where, however, there is merely color of a lawful occasion and the party, instead of acting in good faith, assumes to act for some justifiable end merely as a pretense to publish and circulate defamatory matter he is liable in the same manner as if such pretense had not been resorted to."

"The court held that the motives of the publisher must be inquired into.

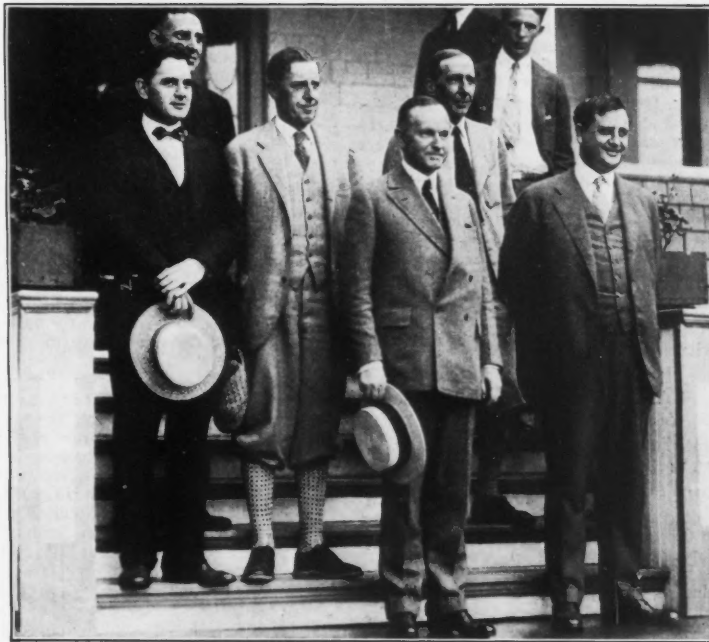
"The decision said that if the defendant cannot justify, he may show matter of excuse; matter of excuse in a prosecution for a libel, is where the defendant, upon a lawful occasion, proceeded with good motives, upon probable grounds, upon reasons that were apparently good, but upon a supposition which turns out to be unfounded.

"The decision stressed the fact that in the suit under discussion there was evidence of bad faith. It was said that one of the defendants was not on speaking terms with the plaintiff for three years because of an argument. The decision held that the 'articles themselves, because of the severity of the language used and the manner in which they were displayed were competent evidence of motives of the publishers.'

"In the news item there appeared 'the plea of guilty saved the officer from more serious consequences'—'here is a man who has admitted his guilt on a charge of lascivious behavior.'

"The Supreme Court held that a plea of *nolo contendere* is 'not an admission of the truth of the facts charged for other purposes than for those of the case in which it is made. The defendant waiving his right to contest the truth of the charges against him, submits to punishment. The plea is in the nature of a compromise between the state and the defendant.'

NEWSPAPER MEN FOLLOW COOLIDGE



A large group of Washington correspondents followed President Coolidge to his "Summer White House" in the Adirondacks—the camp of Irwin Kirkwood, publisher of the *Kansas City Star*. The President is shown at camp with a group of newspaper men. Left to right: Glenn I. Tucker, *New York World*; Alfred H. Kirchhofer, *Buffalo Evening News*; J. Russell Young, *Washington Star*; President Coolidge; Charles S. Grove, *Boston Globe*; Everett Sanders, the President's secretary.

"The court also held that the vigorous language of the articles would support a finding that the defendants were actuated by ill will.

"The decision said that publication of an article on the front page of the same issue that carried the editorial demanding the resignation of the officer was 'at best evidence of good faith, but in conclusive.

"The publishers contended that the section of the paper containing the editorial had been printed previous to the time that it was learned that the officer had resigned and that they had promptly placed a story calling attention to the resignation on the front page. The court, however, said that the persistence of the defendants in publishing the editorial was prompted by ill will under color of a lawful occasion, rather than by a desire to issue the paper on scheduled time."

Text of the Mississippi statute reads: CHAPTER 1, SECTION 13: "The freedom of speech and of the press shall be held sacred; and in all prosecutions for libel the truth may be given in evidence and the jury shall determine the law and the facts under the direction of the court; and if it shall appear to the jury that the matter charged as libelous is true, and was published with good motives and for justifiable ends, the party shall be acquitted."

CHAPTER 2466: "All actions for assault and for libels shall be commenced within one year next after the cause of such action accrued and not after."

CHAPTER 664: "In actions of libel and slander, if the plaintiff recover less than \$10, costs shall not be awarded him. In all other actions sounding in damages, where the plaintiff sues for more than \$10 and recovers less than that sum, no more costs than the amount of damages recovered shall be available to him unless the court be of the opinion that the plaintiff has reasonable cause to expect to recover more, and that the action was brought for no other purpose than to be compensated for the wrongdoing and enter the same on its minutes. If more costs be awarded, the judgment may be amended on motion at any time."

CHAPTER 1007: "Any person who shall be convicted of writing or publishing any libel, shall be fined in such sum or imprisoned in the county jail for such term as the court, in its discretion, may adjudge * * *

CHAPTER 1008: "In every criminal prosecution for libel it shall be lawful for the defendant, upon the trial, to give in evidence the truth of the matter written or published, and if it shall appear to the jury that the matter charged as libelous is true, and was published with good motives and for justifiable ends, the defendant shall be acquitted."

CHAPTER 521: "In actions for libel or slander the plaintiff may aver that the words or matter complained of were used in a defamatory sense, specifying such sense, without any prefatory averment, to show how such words or matter were used in that sense; and such averment shall be put in issue by the denial of the alleged libel or slander; and where the words or matter set forth, with or without the alleged meaning, show a cause of action the declaration shall be sufficient."

CHAPTER 1188: "An indictment for libel need not set forth any extrinsic facts to show the application of the defamatory matter charged in the indictment to the party libeled, but it shall be sufficient to charge generally that the same was published of or concerning him, and the fact that it was so published must be proved on the trial."

CHAPTER 526: "In actions for libel or slander, assault and battery, and false imprisonment, the defendant, under the plea of not guilty, may give in evidence any mitigating circumstances to reduce the damages, notwithstanding he may also have pleaded a justification."

GRINNELL'S JOURNALISM COURSES BUILT ON A CULTURAL BACKGROUND

Five Courses Offered Embryo News Writers at Iowa School—
Reporting a Prerequisite to Study of Editorial Writing,
Ethics and History of Press

By WAYNE GARD

Director, Courses in Journalism, Grinnell College

WHILE it was for her early leadership in trans-Mississippi athletics that Grinnell College, Grinnell, Ia., gained for her teams the name of "Pioneers," her achievements in other fields have been no less creditable. In journalism she has produced Albert Shaw, editor of the *American Review of Reviews*; Norman Hall, author of "Kitchner's Mob"; Ruth Suckow, novelist; Donald Clark, national president of Sigma Delta Chi, national journalistic fraternity, and several score of others who hold important places on the staffs of magazines, newspapers, and press associations.

While Grinnell's courses in journalism are built upon a cultural background of liberal arts, they seek, nevertheless, to prepare the student for practical newspaper work. Five courses are offered—reporting and editing, editorial writing, feature writing, newspaper ethics, and the history of American journalism.

The course in reporting and editing extends throughout the year, and is prerequisite to the other courses. It offers instruction and practice in judging news values, constructing news stories and news leads, news gathering, interviewing, and rewriting; elementary training in copy-reading, proof-reading, head-writing, and make-up.

This course is thoroughly practical, with the major emphasis upon laboratory work. Students are required to have published during each semester a definite amount of news.

Each December the class edits the *Grinnell Journalist*, a seven-column, four-page newspaper published annually in connection with the annual convention of the Iowa High School Press Association. In the spring the class edits an issue of the *Grinnell Register*. It is planned to have the students edit additional papers this year. Some time is also spent in preparing obituary sketches for use in the supplemental news service of the Associated Press.

The course in editorial writing involves specialized study and discussion of contemporary problems. Each student investigates some public question of timely interest, and writes about half of his editorials in this individual field. The class sessions are devoted to the interpretation of current news and to criticism of the students' editorials.

Special articles for newspapers and magazines are written in the course in feature writing. These include historical and biographical sketches, informative, humorous, and critical articles, and the various types of human interest story. The course gives instruction in the preparation of manuscripts, and individual advice on marketing.

In the course in newspaper ethics, problems of newspaper policy are studied and discussed—such problems as the coloring of news, the suppression of news, the reporting of crime, the handling of publicity, and the relation of news to advertising.

The course in the history of American journalism involves comprehensive study of the beginnings of journalism in America, and of the various stages in its development. Attention is given also to the analysis of individual newspapers of today, and to the study of outstanding tendencies in contemporary journalism.

Courses in short-story writing, play writing, and verse writing are given in the English department. Students interested in advertising may find a course in this subject in the department of business administration.

The journalism laboratory is equipped

with typewriters for the use of students. A recent doubling in the number of students taking journalism courses has made the present typewriter equipment somewhat inadequate, but new machines are expected to be added within a few months. A recent appropriation of \$125 for additional books on journalism for the college library has provided abundant new material for study and research.

The journalism department has the friendly co-operation of Grinnell's four student periodicals, which print much material written as class work. These are the *Scarlet and Black*, a semi-weekly newspaper; *The Malteaser*, a humorous monthly; the *Tanager*, a literary bimonthly; and the *Cyclone*, the student annual.

Many journalism students help pay their college expenses by doing part-time newspaper work. The press associations and the newspapers of Des Moines and other Iowa cities have regular student correspondents at Grinnell. Papers outside the state often ask for stories on Missouri Valley games. Other employment for student journalists is found on the local papers and in the college publicity office. Most of the journalism students do newspaper work during the summer.

The journalistic fraternities are represented at Grinnell by active chapters of Sigma Delta Chi and Theta Sigma Phi. The former chapter has ranked seventh in the Sigma Delta Chi efficiency competition for several years, and was honored last year by having a Grinnell man elected president of the national organization. Associate members of the chapter include many prominent newspapermen, of whom Sir Philip Gibbs is one.

Wayne Gard, writer of this article, directs the courses in journalism at Grinnell college.

For three years, 1921 to 1924, Mr. Gard served as India correspondent for the Associated Press, reporting such important events as the Mount Everest expeditions, the non-co-operation campaign, and the visit of the Prince of Wales to India.

Mr. Gard was educated at Illinois college and Northwestern university. He has worked on several daily newspapers in Illinois, gaining experience as reporter, city editor, telegraph editor, and literary editor. His writings on international relations have appeared in the *Nation*, the *Christian Century*, the *New Orient*, the *Chicago Tribune*, and other periodicals.

Mr. Gard's work as a poet was recognized last year by his election as a vice-president of the Poetry Society of Great Britain.

CANTON NEWS TO BUILD

Ohio Daily Plans Erection of Modern Plant Next to Proposed Post Office

Plans are now being prepared for a modern newspaper plant to be erected by the *Canton (O.) News*. The old Harter property, comprising a complete city block, has been purchased.

Indications are that two-thirds of the area will be used by the government for a post office. The newspaper plant will occupy the remaining third which has a frontage of 66 2/3 feet and a depth of 200 feet.

The *News* is part of the News League of Ohio, owned by James M. Cox, former Governor of Ohio. Associated papers are the *Dayton Daily News* and the *Springfield Daily News*.

REPORTERS VISIT JERSEY BLAST ZONE



Photo shows a wrecked freight car being viewed by reporters and photographers who rode into the shelled area at Lake Denmark, N. J., on a train, following explosion of navy arsenal.

"CUB" IN COMMAND OF T.N.T. STORY

World Tyro Takes Charge of Arsenal Explosion News Coverage—
Luck of Jerseyman Reporter

A cub reporter became king of the day, and many veterans of New York newspaper work were treated to thrills, by the explosion at Dover, N. J., July 10.

Lt. Arthur Ginsburgh of the army ordnance, up until that date, had worked day time for Uncle Sam and night time as cub on the *New York World* staff. For the *World* he was doing those pesky little assignments, and the big boys of the paper were his boss.

Then lightning struck. An explosion shattered an arsenal. Lt. Ginsburgh was ordered by his daytime employer, Uncle Sam, to take charge of publicity at Dover.

Once over there a remarkable reversal of circumstances took place. Now Lt. Ginsburgh was boss. What he had to say went.

But there was more to be seen and done by the newspaper men than to line up on parade for the erstwhile "cub." Many, while shells were still exploding, slipped by army lines to get close-up of the catastrophe.

On July 11, the army and navy officially lifted the lid and let three public representatives through. Jack Price, photographer, *New York World*, Harry Brucker of *International Newsreel*, and Lewis Fehr were chosen by the other newspaper men to make this trip. They spent three hours in the area, which they had been trying to crash for the last 16 hours. Later the newspapermen reviewed the scene on flat cars.

Becker Jamieson, reporter for the *Morristown (N. J.) Jerseyman* was the first newspaper man to reach the scene after the explosion. He had just reached Lake Hopatcong, a short distance from the arsenal, to spend the week end when the first blast took place. He rushed by automobile to the arsenal and shortly after was in communication with his paper and long before out of town papers were able to reach the place the *Jerseyman* was on the streets with an "Extra," with a general story of the calamity and also a partial list of dead and injured.

Southern Idaho Weeklies Organize

The Associated Weekly Newspapers of Southeastern Idaho is the name of a new organization formed last week with headquarters in Preston, Idaho. Officials

elected were, president, Ralph H. Kelley, *Soda Springs Chieftain*; vice-president, A. E. Pelton, *Malad Oneida County Enterprise*; secretary-treasurer, H. M. Nelson, *Montpelier Examiner*.

GRAND JURY PRAISES NEWSPAPER MEN

Two East St. Louis Reporters Lauded for Finding 15-Year Old Girl Kidnapped by Pseudo Doctor

How reporters and their newspaper sometimes prove to be of greater assistance than the regularly authorized agencies in bringing about justice was demonstrated at East St. Louis, last week with the plea of guilty and sentencing to the penitentiary of a pseudo doctor on a charge of abducting a 15 year old girl.

The aid of the *East St. Louis (Ill.) Daily Journal* and the efforts of two of its reporters in solving the case were praised by the grand jury at a special session, following return of an indictment of the bogus "doctor." The report declared:

"The grand jury of St. Clair County, Ill., wishes to extend a vote of thanks to Messrs. Herbert Kelly and Joseph R. Klasman of the *East St. Louis Daily Journal* for the services rendered in finding evidence in the case against Dr. David Provan, alias C. W. Kopynski, and in locating the girl in the case, Venita Maher. John F. O'Flaherty, foreman."

Sheriff Martin Schnipper praised the work of Kelly and Klasman as being "invaluable," stressing the fact that they found the girl who had been missing for almost a week when police had failed to find her. In commenting on the activities of the reporters, State's Attorney H. C. Lindauer said:

"The two reporters saved the county an expense of more than \$200 by doing in a few hours what it might take others days to accomplish. Devoting their time, energy and experience, they found Venita Maher, obtained her statement and had it ready in complete detail for presentation to the grand jury. The public owes a great debt to the *Journal* and to the two reporters."

North Carolina A. P. Group to Meet

President J. L. Horne, Jr., has called a meeting of the Associated Press Club of North Carolina, to be held at Hickory, July 21, in connection with the North Carolina Press Association meeting as a part of the program. A dinner will be served the membership.

SUBWAY STRIKE GUARDS BEAT NEWS MEN COMPANY THREATENS PUBLISHERS

Reporters Are Driven from Wreck Scene and Their Notes Destroyed—Attorney Objects to Graphic's Cartoon and Issues Warning

AN editor and his newspaper were threatened with criminal prosecution by a company attorney, and several newspaper men were assaulted by hired company roughs while reporting a subway wreck during the last week-and-a-half of the I.R.T. strike in New York.

The *New York Evening Graphic* published a cartoon by Charles Macauley. It showed a subway train entering the Malbone street tunnel. The figure of death stands in the entrance bearing a scroll with the legend "Strike of 1918—81 Lives Lost Through Unskilled Operation." The cartoon was entitled "Remember."

On Tuesday, James L. Quackenbush, the traction company's attorney, threatened to prosecute the *Graphic*, mentioning the cartoon in particular, and any other newspaper which attempted to further the strike or publish cartoons or facts leading the public to believe the subways were unsafe.

"I hope he does start criminal action" Emile Gauvreau, managing editor of the *Graphic*, said to EDITOR & PUBLISHER. "We believe there is danger in unskilled operation, and we believe it is our duty to warn people of that danger. We would welcome a test case."

It was in the early morning hours of July 9, the assaults against newspaper men took place. Two men were arrested on complaint of John Weisburger of the City News Association, one of the men attacked. The men arrested were Ralph Voight and Thomas Francis. They were released on bond for arraignment July 15, but the case was adjourned to a future date on that day.

Weisburger with a large number of other reporters had gone to the Bowling Green station of the subway, following a crash in which no one was injured. After he, with Harold O'Hare of the *New York American*, had announced themselves as reporters, the attack occurred.

"Led by Voight, at least a dozen men who had come to the scene of the accident in two automobiles rushed O'Hare and me," Weisburger said. "They grabbed O'Hare from the rear and pulled him up the stairway."

"Others sprang upon me. One grabbed me at the waist, another at the wrists, still another at the neck and the remainder beat and kicked me."

"I was saved by Sidney Livingstone, another reporter from my organization."

Voight, according to Weisburger, shouted that he was acting on the personal orders of Frank Hedley, president of the I.R.T. and Mr. Quackenbush.

Mr. Quackenbush said: "I want it understood that those men (the attackers) were not from my office. They were from the operating department. If they enforce the rule against taking flash lights in the subway I shall support them. If they acted otherwise, I shall let the law take its course."

John Rogan, police reporter, for the *New York Mirror*, who was also attacked, told EDITOR & PUBLISHER he did not see any photographers at the scene of the wreck.

He was in a subway booth telephoning the story to his office when he was accosted from behind.

"Are you a newspaper reporter?" one of the guards asked.

"I am," said Rogan.

"Well, you get to hell out of there then."

Rogan was grabbed and pulled from the booth. His notes were taken from him and torn to bits.

Rogan is built like the Woolworth Tower. He noticed one of the thugs reaching in his back pocket. He might be reaching for a blackjack.

"You pull that on me," shouted Rogan, "and I'll throw you on the third rail."

Rogan left the station and in a nearby booth finished telephoning his story to the *Mirror*.

On the following day another accident occurred at the same station.

"Interborough officials delegated themselves as reporters and had two dozen of the toughest 'gorillas' ever seen in New York to keep out reporters and photographers," a *Graphic* reporter wrote. His statement was confirmed by a reporter for the *New York Times*.

Two hours after the crash occurred, Alfred Pierce, press agent for the subway company appeared, went down into the subway, and gave the 30 newspaper men a skeleton statement of the wreck.

Mr. Pierce was formerly city hall reporter for the *New York Sun*. Mr. Quackenbush is doing most of the talking for the company during the strike. He and Pierce are assisted by two press agents from the office of Ivy Lee.

Mr. Pierce asked by EDITOR & PUBLISHER to confirm the *Graphic's* story of news suppression classed himself with President Coolidge. His "official spokesman" declared it was against Mr. Pierce's policy to be quoted.

Mr. Pierce was late getting to the accident, this official spokesman admitted. Assuredly it was not his fault that newspaper men were barred from inspecting the wreck. It was not under his authority.

He was late because he was at headquarters when the accident occurred talking to other newspaper men when the report came to him by telephone. He ascertained the facts of the wreck, told the reporters who were at headquarters, and then telephoned the story to other papers.

At the end of this time, he decided to go down to the wreck.

Mr. Pierce gave reporters there the facts, the official spokesman concluded.

Hard Named Portsmouth Editor

Charles E. Hard of Portsmouth, O., former personal secretary to the late President Warren G. Harding, has been made editor-in-chief of the *Portsmouth Morning Sun*, succeeding the late George M. Taylor. John A. Lloyd has been named managing editor.



Barred by hired thugs from the scene of a subway wreck in New York last Saturday morning, July 10, reporters waited the pleasure of Alfred W. Pierce, company press agent.

A.B.C. NOW WILL LIST ADVERTISING RATES

Board Confirms Tentative Decision—
Suggestion Made That It is a Step
Towards Standardization of Cards
—A.A.A.A. Standard Preferred

Beginning with the newspaper statements for the period ending Sept. 30, and with periodical statements for the period ending Dec. 31, 1929, standard rate cards will be shown, the Audit Bureau of Circulations current bulletin stated. It is preferred that in submitting their rates the A.A.A.A. standard be followed.

In part the announcement reads: "All information in the case of newspapers must reach the Bureau not later than September 15, showing rates which are in effect or will be in effect as of October 1, 1926. The date of closing for periodical rate cards for the December 31 Publishers' Statements will be announced later."

"While the closing date for newspapers is set for September 15, it is hoped that many publications which do not contemplate changing their rate cards prior to October 1, will be able to give the information considerably in advance in order to relieve the pressure on the Bureau's Statement Department."

"This added service will cost the

EDITOR & PUBLISHER CALENDAR

- July 19-24—International Stereotypers and Electrotypers Union of North America, Los Angeles.
- July 21-23—North Carolina Press Assn., annual convention, Hickory, N. C.
- July 23-25—Colorado Editorial Assn., mid-summer meeting, Alamosa, Colo.
- July 23—American Photo-Engravers Assn., meeting, Detroit.
- July 26-Aug. 31—Institute of Politics, Williams College, Williamstown, Mass.
- July 30—Northeast Missouri Press Assn., mid-summer Meeting, Monroe City, Mo.
- Aug. 6-7—Wyoming Press Assn., annual convention, Thermopolis, Wyo.
- Aug. 7—Southwest Minnesota Editorial Assn., summer outing, Lake Sheat, Minn.
- Aug. 9-11—Georgia Press Assn., annual meeting, Louisville, Ga.
- Aug. 11-13—South Dakota Press annual meet, Brookings.

Bureau many thousands of dollars—especially in the preparation of the first statements showing rate cards; but there will be no added charge to members, either advertiser, advertising agent, or publisher.

"The immense value of this service will be especially obvious in the various Blue Books issued by the Bureau. From one source, advertisers and agents will now be able to secure not only all circulation information in complete form, but all rate information for all A. B. C. publications.

"It will cover nine-tenths of all publications necessary for national campaigns.

"It will give A. B. C. information complete in all details.

"It will give the segregation of A. B. C. publications which many publishers have desired.

"A number of publishers, advertisers and agents have advanced this thought—that this is a step toward the standardization of rate changes, that it would be economically sound if all changes in rates were made as of April 1 and October 1, in the case of newspapers and as of January 1 and July 1, in the case of periodicals; because it is on these dates that the latest circulation information is made available. What may develop from this suggestion depends upon the working out of the new plan.

"The rate information will not be shown on Auditors' Reports."

Survey New England

The Department of Commerce will soon start an industrial and marketing survey of the New England states.



Above is the Macauley cartoon that caused a corporation lawyer to threaten a newspaper.

GAINS IN ALL OF 30 CITIES' JUNE DAILY NEWSPAPER LINAGE

JUNE linage for 131 newspapers in 30 cities totalled 125,775,293 agate lines, a gain of 11,637,205 lines over the same month last year. The rate of gain was 9 per cent. All cities showed a gain. The comparative figures for the month follow:

Summary of Advertising by Cities

30 cities listed 131 papers listed	30 show gain 19 show loss		0 show loss 19 show loss
	1926	1925	
†New York.....	14,822,812	13,048,914	1,773,898 Gain
Chicago.....	7,770,381	7,081,884	688,497 Gain
Philadelphia.....	7,127,937	6,803,305	324,632 Gain
Detroit.....	5,498,010	4,962,342	535,668 Gain
Cleveland.....	3,886,125	3,736,725	149,400 Gain
St. Louis.....	4,121,620	3,776,960	344,660 Gain
Boston.....	6,640,566	5,995,006	645,560 Gain
Baltimore.....	4,753,800	4,140,088	613,712 Gain
Los Angeles.....	6,920,147	6,605,677	314,470 Gain
†Buffalo.....	3,670,378	3,476,406	193,972 Gain
†San Francisco.....	4,509,167	4,388,219	120,948 Gain
Milwaukee.....	3,047,253	2,732,554	314,699 Gain
Washington.....	4,704,398	4,052,470	651,928 Gain
Cincinnati.....	3,380,400	3,066,000	314,400 Gain
New Orleans.....	3,972,848	3,314,041	658,807 Gain
Minneapolis.....	3,139,903	2,805,830	334,073 Gain
Seattle.....	2,898,126	2,613,926	284,200 Gain
Indianapolis.....	3,142,737	3,098,208	44,529 Gain
Denver.....	2,388,344	2,112,852	275,492 Gain
Providence.....	2,993,273	2,270,784	722,489 Gain
Columbus.....	3,574,490	3,091,407	483,083 Gain
Louisville.....	3,441,235	2,982,834	458,401 Gain
St. Paul.....	2,532,572	2,232,958	299,614 Gain
†Oakland.....	2,576,728	2,376,360	200,368 Gain
Omaha.....	1,890,574	1,690,353	200,221 Gain
Birmingham.....	2,660,182	2,346,022	314,160 Gain
Richmond.....	2,083,886	1,970,304	113,582 Gain
Dayton.....	2,973,068	2,680,622	292,446 Gain
Houston.....	2,631,398	2,302,524	328,874 Gain
†Des Moines.....	2,022,935	1,932,513	90,422 Gain

Totals 125,775,293 114,138,088 11,637,205 Gain

†Note reference under individual newspaper linage of these cities.

NEW YORK

	1926	1925	
American.....	1,120,416	1,074,084	46,332 Gain
Herald Tribune.....	1,564,934	1,216,848	348,086 Gain
Times.....	2,408,058	2,066,062	341,996 Gain
World.....	1,545,308	1,355,502	189,806 Gain
*Mirror (Tab.).....	305,282	299,288	5,994 Gain
News (Tab.).....	631,026	487,706	143,320 Gain
*Evening Graphic.....	325,570	†182,198	143,372 Gain
*Evening Journal.....	1,189,390	1,122,438	66,952 Gain
*Evening Post.....	390,536	390,890	354 Loss
*Evening World.....	823,862	690,554	133,308 Gain
*Sun.....	1,327,910	1,111,870	216,040 Gain
*Telegram.....	512,490	522,928	10,438 Loss
Brooklyn Eagle.....	1,653,328	1,497,294	156,032 Gain
Brooklyn Times.....	870,834	477,174	393,660 Gain
Standard Union.....	453,870	555,078	101,208 Loss

Totals 14,822,812 13,048,914 1,773,898 Gain

†Sunday Graphic discontinued September 1, 1925; 86,042 lines for four Sundays included.

CHICAGO

	1926	1925	
*Daily News.....	1,888,122	1,695,060	193,062 Gain
Tribune.....	2,702,622	2,464,299	238,323 Gain
Herald Examiner.....	1,065,348	865,383	199,965 Gain
*Post.....	545,916	436,995	108,921 Gain
*American.....	1,143,738	966,402	177,336 Gain
*Journal.....	424,635	653,745	229,110 Loss

Totals 7,770,381 7,081,884 688,497 Gain

PHILADELPHIA

	1926	1925	
Inquirer.....	1,865,100	1,738,800	126,300 Gain
Record.....	738,400	831,900	73,500 Loss
Ledger.....	1,322,751	1,225,587	97,164 Gain
*Evening Ledger.....	1,345,986	1,270,318	75,668 Gain
*Bulletin.....	1,835,700	1,736,700	99,000 Gain

Totals 7,127,937 6,803,305 324,632 Gain

DETROIT

	1926	1925	
News.....	2,939,020	2,691,200	247,800 Gain
Times.....	1,086,666	962,864	123,802 Gain
Free Press.....	1,472,324	1,308,258	164,066 Gain

Totals 5,498,010 4,962,342 535,668 Gain

SAN FRANCISCO

	1926	1925	
Chronicle.....	929,012	877,520	51,492 Gain
Examiner.....	1,651,467	1,516,665	134,802 Gain
Bulletin.....	534,142	549,556	15,414 Loss
*Call.....	845,376	721,980	123,396 Gain
*News.....	639,170	599,214	39,956 Gain
*Herald.....	123,284

Totals 4,509,167 4,388,219 120,948 Gain

Herald discontinued May 5, 1926.

DES MOINES

	1926	1925	
Register.....	682,828	592,835	89,993 Gain
*Tribune.....	869,649	744,750	124,899 Gain
Capital.....	470,458	594,928	124,470 Loss

Totals 2,022,935 1,932,513 90,422 Gain

†Sunday Capital discontinued with February 21, 1926, issue; includes 45,071 linage Sunday issue.

*No Sunday edition.

JUNE'S UNIQUE RECORD

Records of newspaper linage kept by EDITOR & PUBLISHER since 1916 show no other month which equalled the record of June in that the totals for every city ran ahead of the total for the month in the preceding year.

BOSTON			
	1926	1925	
Herald.....	1,334,429	1,151,709	182,720 Gain
Globe.....	1,377,342	1,315,720	61,622 Gain
Post.....	1,050,250	993,522	56,728 Gain
Advertiser.....	452,487	359,978	92,509 Gain
*American.....	422,473	365,481	56,992 Gain
*Traveler.....	1,099,317	940,938	158,379 Gain
*Transcript.....	692,881	641,698	51,183 Gain
*Telegram.....	211,387	225,960	14,573 Loss

Totals 6,640,566 5,995,006 645,560 Gain

BALTIMORE			
	1926	1925	
Sun.....	1,530,608	1,444,127	86,481 Gain
*Evening Sun.....	1,565,613	1,425,709	139,904 Gain
American.....	652,768	448,739	204,029 Gain
*News.....	651,688	585,901	65,787 Gain
*Post.....	353,123	325,612	117,511 Gain

Totals 4,753,800 4,140,088 613,712 Gain

LOS ANGELES			
	1926	1925	
Times.....	2,189,768	2,080,764	109,004 Gain
Examiner.....	1,846,519	1,806,281	40,238 Gain
*Express.....	803,544	780,878	22,666 Gain
*Herald.....	1,483,790	1,311,674	172,116 Gain
*Record.....	412,412	392,364	20,048 Gain
News.....	184,114	233,716	49,602 Loss

Totals 6,920,147 6,605,677 314,470 Gain

WASHINGTON			
	1926	1925	
Star.....	2,406,947	2,084,719	322,228 Gain
Post.....	892,366	789,503	102,863 Gain
*Evening Times.....	645,711	651,694	5,983 Loss
Herald.....	546,417	397,370	149,047 Gain
*Evening News.....	212,957	129,184	83,773 Gain

Totals 4,704,398 4,052,470 651,928 Gain

CINCINNATI			
	1926	1925	
*Post.....	824,700	683,400	141,300 Gain
*Times-Star.....	1,204,500	1,109,100	95,400 Gain
Enquirer.....	1,076,700	995,100	81,600 Gain
Tribune.....	274,500	278,400	3,900 Loss

Totals 3,380,400 3,066,000 314,400 Gain

NEW ORLEANS			
	1926	1925	
Times-Picayune.....	1,655,573	1,406,370	249,203 Gain
Item.....	847,373	730,622	116,751 Gain
States.....	804,944	650,918	154,026 Gain
*Tribune.....	637,958	526,131	111,827 Gain

Totals 3,972,848 3,314,041 658,807 Gain

MINNEAPOLIS			
	1926	1925	
Tribune.....	1,313,943	1,194,123	119,820 Gain
Journal.....	1,326,366	1,168,441	157,925 Gain
*Star.....	499,594	443,266	56,328 Gain

Totals 3,139,903 2,805,830 334,073 Gain

MILWAUKEE			
	1926	1925	
Journal.....	1,662,050	1,417,077	244,973 Gain
S. T. & A. M. Sentries.....	513,574	571,572	57,998 Loss
*Leader.....	242,677	206,189	36,488 Gain
*Wisconsin News.....	628,952	537,716	91,236 Gain

Totals 3,047,253 2,732,554 314,699 Gain

ST. LOUIS			
	1926	1925	
Post-Dispatch.....	2,021,320	1,760,360	260,960 Gain
Globe-Democrat.....	1,184,700	1,106,100	78,600 Gain
*Star.....	57,700	610,200	34,500 Loss
Times.....	339,900	300,300	39,600 Gain

Totals 4,121,620 3,776,960 344,660 Gain

CLEVELAND			
	1926	1925	
Plain Dealer.....	1,551,450	1,526,700	24,750 Gain
News Leader.....	1,024,725	1,033,200	8,475 Loss
*Press.....	1,309,950	1,176,825	133,125 Gain

Totals 3,886,125 3,736,725 149,400 Gain

DENVER			
	1926	1925	
News.....	617,736	582,120	35,616 Gain
Post.....	1,285,032	1,100,288	184,744 Gain
*Times.....	485,576	430,444	55,132 Gain

Totals 2,388,344 2,112,852 275,492 Gain

SEATTLE

	1926	1925	
Times.....	1,376,116	1,245,566	130,550 Gain
Post-Intelligencer.....	851,242	688,926	162,316 Gain
*Star.....	573,944	570,808	3,136 Gain
*Union-Record.....	96,824	108,626	11,802 Loss

Totals 2,898,126 2,613,926 284,200 Gain

INDIANAPOLIS

	1926	1925	
*News.....	1,584,786	1,497,360	87,426 Gain
Star.....	1,092,351	1,091,844	507 Gain
*Times.....	465,600	509,004	43,404 Loss

Totals 3,142,737 3,098,208 44,529 Gain

PROVIDENCE

	1926	1925	
Journal.....	903,291	799,483	103,808 Gain
*Bulletin.....	1,286,074	1,153,928	132,146 Gain
Tribune.....	389,411	360,418	28,993 Gain
*News.....	414,497	406,955	7,542 Gain

Totals 2,993,273 2,720,784 272,489 Gain

COLUMBUS

	1926	1925	
Dispatch.....	1,931,146	1,715,919	215,227 Gain
Journal.....	658,873	588,200	70,673 Gain
*Citizen.....	984,471	787,288	197,183 Gain

Totals 3,574,490 3,091,407 483,083 Gain

LOUISVILLE

	1926	1925	
Courier Journal.....	1,250,194	1,069,293	180,901 Gain
Herald Post.....	508,205	576,206	68,001 Loss
*Times.....	1,158,771	936,689	222,082 Gain
*Post.....	524,065	400,646	123,419 Gain

Totals 3,441,235 2,982,834 458,401 Gain

ST. PAUL

	1926	1925	
*Dispatch.....	898,492	783,748	114,744 Gain
Pioneer Press.....	885,094	784,042	101,052 Gain
*News.....	748,986		

SIX MONTHS' LINAGE FOR 30 LARGE CITIES BROKE ALL RECORDS

MORE than three-quarters of a billion agate lines were published by 132 newspapers in 30 cities during the six months' ended June 30, 1926. The linage figure, 760,065,938 agate lines, exceeded the total for the same period last year by 51,592,893 lines, or about 7 percent, according to the New York Evening Post Statistical Department, Inc. This six-month figure has never been approached in the past. Comparative totals by cities follow:

Summary of Advertising by Cities

Table with 3 columns: City, 1926, 1925. Lists 30 cities including New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, New Orleans, Minneapolis, Seattle, Indianapolis, Denver, Providence, Columbus, Louisville, St. Paul, Oakland, Omaha, Birmingham, Richmond, Dayton, Houston, Des Moines.

Totals760,065,938 708,473,045 51,592,893 Gain
†Note references under individual newspaper linage of these cities.

NEW YORK

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like American, Herald Tribune, Times, World, Mirror (Tab.), News (Tab.), Evening Graphic, Evening Journal, Evening Post, Evening World, Sun, Telegram, Brooklyn Eagle, Brooklyn Times, Standard Union.

Totals91,423,760 82,743,868 8,679,892 Gain
†Sunday Graphic inaugurated May 3, 1925; discontinued Sept. 1, 1925; 232,832 lines for 9 Sundays included.

CHICAGO

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Daily News, Tribune, Herald Examiner, Post, American, Journal.

PHILADELPHIA

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Inquirer, Record, Ledger, Evening Ledger, North American, Bulletin.

DETROIT

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like News, Times, Free Press.

CLEVELAND

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Plain Dealer, News Leader, Press.

ST. LOUIS

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Post Dispatch, Globe Democrat, Star, Times.

BOSTON

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Herald, Globe, Post, Advertiser, American, Traveler, Transcript, Telegram.

INDIANAPOLIS

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like News, Star, Times.

DENVER

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like News, Post, Times.

BALTIMORE

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Sun, Evening Sun, American, News, Post.

LOS ANGELES

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Times, Examiner, Express, Herald, Record, News.

BUFFALO

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Express, Courier, Post, Times, Star, News.

SAN FRANCISCO

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Chronicle, Examiner, Bulletin, Call, News, Herald.

MILWAUKEE

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Journal, S. T. & A. M. Sentinel, Wisconsin News.

WASHINGTON

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Star, Post, Evening Times, Herald, Evening News.

CINCINNATI

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Post, Leader, Star, Enquirer, Tribune.

NEW ORLEANS

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Times Picayune, Item, States, Tribune.

MINNEAPOLIS

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Tribune, Journal, Star.

SEATTLE

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Times, Post Intelligencer, Star, Union-Record.

PROVIDENCE

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Journal, Bulletin, Tribune, News.

COLUMBUS

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Dispatch, Journal, Citizen.

LOUISVILLE

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Courier Journal, Herald Post, Times, Post.

ST. PAUL

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Dispatch, Pioneer Press, News.

OAKLAND

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Tribune, Post Inquirer, Record.

OMAHA

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like World Herald, Bee, News.

BIRMINGHAM

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Age Herald, News, Post.

RICHMOND

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like News Leader, Times-Dispatch.

DAYTON

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like News, Herald, News.

HOUSTON

Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Chronicle, Post Dispatch, Press.

DES MOINES

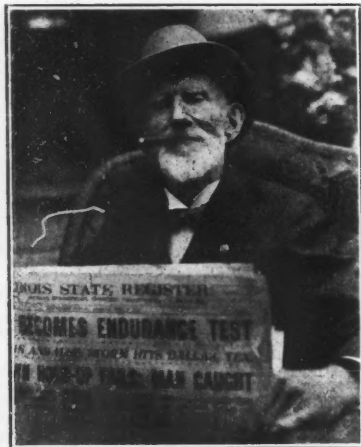
Table with 3 columns: Newspaper, 1926, 1925. Lists newspapers like Register, Tribune, Capital.

H. W. CLENDENIN, NEARING 90, LOOKS BACK ON 74 YEARS IN JOURNALISM

Editor-in-Chief and Part Owner of Springfield Illinois State Register Still Active—Celebrates 90th Birthday Aug. 1
—Has Written Biography for His Friends

By V. Y. DALLMAN
Managing Editor, Springfield Illinois State Register

NINETY years old August first, Hon. Henry Wilson Clendenin, editor-in-chief of the *Springfield Illinois State Register*, is the oldest active editor in the state of Illinois and one of the oldest in continuous service in the United States, if not the world.



H. W. Clendenin

The fact that Mr. Clendenin not only is at his desk every day but that he has just completed an elaborately printed 400-page autobiography indicates that he retains much of his youthful "pep."

The philosophy of this interesting character is impressive. He attributes his longevity to hard work and devotion to the ideal of common honesty.

"Work," he says, "is essential to health and happiness." Of rigid rules of diet, he has none. Some years ago, for instance, before the *State Register* became an afternoon publication, Mr. Clendenin worked at his desk nearly every night until midnight, helping to issue the morning paper. Before retiring he would go to a restaurant, drink one, and sometimes two, big cups of coffee, and to guarantee sweet repose, top it off with an enormous cut of apple or raisin pie. When you see him today at 90 you find him a living refutation of the theories of those who would abolish either pastry or coffee. Mr. Clendenin has very generally abstained from alcoholics. Whether he uses tobacco or not is a question comprehensively answered by the accompanying photograph which shows him enjoying his cigar a la "Uncle Joe" Cannon.

Melville E. Stone, of the Associated Press, Adolph Ochs, of the *New York Times*, William Allen White, and others have written Mr. Clendenin complimenting him upon his autobiography which tells the story of a long and busy life. Some of the points covered are his birth, August 1, 1837 in Bedford County, Pennsylvania; his boyhood trip west; his first job as a boy printer on the *Burlington Hawk-Eye* 74 years ago; his experiences with the *Peoria Transcript*; his recollections of four wars—the Mexican, Civil, Spanish-American, and World wars; his enlistment in the 20th Pennsylvania infantry and service in the Civil War which entitles him to wear the little bronze button which he prizes so highly; thrilling experiences during the dramatic days of chaos before and after the war; his employment with the old *Gazette-Argus* of Burlington, Ia., his meeting, 63 years ago as an employee of the *Keokuk Constitution*, with Thomas Rees who is now his associate publisher of the *Illinois State Register*; his year of editorial

direction of the *Metamora* (Ill.) *Sentinel*; his connection with the *Keokuk* (Ia.) *Gate City* and his purchase in 1876, together with Thomas Rees and George Smith, of the *Keokuk Constitution*. Five years later (1881) this firm came to Springfield and purchased the *Illinois State Register*. They plunged into Illinois politics developing close friendships with former Vice-President Adlai E. Stevenson, General John M. Palmer, former Governor John P. Altgeld, Hon. William M. Springer, William Jennings Bryan, General John A. Logan, Col. William R. Morrison, General John A. McClernand and scores of others who have gone to their reward. Among Mr. Clendenin's close personal friends today are former Governor Edward F. Dunne, former United States Senator James Hamilton Lewis, former Governor Frank O. Lowden and United States Senators William McKinley and Charles S. Deneen.

Beautiful is his impressive story of his 63 years of close friendship with Thomas Rees, publisher, author, traveler and former state senator. As he tells of it smiles spring from his heart. He says: "Friends for all these years and associates in business 50 years, five in Iowa and 45 in Illinois, we have never had an argument which could be considered serious or which disturbed the sweet serenity of our devotion one to the other."

With mind as clear as a bell he tells of conditions which prompted him to cast his first vote for Stephen A. Douglas for senator against Abraham Lincoln

in 1858 and to cast his first presidential vote for Abraham Lincoln in 1860. In '64 he voted for General George B. McClellan, explaining that McClellan was his old commander during the war and, therefore, he could not vote against him. His introductory chapter of his autobiography entitled "The Magic Age" is a beautiful verbal panorama in which one sees the Indians near Burlington, the dim flicker of the tallow candle, the slow-moving ox-cart, the "prairie schooner," the flail and things primitive. Then he tells a graphic story of the marvels of modern invention.

"What wonders God and man have wrought during the span of my years!" exclaims this veteran editor in his resumé. "During my years," he continues, "telephone and telegraph wires have spread over the entire United States, connected through trans-oceanic cables with webs of wire which cover the entire world like a colossal net. From the first spark of electricity, I have watched the invention of the motor and dynamo. I have seen the incandescent light dim the tallow candle and oil lamp. I have observed the miracle of the airship, witnessed the wonder of the dirigible and the development of the heavier-than-air machine which soars into the clouds and flashes through the sky at a rate that staggers the human mind. I have witnessed the invention of the radio—that mystery of modern mysteries—which makes near neighbors of nations, defies space and time and carries the orchestral symphonies of great operas of New York, the songs of the tropics and the sermons and lectures of orators of the nation into the living rooms of the homes of Springfield or wherever man provides a receiving set and flings a delicate wire to the wind to catch the sound waves in the air."

Mr. Clendenin turns his face to the future and says: "My prayer is that God will bless mankind and convince a blessed people that to make a world permanently greater they must strive to make it permanently good."

That concluding sentence reflects the character of the man. He is honorable,

honest, idealistic. Associated with him for nearly 35 years, I have found his unwavering Christian character an inspiration and a benediction. He has breathed into his newspaper his high idealism and built it with the aid of Senator Rees as a lasting monument to service for mankind.

A CHURCH PAGE THAT ISN'T "PREACHY"

Reading (Pa.) Eagle's Vivid Weekly Appeal Asking Non-Church Goers to Attend Services Has Re-awakened Local Interest

Can the church page of a daily paper be made interesting to the average reader who is not a church member? The *Reading* (Pa.) *Daily Eagle* answers in the affirmative—from experience. The page has become a feature of the Saturday issue.

Reading is a city of 100 churches. For nearly 60 years the *Eagle* has published their announcements every Saturday and the collection did not present an interesting appearance. A religious article, issued by a syndicate, was added to tone up the page. But it did not appear to have any pull. Then Benjamin A. Fryer, city editor, who is not what you might call an active church man, wrote a weekly appeal asking the non-church goers to attend services on Sunday.

The page never uses the word religion, is the opposite of "preachy," is written in the language of the people it appeals to and stresses the Golden Rule.

The appeal is set in reading matter type, two columns wide, with a heading that attracts attention. It was something entirely new in that line and within two months was given national publicity by the *Literary Digest*. Letters have come to the *Eagle* from as far as Texas. Then local ministerial associations took up the matter endorsing the appeals. Church papers gave editorial comment. The weekly bulletins published by many parishes made references to the forceful appeals, ministers read them from their pulpits, they were quoted in Sunday schools, pasted on church bulletin boards, several clergymen started scrap books, keeping the notices for future reference in addresses and sermons. Each appeal closed with the words "Thank You."

Ministers are now adding those words to the notices they send to the *Eagle*.

Here are a few of the striking headings to the "go to church" appeals:

"Did You Ever Measure Yourself with the Golden Rule?"

"Church Pew is Good Operating Table for the Spiritually Ill."

"All Dressed Up and a Good Place to Go."

"Does Your Conscience Let You Skid?"

"35,000 Reading People Have Spiritual Rheumatism."

The *Eagle* declines to commercialize its church page. Its advertising solicitors are told not to ask for paid advertisements of churches. If they want to come in voluntarily, display ads are accepted.

It has been figured out that the church page with its announcements for each parish, classified by denominations, and programs furnished by the organists, the "boxes" referred to and other church news costs \$100 per issue. On Monday at least two pages are devoted to news from every congregation, making three pages per week costing the paper \$300 or \$15,000 per annum to give the news of the Reading churches. Does all this pay in dollars and cents? The *Eagle* thinks it does.

Frank D. Thomason Dies

Frank D. Thomason, pioneer in the practice of patent law in Chicago and father of S. E. Thomason, general manager of the *Chicago Tribune*, died July 14, at his home in Beverly Hills. He was senior member of the law firm of Thomason & Lundy. He became ill last fall and spent the winter in California in search of health, returning to his home in May.

N. Y. SIX-MONTH LINAGE TOPS 91,000,000

GAIN of 11 per cent in newspaper linage is noted during the first six months of the year by the New York daily newspapers listed by the *New York Evening Post* Statistical Department, Inc. The total linage for the 15 papers

listed was 91,423,760 agate lines, a gain of 8,679,892 lines over the first six months of 1925. Five of the 15 papers listed showed slight losses during the period.

Comparative figures follow:

Pages		Percentage of Total Space		1926		1925		Gain	Loss
1926	1925			1926	1925				
8,014	8,058	American	7.5	6,851,764	7,162,104				310,340
9,478	7,820	Herald Tribune	10.5	9,642,818	7,794,822			1,847,996	
11,988	10,484	Times	16.7	15,251,876	13,587,396			1,664,480	
8,370	7,422	World	10.0	9,173,772	8,355,936			817,836	
5,216	4,776	Mirror (Tab.)	2.0	1,810,890	1,915,106				104,216
8,172	6,976	News (Tab.)	4.2	3,832,860	3,261,376			571,484	
6,784	5,734	Evening Graphic	2.0	1,847,878	1,942,732				905,146
6,950	7,306	Evening Journal	8.4	7,725,458	7,751,838				26,360
4,708	4,908	Evening Post	2.9	2,618,302	2,507,736			110,566	
5,056	4,340	Evening World	5.6	5,165,330	4,357,518			807,812	
6,448	5,618	Sun	9.2	8,402,130	7,012,532			1,389,598	
3,726	3,536	Telegram	3.4	3,055,086	3,562,044				506,958
7,534	7,076	Brooklyn Eagle	10.2	9,359,124	8,577,076			782,048	
4,380	3,528	Brooklyn Times	4.1	2,370,052	2,518,888				1,201,164
3,194	3,626	Standard Union	3.3	2,966,420	3,436,764				470,344
100,018	91,208	Totals		91,423,760	82,743,868			8,679,892	

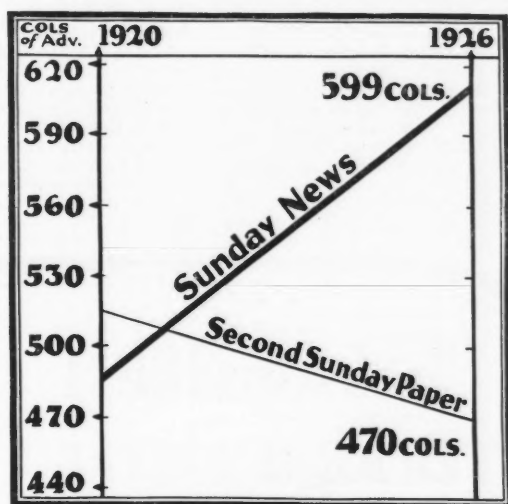
*No Sunday edition.
†Sunday Graphic inaugurated May 3, 1925, discontinued September 1, 1925; 232,832 lines for 9 Sundays included.

	1926	1925	1924	1923	1922	1921	1920
American	6,851,764	7,162,104	7,808,098	6,153,872	5,668,330	5,236,928	5,890,442
Herald Tribune	9,642,818	7,794,822	2,355,910	5,927,014	5,982,182	6,287,834	6,055,516
Times	15,251,876	13,587,396	6,206,288	4,996,138	4,737,786	4,841,259	5,248,730
World	9,173,772	8,355,936	13,293,132	12,582,026	12,079,894	10,930,804	12,371,879
Mirror (Tab.)	1,810,890	1,915,106	8,402,130	9,255,570	8,243,470	7,345,998	9,825,603
News (Tab.)	3,832,860	3,261,376	2,884,664	2,123,898	1,643,000	1,126,112	†
Eve. Graphic	1,847,878	1,942,732	7,475,876	6,794,786	5,970,288	5,383,034	4,961,082
Eve. Journal	7,725,458	7,751,838	†4612,782	3,214,534	3,055,906	3,223,622	3,350,648
Eve. Post	2,618,302	2,507,736	2,209,886	2,077,672	2,047,812	3,142,521	2,765,030
Eve. World	5,165,330	4,357,518	3,951,176	4,511,140	4,597,850	4,650,308	4,998,336
Globe	7,012,532	7,012,532	†3,825,302	3,693,968	3,555,150	3,555,150	4,352,493
Sun	8,402,130	7,012,532	6,815,856	5,290,192	4,901,150	4,221,880	4,594,728
Telegram	3,055,086	3,562,044	4,824,988	3,438,312	3,516,492	3,430,878	4,237,372
B'klyn Eagle	9,359,124	8,577,076	8,804,036	8,289,030	7,789,578	6,829,310	6,998,010
B'klyn Times	2,370,052	2,518,888	2,389,888	1,934,896	1,762,750	1,621,564	
Stand. Union	2,966,420	3,436,764	3,811,696	3,944,698	3,873,502	3,447,546	4,417,654
Totals	91,423,760	82,743,868	82,044,396	84,359,080	79,563,958	75,274,748	80,067,523

†Figures not recorded.
‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.
§Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

The Advertising Trend in Detroit

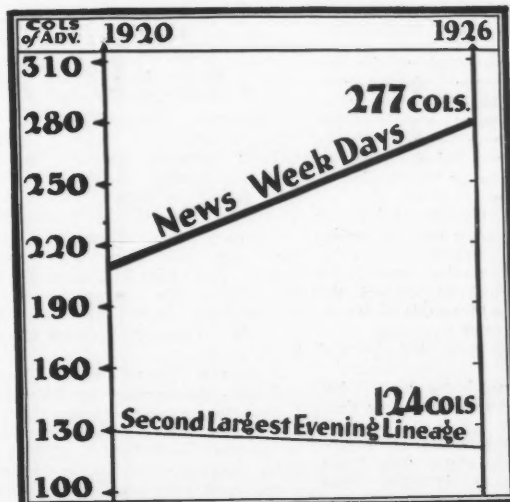
A Comparison Both Weekdays and Sundays Between May 1926, and May 1920, Reveals Increasing Leadership of The Detroit News



Temporary fluctuations in advertising and short term comparisons offer little guide to the space buyer, but a record of accomplishment covering six years will give any user of advertising food for reflection. The chart opposite shows how The Detroit Sunday News by May, 1926, had increased its average 108 columns as compared with May, 1920, while the second Sunday medium during the same period decreased 55 columns. The significance of the relative rise and decline of the two newspapers should not be overlooked by those advertisers who are now planning their fall campaigns. The

Sunday News has the greatest circulation in Michigan and is constantly offering advertisers a better "buy" through increasing circulation.

The weekday issues of The Detroit News likewise show a marked increase of 75 columns average advertising per issue between May, 1920, and May, 1926, the present second evening paper carrying less space in May, 1926, than Detroit's second paper carried in 1920. And it must be remembered that The Detroit News has consistently published more advertising than both other Detroit papers combined for years.



The Detroit News

Detroit's HOME Newspaper

335,000 Sunday, 320,000 Weekday Circulation

INJUNCTION HALTS OPERATION OF LAW BARRING RACING NEWS IN CLEVELAND

City Ordinance Affecting Newspapers and Racing Sheets Effective One Day—News Dealer Claims Free Press Principle Attacked

(By Telegraph to Editor & Publisher)

CLEVELAND, O., July 14.—For one day this week, between injunctions, Cleveland's ordinance forbidding the publication, sale or distribution of horse racing form sheets or odds was enforced.

Monday, July 12, after the Court of Appeals had upheld the right of the city to pass such an ordinance under home rule provisions, Safety Director Edwin D. Barry announced it was in force. He had notified 150 newspapers the previous week.

Three arrests of news dealers were made, each for selling racing form magazines. The *Buffalo Courier and Express* wrote Barry it was stopping circulation of its paper to Cleveland.

The Supreme Court on July 13 granted a temporary injunction to the Solomon News Company of Cleveland, restraining the city from enforcing an ordinance prohibiting sale of newspapers containing betting odds and best selections.

The injunction was allowed against prohibiting sale of newspapers of general circulation, but refused as to purely racing forms, etc. It will stand until the case is disposed of on its merits by the court early next fall.

The temporary restraining order was allowed upon the filing of an appeal by Henry Solomon, doing business as the Solomon News Company, from the decision of the Court of Appeals upholding validity of the ordinance. The suit was against the City of Cleveland, Safety Director Edward Barry and Police Chief Jacob Graul to prevent enforcement of the ordinance. Solomon contends the ordinance is unconstitutional.

The passage of the ordinance, by a 14 to 9 vote of the city council, was the result of a crusade against constant racing here during the spring, summer and fall. Merchants claimed business was damaged, and City Manager William R. Hopkins invited Erie C. Hopwood, editor of the *Plain Dealer* and president of the American Society of Newspaper Editors; Earle Martin, former editor of the *Press*, now editor of the *Times*; Dan R. Hanna, president of the *News*, and Samuel Scovill, publisher of the *Times*, to discuss the situation.

At this meeting, in mid-winter, the four editors agreed to cease publication of racing odds. This did not involve elimination of results of races, but only of the money paid by winners through bookmakers or pari-mutuels and the odds, advance tips, and such other information as pertained to gambling.

Shortly afterward, Hopkins and Barry asked the city council to pass an ordinance prohibiting publication of this information. They told the council the measure was designed to protect the Cleveland newspapers from unfair competition from out of town newspapers and magazines which still published tips and odds.

Opposition developed in the council, but the measure received one more vote than it needed.

The *Times* asked passage of the ordinance repeatedly in editorials. The *Press* also editorially approved it. The *Plain Dealer* and *News* made no comment.

Shortly afterward, the Solomon News Company of Cleveland brought suit to restrain enforcement. Its attorneys contended the city was violating rights of freedom of the press. Common pleas and appellate judges held that the city, if it saw fit, had the right to regulate information which might be subversive to public morals, and could make it illegal under its home rule powers. The news company then appealed. The Appellate Court was divided, two to one.

The ordinance bars furnishing of information on racing tips and odds in any form, except by word of mouth. It is illegal to print, publish, circulate, dis-

tribute, sell or give away paper with this upon it. It is aimed primarily at the magazines and booklets. A fine of \$25 to \$300 is provided.

However, in news reports of the Kentucky and British Derbies, the papers ran the amounts of money the races won, and told in modified form some of the money won by bettors.

TYPOGRAPHICAL WAGES CONTINUE TO RISE

Many Contracts with Publishers Run for More Than One Year, with Several Progressive Increases

Recent wage scales resulting from conciliation or arbitration proceedings between typographical unions and newspaper publishers or employing printers are announced in the July *Typographical Journal* as follows:

ST. LOUIS, MO.—Book and Job—Handmen, day \$45.32, night \$48.84; machine operators, day \$47.52, night \$51.92; forty-four hours. Increase—\$2.20.

COALGATE, OKLA.—Newspaper and Job—Journemen, \$30; forty-four hours. The contract is effective for two years, from June 8, 1926, to June 8, 1928. Increase—\$2.50.

EVANSVILLE, IND.—Job—Journemen, day \$38, night \$42; forty-four hours. The contracts cover a period of one year, from May 1, 1926, to May 1, 1927. Increase—\$2.

SAN DIEGO, CAL.—Newspaper—Journemen, day \$51, night \$54; forty-five hours. The contract covers a period of one year, from May 1, 1926, to May 1, 1927. Increase—\$3.

EAST LIVERPOOL, OHIO.—Newspaper—Journemen, day \$45, night \$48; forty-eight hours. The contract covers a period of three years, from May 1, 1926, to April 30, 1929. Increase—\$1.

ESCANABA, MICH.—Job—Journemen, day \$30, night \$32; forty-four hours. The contract covers a period of one year, from May 1, 1926, to May 1, 1927. Increase—day 70 cents, night 76 cents.

MERIDIAN, MISS.—Newspaper—Journemen \$39.10, to June 1, 1927, then \$41.40; forty-six hours. The contract covers a period of three years, from June 1, 1926, to June 1, 1929. Increase—\$1.10; June 1, 1927, \$2.30 additional.

EUREKA, CAL.—Newspaper—Journemen, day \$45, night \$48; forty-eight hours. Job—Day \$42, night \$45; forty-four hours. The contract covers a period of two years, from May 1, 1926, to May 1, 1928. Increase—Newspaper \$3, job \$5.04.

KLAMATH FALLS, ORE.—Newspaper and job—Journemen, day \$45, night \$48. Newspaper, forty-five hours; job, forty-four hours. The contract covers a period of one year, from June 1, 1926, to June 1, 1927. Increase—Newspaper \$3, hours reduced from forty-eight to forty-five; job \$3.

LAFAYETTE, IND.—Job—Journemen, day \$37.40, night \$38.50, to May 17, 1927, then day \$38.50, night \$39.60, to May 17, 1928, then day \$39.60, night \$41.80; forty-four hours. The contracts cover a period of three years, from May 17, 1926, to May 17, 1929. Increase—Day \$1.40, night 50 cents; May 17, 1927, \$1.10 additional; May 17, 1928, day \$1.10, night \$2.20 additional.

ELIZABETH, N. J.—Newspaper—Journemen, day \$52, night \$55, to April 1, 1927, then day \$53.50, night \$56.50, to April 1, 1928, then day \$55, night \$58; day, forty-seven hours, night forty-five hours. (Thirteen weeks prior to Labor

Day work-week forty-five hours for day work.) The contract covers a period of two years and eleven months, from May 1, 1926, to April 1, 1929. Increase—\$4, April 1, 1927, and April 1, 1928, \$1.50 additional.

CHICAGO, ILL. (Hebrew No. 903).—Newspaper—Journemen \$72.42, to October 14, 1926, then \$74.06 to October 14, 1927, then \$75.70 to October 14, 1928, then \$77.36 to October 14, 1929, then \$79. Day, thirty-six hours; night, twenty-seven hours. The contract covers a period of five years, from October 15, 1925, to October 14, 1930. Increase—\$7.42, October 14, 1926; October 14, 1927, \$1.64 additional; October 14, 1928, \$1.66 additional; October 14, 1929, \$1.64 additional.

FINDLAY, OHIO.—Newspaper—Journemen, Day \$38.50, night \$41.50, to March 1, 1927, then day \$40, night \$43; forty-eight hours. Job—\$33.88 to March 1, 1927, then \$35.20; forty-four hours. The contracts cover a period from May 1, 1926, to February 28, 1929. Increase—Newspaper \$1.50, March 1, 1927, \$1.50 additional. Job \$1.32, March 1, 1927, \$1.32 additional.

TIFFIN, OHIO.—Newspaper—Journemen, day \$38, night \$40; forty-eight hours. Job—Handmen, day \$30, night \$32; operators, day \$38, night \$40; forty-four hours. The contracts cover a period of three years, from February 1, 1926, to February 1, 1929. Increase—Newspaper, handmen \$8, operators \$5; job, handmen \$2.50, operators, day \$10.50, night \$10.

PALESTINE, TEXAS.—Newspaper—Handmen \$36.25, operators \$43.68; forty-eight hours. Job—Handmen \$36.25, operators \$40.04; forty-four hours. The contracts cover a period of one year, from June 1, 1926, to June 1, 1927. Increase—

Newspaper, handmen \$1.25, operators \$8.68; job, handmen \$1.25, operators \$5.04.

KANSAS CITY, Mo.—Newspaper—Journemen, day \$49, night \$52, to February 1, 1927, then day \$50, night \$53; forty-eight hours. The contract covers a period of two years, from February 1, 1926, to February 1, 1928. Increase—\$1; February 1, 1927, \$1 additional.

SPRINGFIELD, OHIO.—Newspaper—Journemen, day \$45, night \$48, to March 5, 1926, then day \$46, night \$49; forty-eight hours. The contract covers a period of two years, from March 5, 1926, to March 5, 1928. Increase—\$2; March 5, 1926, \$1 additional.

WASHINGTON, D. C.—Newspaper—Journemen, day \$54, night \$60, forty-two hours. The award of the local arbitration board is effective one year from November 11, 1925, to November 11, 1926. Increase—Day \$7.80, night \$9.60.

BATAVIA, N. Y.—Job—Journemen, day \$36, night \$38; forty-four hours. The contracts cover a period of one year and eight months, from May 1, 1926, to January 1, 1928. Increase—Handmen, \$5, operators \$3.

DULUTH, MINN.—Newspaper—Journemen, day \$43.50, night \$46.50; forty-four hours. The contracts cover a period of six months, from May 28, 1926, to November 28, 1926. Increase—\$1.50.

SALEM, OHIO.—Newspaper—Journemen \$35; forty-eight hours. Job—\$32.50; forty-four hours. The contracts cover a period from June 1, 1926, to September 1, 1929. Increase—\$5.

SHELBYVILLE, IND.—Job—Journemen, day \$27.50, night \$30.50; forty-four hours. The contracts cover a period from July 1, 1926, to January 1, 1928. Increase—\$3.50.

Jacksonville Bridge Hangs Up New Record

Traffic and revenue reach the highest figures since the opening of the St. Johns River span . . . 631,558 persons crossed the bridge in one month . . . Convincing proof that Florida traffic has not retarded. The steadily increasing figures each month substantiate that Jacksonville enterprises are substantial and profitable.

And the Florida Times-Union continues to hold the lead with the largest circulation of any Florida publication.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000

SUNDAY 70,000

Liberal on every economic question, fearlessly independent on every political issue, tolerant in the broadest sense of the word on every social problem, Scripps-Howard newspapers have created a new journalism more truly American than anything that has preceded it.

NEW HAMPSHIRE HOST TO EDITORS

116 Men and Women Representing Newspapers and Associations in 44 States Spending Week on Tour

A party of 116 men and women, representing newspapers and newspaper associations from 44 states, left Boston Monday morning, July 12, for a week's tour of New Hampshire, the guests of that state.

The editors are being shown the industries and resources of New Hampshire as part of a general campaign to boost the state.

The bodies co-operating as hosts are the State of New Hampshire, the New Hampshire Chamber of Commerce, the New Hampshire Hotelmen's Association, the Boston and Maine Railroad, the Mount Washington Railroad, and numerous boards of trade, clubs and individuals. Arrangements for the trip are being looked after by the New Hampshire Board of Publicity.

Following breakfast at the Hotel Vendome, Boston, the visitors were welcomed by Maj. Charles T. Harding, Boston street commissioner, in behalf of Mayor Malcolm Nichols of Boston, and State Senator Charles P. Howard, speaking for the Commonwealth.

Before leaving Boston each member of the party was presented a badge, a copy of itinerary, other descriptive pamphlets and a leather souvenir notebook, the latter from the Mergenthaler Linotype Company.

In charge of the party were Arthur B. Rotch, of Milford, N. H., secretary of the New Hampshire Publishers' Association; H. Stewart Bosson, of Meredith, N. H., New Hampshire Board of Publicity; Arthur S. Morris, of Littleton, N. H., vice-president of the New Hampshire Publishers' Association, and N. P. M. Jacobs, of Portsmouth, N. H., president of the New Hampshire Hotel Association.

On the trip overnight stops were made at Lake Spofford, Bethlehem, Bretton Woods, Plymouth, Manchester and Portsmouth.

The editors were told they assumed no obligation whatever in coming to New Hampshire as guests of the state.

"We think New Hampshire is both beautiful and interesting. We want you to see it, to meet our people; and we want to know you and call you friends. All we ask of you is that you give us your best co-operation in getting so large a party started promptly on schedule each day and keeping it right on time," the New Hampshire Board of Publicity said in a statement.

Following is a list of those making the tour:

Crosby Allen, Oregon, Cal., California Press Association.
Mr. and Mrs. Walter D. Allen, Miss Barbara Allen, president Massachusetts Press Association.
L. A. Andrepont, Opelousa, La., president Louisiana Press Association.
J. W. Atkins, Gastonia, N. C., president North Carolina Press Association.
Mr. and Mrs. H. U. Bailey, Princeton, Ill., chairman executive committee of National Editorial Association.
Mr. and Mrs. Kenneth Baldrige, Bloomfield, Ia., Iowa Press Association.
Dr. and Mrs. W. W. Ball, Columbia, S. C., South Carolina Press Association.
Granville Barrere, Hillsboro, O., president Ohio Press Association.
Malcolm Bayley, Louisville, Ky., editor *Courier-Citizen*.
Arnold Belcher, Boston, Pathe News photographer.
Dr. Berry, *Boston Globe*.
Mr. and Mrs. H. Stewart Bosson, Meredith, N. H., New Hampshire board of publicity.
Major and Mrs. Lew B. Brown, St. Petersburg, Fla., president Florida Daily Press Association.
Mr. and Mrs. W. A. Brown, Friend, Neb., president Nebraska Press Association.
Ernest Camp, Monroe, Ga., president Georgia Press Association.
Mr. and Mrs. Gardner Campbell, Wakefield, Mass., Massachusetts Press Association.
George Carter, Manchester, secretary, New Hampshire Manufacturers' Association.
Mr. and Mrs. Joe Mitchell Chapple, New York, *National Magazine*.
Miss Beatrice Cobb, Mrs. Cobb, Morganton, N. C., secretary North Carolina Press Association.



Editors and their wives touring New Hampshire as guests of that State stopped to frolic at Nashua, N. H. They are shown "sending messages home" by toy balloons furnished by their hosts.

Elmer E. Conrath, Cuba, N. Y., president New York Press Association.
Col. and Mrs. W. S. Copeland, Newport News, Va., president Virginia Press Association.
Arthur Craig, Greeley, Col., president Colorado Press Association.
Mr. and Mrs. G. D. Cummings, Peterboro, N. H., president New Hampshire Publishers Association.

Arthur DeMoupled, *Manchester Union*.
Edward J. Dinn, *Boston Post*.
Mr. and Mrs. Carl S. Eastwood, LeSueur, Minn., president Minnesota Press Association.
Liston P. Evans, Dover-Foxcroft, Me., president Maine Press Association.
Mr. and Mrs. O. S. Freeman, Canaan, Conn., Connecticut Western News Syndicate.
Joseph W. Gannon, New York, New Hampshire Publicity Counsel.

Col. and Mrs. Charles D. Haines, Altamonte Springs, Fla., Founders International Press Foundation.
Harold P. Hale, Elko, Nev., president Nevada Press Association.

Mr. and Mrs. George Harman, Valley Falls, Kan., president Kansas Press Association.
Mr. and Mrs. Clio Harper, Little Rock, Ark., Secretary Arkansas Press Association.

J. Ben Hart, Manchester, Secretary New Hampshire Hotelmen's Association.
Mr. and Mrs. John E. Hersam, New Canaan, Conn., president Connecticut Press Association.

Mr. and Mrs. Will R. Holmes, Brigham, Utah, president Utah Press Association.
Mr. and Mrs. Hal E. Hess, Oregon City, Ore., secretary Oregon Press Association.
Forrest P. Hull, *Boston Transcript*.

Mr. and Mrs. F. A. Hunt, Newport, Vt., president Vermont Press Association.
Rae Hunt, Concord, N. H.

N. P. M. Jacobs, Portsmouth, president New Hampshire Hotelmen's Association.
Luther B. Johnson, Randolph, Vt., Vermont Press Association.

T. Frank Joyce, Boston, vice-president, Boston & Maine Railroad.
Mr. and Mrs. E. B. Oddy, Woonsocket, S. D., president South Dakota Press Association.
Schuyler L. Marshall, St. Johns, Mich., president Michigan Press Association.

A. W. McCallum, Buhl, Idaho, president Idaho Press Association.
Mr. and Mrs. Thomas McCullough, Anderson, Ind., president Indiana Democratic Editorial Association.

J. Frank McDermond, Attica, Ind., president Indiana Republican Editorial Association.
J. C. McLendon, Luverne, Ala., president Alabama Press Association.

Mr. and Mrs. Ridgely P. Melvin, Annapolis, Md., president Maryland Press Association.
Arthur S. Morris, Littleton, N. H., vice-president New Hampshire Publishers Association.

James T. Murray, New Bedford, Mass., New England Daily Newspaper Publishers Association.

Mr. and Mrs. William J. Pape, Waterbury, Conn., president New England Daily Publishers Association.
E. W. Porter, Concord, secretary, New Hampshire Chamber of Commerce.

R. H. Pritchard, Weston, W. Va., president West Virginia Press Association.
Mr. and Mrs. T. W. Purcell, Hampton, Ia., president Iowa Press Association.
George M. Putnam, Concord, president New Hampshire Farm Bureau.

Mr. and Mrs. Clayton T. Rand, Miss Rand, Gulfport, Miss., president Mississippi Press Association.

Mr. and Mrs. F. A. Robertson, Washington, N. J., president New Jersey Press Association.
C. W. Rooks, Humboldt, Tenn., president West Tennessee Press Association.

Mr. and Mrs. Arthur B. Rotch, Milford, N. H., secretary New Hampshire Publishers Association.
Hon. Eaton D. Sargent, Nashua, N. H., mayor of Nashua.

Roy L. Sawin, Warren, R. I., president Rhode Island Press Association.
Mr. and Mrs. Leslie Small, Kankakee, Ill., Inland Daily Press Association.

W. A. Smith, San Saba, Tex., president Texas Press Association.
Mr. and Mrs. W. J. Smith, Waukegan, Ill., president Illinois Press Association.

John Stewart, Washington, Penn., president Pennsylvania Press Association.
Arthur W. Stubbs, Boston.

Col. Theodore Townsend, Milford, Del., president Delaware Press Association.
Donald D. Tuttle, Concord, secretary, New Hampshire Publicity Bureau.

Sen. Theodore Waner, Gillett, Wyo., president Wyoming Press Association.
Bill Wheeler, *Brooklyn Eagle*.

E. E. Whiting, *Boston Herald*.
Cecil Williams, Somerset, Ky., president Kentucky Press Association.

Mr. and Mrs. Hiram L. Williamson, Misses Loria and Virginia Williamson, Springfield, Ill., secretary Illinois Press Association.

Hon. and Mrs. John G. Winant, Concord, N. H., Governor of New Hampshire.
Mr. and Mrs. E. H. Winter, Warrenton, Mo., president Missouri Press Association.

Mr. and Mrs. H. O. Woare, Chester, Mont., president Montana Press Association.
Mr. and Mrs. Fred L. Wolf, Newport, Wash., president Washington Editorial Association.

Hon. George A. Wood, Portsmouth, N. H., president New Hampshire Chamber of Commerce.
Mr. and Mrs. Will H. Wright, Woodworth, N. D., president North Dakota Press Association.

Edward K. Woodworth, Concord, president New Hampshire Bankers Association.

South America Using Old Papers

Central American countries are proving to be an excellent market for discarded United States newspapers, according to the Department of Commerce. About 1,000 tons of old newspapers are shipped to those countries annually. Last year these shipments were valued at \$795,000. Small stores in the importing countries use the paper for wrapping bundles. Panama is the largest Central American customer for old newspapers. It imports about \$200,000 worth each year.

The INDIANAPOLIS

One copy circulated daily for each 4.3 persons in Indianapolis is coverage. More than that it is proof of an editorial merit that gives an advertiser's message much the character of a spoken recommendation from a friend. Upon these two the advertising dominance of The News is founded. Results!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

247,116

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

June, 1926

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

Everything in Baltimore
Revolves Around

THE SUN

Morning Evening Sunday

Keep in Touch With the Changing Pittsburgh Situation—Use Current Reports Only!

FIRST In Automotive Advertising

For the Six Months Ending June 30, 1926, the

Pittsburgh Gazette Times

(MORNING AND SUNDAY)

PITTSBURGH CHRONICLE TELEGRAPH

(EVENING EXCEPT SUNDAY)

Combination Lead All Other Pittsburgh Newspapers

- ☐ Showing individual automotive display lineage gains exceeding the combined gains of all other Pittsburgh newspapers, the Sunday Gazette Times and Evening Chronicle Telegraph carried more display automotive advertising during the first six months of 1926 than any other Pittsburgh Sunday and Evening newspaper.
- ☐ The Sunday and Morning Gazette Times carried more display automotive advertising during the first half of the year than any other Pittsburgh Sunday and Morning newspaper.
- ☐ The Evening Chronicle Telegraph, during the same period, carried more display automotive advertising than any other Pittsburgh evening newspaper.
- ☐ The Morning Gazette Times, during the six months, carried more display automotive advertising than any other Pittsburgh morning newspaper.
- ☐ Buy automotive space in Pittsburgh on the basis of current facts!

Sunday Gazette Times and Evening Chronicle Telegraph
Circulation

Over **270,000** Net

This circulation offers you, at one cost, thorough coverage of the Pittsburgh territory among those who have the purchasing power to buy motor vehicles and their equipment.

Foreign Representatives
E. M. BURKE, Inc., Chicago
R. J. BIDWELL CO., San Francisco
New York

F. E. GRUNAGLE,
Advertising Manager
Automotive Department

Old Reports Won't Do.

::

Get Up-to-Date Data On the Pittsburgh Situation!

TRADE COMMISSION SPLIT ON HOLDING PUBLISHERS FOR FAKE ADS

Legal Department Considers Test Case Against Two Magazines Cited by Humphrey—Personnel Changes in Board May Kill Proposal

By J. BART CAMPBELL

Washington Correspondent EDITOR & PUBLISHER

THE Federal Trade Commission divided this week on the proposal to hold equally responsible those who accept and those who place fraudulent or misleading advertising.

A canvass of the situation by EDITOR & PUBLISHER revealed a difference of opinion among the Commission members as to whether the proposal can be made really effective except in individual instances of flagrant abuse of advertising space.

Commissioner Vernon W. Van Fleet holds that the proposal cannot take the form of a general order banning the acceptance of "fake," "quack," or similarly objectionable advertising. His judgment is that the Commission possesses neither the authority or the machinery to conduct a wholesale campaign against "shady" publications which sell their columns to charlatans advertising bogus wares or schemes. A complaint may be issued against those accepting questionable advertising as well as against those placing it, in individual cases, but whether a "cease and desist" order would follow against both is a moot problem.

It is this problem with which the legal department of the Commission is now wrestling. At the request of Commissioner William E. Humphrey, the originator of the proposal, the Commission agreed recently to make a test case of two so-called "health magazines" which carried a familiar species of "quack" advertising. Mr. Humphrey informed the other members of the Commission that after an exhaustive review of the advertising columns of magazines of this type he thought the Commission should take immediate steps to protect the public from them. It was then he made his proposal that the Commission fix responsibility for "fake" advertising upon the newspaper or the magazine that accepts it as well as upon the advertiser.

The proposal was given serious consideration by most members of the Commission until it was examined in the light of the law. Whether Mr. Humphrey's proposal will survive some of the difficulties it encountered here is questionable. A survey of its legal aspects by the Commission's law department is yet to be completed. The Commission's chief counsel and his assistants are understood to have met obstacles which may even prevent a test case being made of the two magazines Mr. Humphrey cited to the Commission. Upon whether such a test case can be made Mr. Humphrey's proposal may rise or fall. In any event, it is unlikely that the Commission will arrive at an early decision or agreement.

At the outset, an investigation made by

EDITOR & PUBLISHER indicated Mr. Humphrey's proposal might prove acceptable to the full Commission. But since the Commission's law department tackled the subject, and Mr. Humphrey's associates individually have given careful study to it, the prospect of the full Commission accepting the proposal now appears remote. Certainly there were no signs this week that rules based upon the proposal would soon be completed or promulgated, as seemed to be possible last week.

In the meanwhile Mr. Humphrey has gone West for a vacation until September. Mr. Van Fleet, having tendered his resignation, plans to step out about Aug. 1. Commissioner John F. Nugent, present chairman, has announced his intention of running for his old seat in the U. S. Senate, and has departed for Idaho to launch his campaign. He will quit the Commission if he wins the Democratic nomination for Senator. Commissioner Huston Thompson's term ends in September, and he will not seek reappointment.

Only Mr. Humphrey and Commissioner Charles W. Hunt would be left, provided Mr. Nugent realizes his Senatorial ambition, out of the five members of the Commission. It would therefore be up to President Coolidge to fill two, possibly three, vacancies on the Commission.

If a complaint is issued against one or the other of the magazines cited by Mr. Humphrey, secrecy, under the Commission's fixed rules, will probably cloak the proceedings until the respondent is provided with an opportunity to make answer, or appear for a hearing.

The snow may fly, and three new members out of a total of five composing the commission may sit in judgment, before Mr. Humphrey's proposal is discarded or accepted finally. At present the commission members are admittedly at loggerheads over it. A change in the majority personnel of the Commission may be favorable or unfavorable to it. One member of the Commission, who, of course, was not Mr. Humphrey, told EDITOR & PUBLISHER this week he did not think anything would ever come of the proposal. He expressed the opinion that it has already been tried and found wanting. He considered the Postoffice Department fraud order amply covers the subject. But Mr. Humphrey left behind him the distinct impression he not only thinks his proposal justified by the investigation he has made of the advertising columns of newspapers and magazines which throw their advertising space open to crooks and fakers, whether knowingly or not, but he believes the Commission can rightfully and lawfully insti-

A. A. A. A. COMMITTEE ENDORSES NEW PLAN

EDITOR & PUBLISHER'S exclusive story of last week reporting plans of the Federal Trade Commission to cite publishers for accepting and agencies for placing fraud or "quack" advertising came before the meeting of the American Association of Advertising Agencies' executive committee in New York, July 13. Following the afternoon session, James O'Shaughnessy, executive secretary, issued the following statement:

"Any move made against questionable advertising meets with the long established rule of our association. The Federal Trade Commission is now merely measuring up to an advertising standard we set many years ago."

tute drastic measures to take into court, if necessary, those who derive profit from accepting fraudulent or misleading advertising as well as those who reap gain by placing it.

HUMPHREY EXPLAINS

WASHINGTON, July 15.—An Associated Press dispatch from Seattle, published Thursday in the *Washington Star*, which quoted Commissioner Humphrey as stating that as the first step in a campaign against undesirable advertising, "A complaint was filed by the Commission yesterday at Washington against the McGowan Laboratories, Chicago,

and the *True Romances Magazine*," was read with obvious disapproval by Commissioner Van Fleet and other commissioners at Washington.

Mr. Van Fleet told EDITOR & PUBLISHER, he would not discuss the case, as to do so would be in violation of the Commission's fixed rule that a complaint must not be made public until an answer to it is filed by the respondent. He added, however, that Mr. Humphrey, if quoted correctly, must be speaking for himself and not for the full Commission as the "idea originated entirely with Mr. Humphrey."

The dispatch stated further:

"We have been after fraudulent advertisers before," said Humphrey, "but they are often fly-by-night concerns and it was hard to get results. This is the first time an advertising medium has been made party to such a case."

The complaint operates to bring the advertiser and publisher of the magazine before the commission for a hearing. The commission may order the magazine to desist from publishing advertisements of the nature to which the complaint made objection. Humphrey said that this was but the first of many complaints to be issued against certain magazines carrying alleged fraudulent advertising.

Newspapers, he said, carry very little fraudulent advertising.

"There are three types of advertising which are particularly harmful," Humphrey declared. "They are the cosmetic advertisements, such as the one in *True Romances*; the health advertisements, which are often indecent, and the industrial advertisements."

Los Angeles Times



for first
six months
of 1926

FIRST in Total Advertising

Los Angeles Times... 13,608,084
Nearest Local Paper... 11,489,128
Times Lead..... 2,118,956

FIRST in National Advertising

Los Angeles Times... 2,276,596
Nearest Local Paper... 2,173,178
Times Lead..... 103,418

FIRST in "Local Display"

Los Angeles Times... 6,683,936
Nearest Local Paper... 5,559,470
Times Lead..... 1,124,466

FIRST in Want Ads

Los Angeles Times... 4,647,552
Nearest Local Paper... 3,952,522
Times Lead..... 695,030

(All figures in agate lines)

Los Angeles Times

Eastern Representative
WILLIAMS, LAWRENCE & CRESMER CO.

360 N. Michigan Blvd., CHICAGO

285 Madison Ave., NEW YORK

"GRAY TERROR"

Our Latest Serial
By HERMAN LANDON
In 29 Daily Installments



Relates the astonishing adventures of The Gray Phantom, hero of many breath-taking escapades.

"A most thrilling novel, one of swift action and rare daring, suspenses and surprises galore."—Boston Globe.

"A brimming measure of exciting entertainment."—N. Y. Times.

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.



Let us tell you about the "Iowa plan"—uniform marketing cooperation by these 28 leading Iowa newspapers—completely covering the state.

2 Big Reasons for selling in Iowa

First, the high quality—the responsiveness—of this unusual market.

Second, the help of this association, in gaining proper distribution.

Amplifying reason No. 1, here are some Iowa facts:

The average, taxable wealth of Iowa people is \$4,146, as compared with \$2,731 for the Nation at large. (Latest financial report of U. S. Bureau of Census.)

Iowa has more telephones proportionately than any other state—67% above the Nation's average.

Iowa's percentage of illiteracy is lower than that of any other state (less than 1%).

The percentage of Iowans 18 years old who have finished a four year high school

course is twice that of the Nation at large. (Authority—the Govt.'s latest survey of Education.)

Referring again to reason No. 2,—these 28 leading Iowa daily newspapers pledge **uniform cooperation** in connection with any adequate advertising campaign. This cooperation helps you with jobber, dealer and consumer.

These papers have a remarkable coverage, of the state. Total circulation—571,151. Families in Iowa—550,000.

The whole set-up here is **just right** for most effective selling. Unusually good facilities for distribution. No point in the state is more than 12 miles from a railroad.

Let us show you how our "Iowa plan" can be adapted to your specific needs. Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

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

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

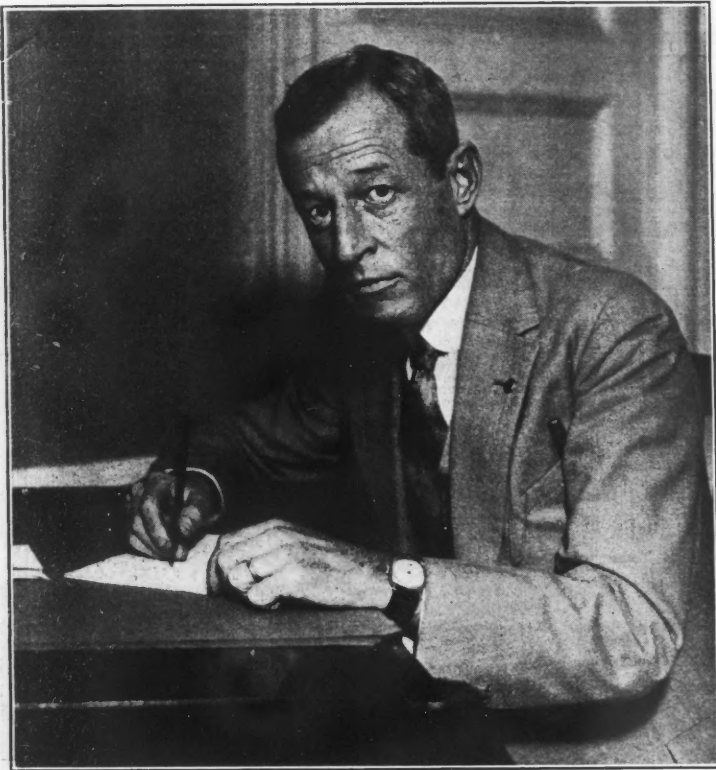
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



He advocates cheap news to the Orient—C. R. Zeininger

CHEAP news service to the Orient will accomplish more than many a corps of costly brilliant diplomats in building up American prestige in the Orient, in the opinion of C. Russell Zeininger, one of the principal owners of the *Manila Bulletin*, who was interviewed in New York this week. He is visiting the United States following a tour of the Continent, and expects to return to the Philippines shortly.

"The laying down of American news with its fairness of presentation and editing, is the greatest advantage that American prestige and business has in the Orient. Other news services than those of the United States are by no means free from propaganda.

"The effect of the recent advance of American agencies in the Far East has been such that the propaganda agencies are slowly being forced to quit coloring their news.

"The eventual installation of the American viewpoint of journalistic fairness through cheap news service will do more toward establishing American prestige in the Orient than a corps of diplomats."

The present communication system

afforded the Philippine Islands is particularly good, according to Mr. Zeininger. At the end of the World War the navy radio station was ordered to accept press messages at exceedingly low rates, he said, enabling newspapers in the Philippines to put down into the Orient between 2,000 and 3,000 cable words of world news every day, in comparison with 200 a day in former years.

"The press use of the naval wireless station will continue in force for a year and a half more. Only recently its service was greatly improved. Since I left Manila in March, the United Press and the Associated Press together with the Navy Department worked out a system of filing press matter by which news is given precedence. Now there are two separate filings a day, for morning and for evening newspapers, which has come as a great boon to the Manila papers.

"One result has been that the two American newspapers in Manila, the *Bulletin* and the *Times*, are gradually teaching the native press the meaning of the word 'news' as it is interpreted in America.

"A decade ago all the vernacular papers were controlled by different groups,

representing different political or religious opinions. Nobody could hope to find a fair presentation of news in the native press.

"The extension of American journalistic practices in the Islands is gradually changing this. A complete change has not been accomplished yet, but American methods are making gradual gains."

Mr. Zeininger is a talking volume of Philippine history covering the periods beginning with the regime of William Howard Taft as Governor General through the days of W. Cameron Forbes and Francis Burton Harrison to the present governorship of General Wood. He has decided opinions about Philippine independence, believing that it should not come for a long period of years. The ultimate solution of the problem, he thinks, should be self-government, such as the self-government in dominions of the British Empire.

"Independence cannot come to the Philippines," he declared, "until the door has been opened with the political key. In other words, the opportunity for the business man to play his part towards bringing about economical independence for the islands will only be afforded when the political situation has been stabilized.

"The demand for complete and immediate independence is almost exclusively confined to a numerically small group of professional office seekers, who have found their inspiration in repeated pronouncements by American officials, which have been interpreted as pledges of such a grant.

"In this sense, the issue may very well be considered as artificial, inasmuch as it has grown up entirely apart from any serious consideration as to the means by which the fruits of such a grant could be maintained or secured."

Mr. Zeininger is a graduate of Beloit College, Wisconsin, and during his student days worked for the *Beloit Free Press* and contributed to the old *Chicago Record-Herald*. He went to the Philip-

ines as an officer in the Philippine constabulary in 1910. In 1913, he joined the *Bulletin's* staff as reporter, becoming associate editor in 1915 and managing editor in 1918. During these later years he was gradually accumulating stock in the paper, and is now one of its principal owners.

PAPER FREIGHT RATE HELD UNREASONABLE

Commerce Commission Upholds Tariff from New England to Baltimore, But Orders Washington Differential Eliminated

Freight rates on printing paper and wrapping paper, in carloads, from New England points to Baltimore, were found not unreasonable or otherwise unlawful.

Freight rates from the same points to Washington, D. C., were found unreasonable to the extent that they exceed the corresponding rates to Baltimore by more than two cents per 100 pounds.

This was the decision made public this week by the Interstate Commerce Commission in the case of the New England Paper & Pulp Traffic Association *et al* vs. the Maine Central Railroad and eleven other defendant railroads which were ordered to cease on or before Aug. 25 the charging of the rates complained of.

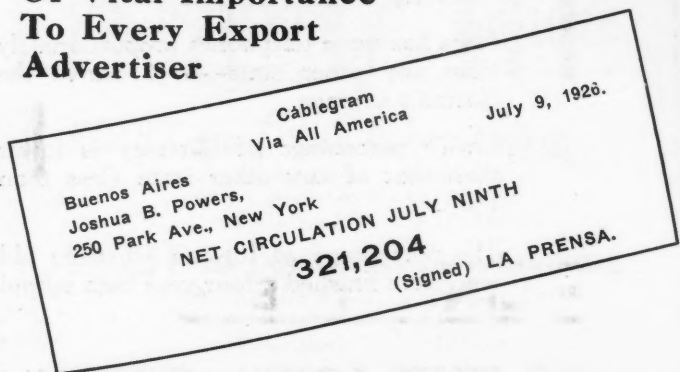
The National Geographic Society and S. D. Warren & Co. were found entitled to reparation on past shipments from the Cumberland mills in Maine and from Lawrence, Mass.

Daily Plans Midwest History Series

James O'Donnell Bennett will make a motor tour of five states in the middle-west to gather material for a series of articles on historical highlights of the section for the *Chicago Tribune*. Accompanying him is George Morris of the business survey of the *Tribune*, who will make a statistical survey of the cities.

A CABLE from BUENOS AIRES

Of Vital Importance To Every Export Advertiser



Cablegram Via All America July 9, 1926.

Buenos Aires Joshua B. Powers, 250 Park Ave., New York
NET CIRCULATION JULY NINTH 321,204
(Signed) LA PRENSA.

LA PRENSA of Buenos Aires thus continues its increase in circulation during 1926, as evidenced by this record.

January 1, 1926 300,407
February 14, 1926 309,877

A sworn circulation statement issued in May, 1926, gave the following figures:

Average Daily Circulation 235,000
Average Sunday Circulation 290,000

When you advertise in Buenos Aires use La Prensa.

Exclusive Advertising Representative

JOSHUA B. POWERS

Tel. Vanderbilt 5943 250 Park Ave., New York

"SOUTH AMERICA'S GREATEST NEWSPAPER"

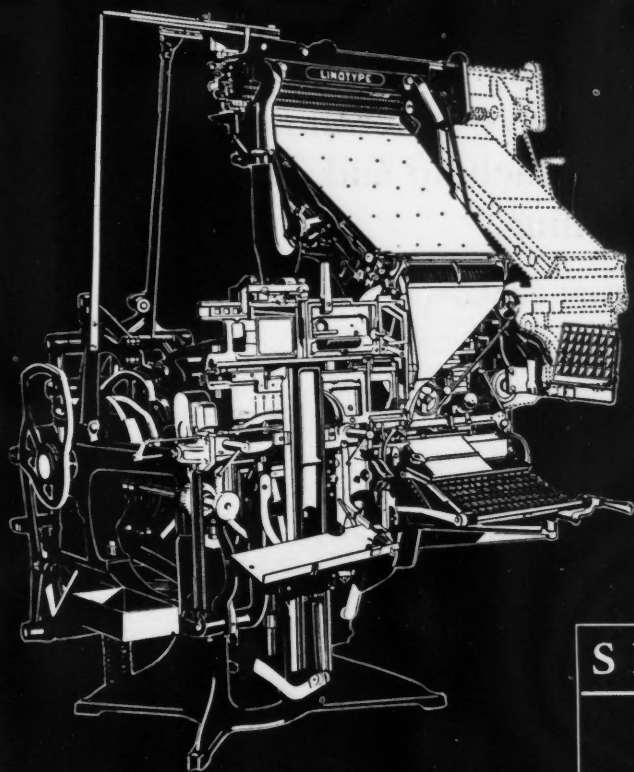
39 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete

MULTIPLE DISTRIBUTION



TWO MAIN MAGAZINES

Model 25

WITHOUT AUXILIARY MAGAZINE

Model 26

WITH TWO AUXILIARY MAGAZINES

CONTINUOUS COMPOSITION

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

SINGLE OR MULTIPLE
DISTRIBUTION



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

Mergenthaler Linotype Company

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

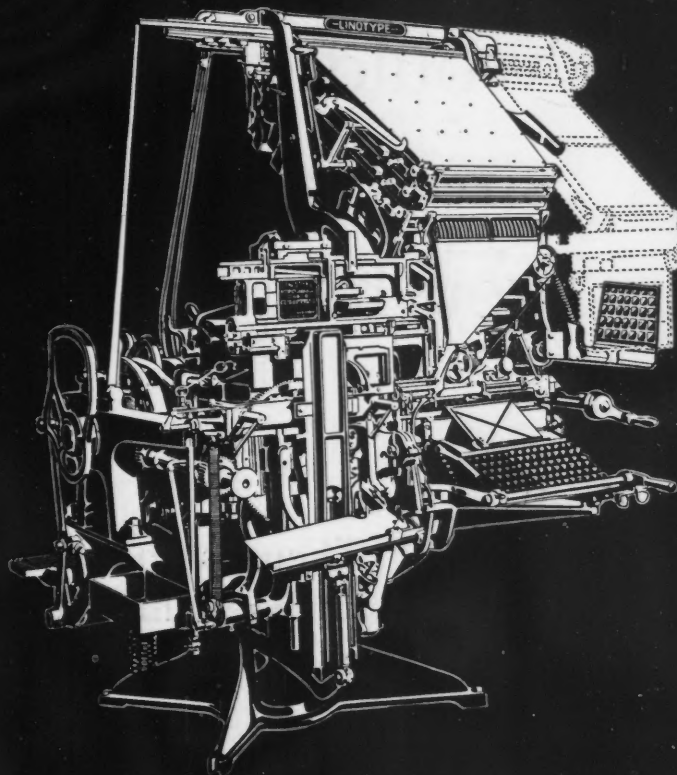
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

THE LINOTYPE LINE

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

SINGLE DISTRIBUTION



ONE, TWO OR THREE MAIN MAGAZINES

Model 8

WITHOUT AUXILIARY
MAGAZINE

Model 14

WITH AUXILIARY
MAGAZINE

Also built as Display Linotypes

Model 21


WITHOUT AUXILIARY
MAGAZINE

Model 22

WITH AUXILIARY
MAGAZINE

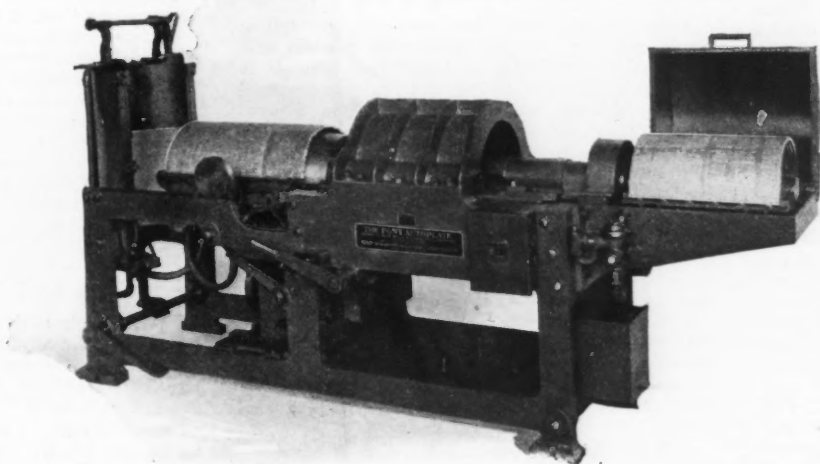
"I am so tired of seeing my men manicure hand-made plates that I have determined to put in a Pony Autoplate Machine and get rid of the delays of hand finishing."

—from a recent purchaser.

The time you now waste in "manicuring" hand-made plates would get many a story on the street at an earlier moment, if you had an 

There is an AUTOPLATE Machine to meet the requirements of every publisher—large or small.

WOOD NEWSPAPER MACHINERY CORPORATION



→ AUTOPLATE MACHINE

—then your plant would be on the most Modern, the Speediest and most Economical basis.

POATION, 501 Fifth Avenue, New York City

EDITORIAL

KANSAS CITY STAR SALE

NEWSPAPER men the world over who know the *Kansas City (Mo.) Star* and its sister paper, the *Times*, as one of the great institutions in journalism, will be gratified to learn that the staff that surrounded William Rockhill Nelson, the founder, have succeeded in purchasing the property and propose to continue the Nelson policies as only those who were members of his organization and students of his philosophy could be expected to do.

Eight bids were made for the property, but the successful offer was submitted by the staff, headed by Irwin Kirkwood, president and publisher of the *Star* and son-in-law of Mr. Nelson, and A. F. Seested, for many years the general manager of the newspapers.

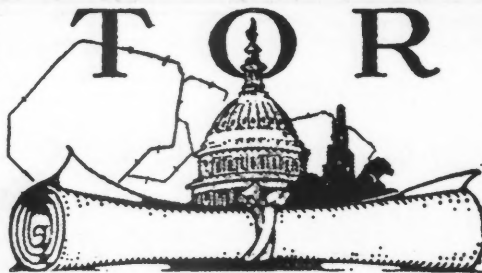
The price was \$11,000,000, which is a record for a newspaper located in a city of Kansas City's population; indeed, no newspaper except the *Chicago Daily News* has ever brought such a figure in a sale. The terms are rather remarkable in finance. Of the total amount \$8,500,000 is to be carried on a five per cent mortgage, the principal to be reduced in minimum annual payments of \$675,000, including interest. As the first year's interest charge will be \$425,000, the principal obligation will be but \$250,000. As the net earnings of the newspapers are now said to be on a million-dollar basis, the ten-year net average being in excess of \$800,000, it is plain that under staff ownership there is a reasonable expectation of liquidation of the mortgage much sooner than the minimum terms provide, allowing ample opportunity for financing sound promotion and also payment of dividends to staff investors.

Newspaper employes everywhere will be thrilled by the information that the financing plan which Mr. Kirkwood and his associates worked out and are now executing calls for exclusive staff ownership, without a dollar of proprietorship residing outside of the *Star* family. In metropolitan journalism this is unique. There are only a few newspapers in smaller communities that are so owned, one being William Allen White's *Emporia (Kan.) Gazette*. The majority interest of Scripps-Howard newspapers was recently revealed as staff owned. The *Chicago Daily News* is staff controlled. The *Chicago Journal* was willed to members of the staff. Frank A. Munsey's will provides that his publications, including the *New York Sun* and *Evening Telegram*, must be turned into cash, which, like Mr. Nelson's benefaction, will be for the promotion of culture through the medium of the fine arts. EDITOR & PUBLISHER hopes that the loyal staffs of the *Sun* and *Telegram* will be inspired by the achievements of the staffs of the *Kansas City Star* and *Chicago Daily News* and find means to finance their ownership of those great newspapers.

Irwin Kirkwood and his associates are forming a Missouri corporation to take over the *Star* and *Times* ownership. Its capital stock of \$2,500,000 was over-subscribed by the *Star* family. Therefore there is to be an allotment of stock. Mr. Kirkwood continues as head of the business and majority stockholder.

EDITOR & PUBLISHER believes it speaks for the newspaper profession when it voices satisfaction that the *Star* has passed to staff ownership. It believes in the principle. Newspapers are not mere business institutions, to be bought and sold without consideration of their public relations. We do not assert that the *Kansas City Star* could not be successfully operated by others, perhaps an even greater *Star* might be built up by others, but we do hold that staff ownership naturally perpetuates the great Nelson policies and we believe, both sentimentally and practically, that men who have striven as employes for the up-building of a great newspaper have a preferred claim, perhaps even an equity, when a property is offered for sale in these circumstances. We asserted these views in regard to the *Chicago News* at the time the *Star* came on the market and hold them in reference to the *New York Sun* and every other newspaper, in similar circumstances.

It is a fundamental principle also that no big city should depend upon a newspaper monopoly. A newspaper monopoly is just exactly what no great American city needs or wants. Obviously it is against public policy. However confident any man may be of the correctness of his philosophy in politics, economics, or any other field of thought, he is not big enough to be the single mouthpiece for a great American city.



The righteous shall never be removed: but the wicked shall not inhabit the earth.—
Proverbs, X; 30.

Peculiar responsibility now rests upon the staff of the *Kansas City Star* and *Times*. Its members have succeeded in establishing an almost new principle in newspaper ownership, an idea that has been discussed in the abstract by the fraternity for generations. They are charged with the responsibility of meeting the Nelson standard. Nelson was a free spirit and there was no price on his freedom. He possessed an uncanny ability to divine what the public wants in a newspaper and to control what it should have. Temporary defeats meant nothing to him. To a remarkable degree he possessed the dual ability of business management and editorial skill. In the large sense he was a leader of his people.

It is a high tribute to Nelson and his policies that the staff members have paid by their purchase, impressive evidence of a continuing faith and a striking proof of loyalty. Such spirit merits and will unquestionably receive a just reward.

News and advertising are the slices of bread, features and opinions the salad, in the newspaper sandwich.

CONTEMPT OF COURT

CLOSELY examine the facts in the case of George R. Dale, an obscure weekly editor of Muncie, Ind., pilloried by a tyrant on the bench, and today facing a prison sentence for his courage to tell the truth as he saw it that the people might know of public affairs.

If this contempt of court case does not stir the blood of the newspaper men of this country the backbone has gone out of free journalism, and it deserves to be ridden by judicial despots at will. We respectfully suggest to the newspaper fraternity that contempt of court cases have gone a bit too far in the United States.

The facts in the case of Editor Dale are recited in our news columns. We are informed by responsible Indiana newspaper men that they are correct. We hope that some publisher of means and true American spunk will see to it that the Dale case reaches the Supreme Court of the United States, and that those who made him suffer in mind, body and purse for courageous truth-telling will be shown to the world for what they are. The principle that truth is justification for the publication of information involving our political system is the rock upon which rests the whole fundamental, constitutional right of free speech and free press. An Indiana State judge has struck it down and the Supreme Court of that State has sustained him.

Any discerning newspaper man will observe the probability of a political frame-up against Editor Dale. The motives are clear. It was a neat means of ridding the community of a man who objected to a political control which has become notorious for its injustices and its un-Americanism.

Following his newspaper assaults on the political powers the man was arrested for alleged violation of the Prohibition laws. The indictment against Editor Dale was dismissed for "lack of evidence." But prior to this dismissal he published in his little fighting sheet an editorial in which he alleged that "Nobody in Muncie doubts for an instant that the frame-up indictment of the editor of the *Post-Democrat* is the natural sequence of the general conspiracy to discredit this newspaper and its publisher."

The county prosecutor carried this editorial to Judge Dearth. Given no chance to retain a lawyer the editor was haled before the judge, who straightway, without any of the normal checks which our

law in principle provides, was sentenced to 90 days and a \$400 fine.

There is a possibility that the judge may have been sincere in that action, but imagine what tyrannical motives must have controlled him when, a few days later, the editor, in good faith, filed a legal answer to the contempt conviction, setting forth the entire editorial and offering to prove his charges. This arrogant judge, to the everlasting shame of the American bench, again cited the editor for the alleged contempt contained in the answer and gave him another sentence exactly like the first one.

Of course, when this vile-smelling mess came before the State Supreme Court the latter judgment was quickly reversed, but the first was sustained and the court held that truth was no justification.

Does a super-government exist in the county of Delaware, Indiana—overriding individual rights which have been established under our constitution through long years of strife for freedom? We do not think so, but a little work must be done in Indiana and at Washington to prove the fact.

Worth framing is Cyrus H. K. Curtis' remark to our interviewer: "People, you will notice, are only interested in those things which they can understand."

"BIG BOY" INTIMIDATION

THE people of New York city were startled to learn recently that the Interborough Rapid Transit Company paid switchmen and motormen \$30 to \$35 per week—men entrusted with the lives of millions of riders in underground passages on great, heavy, swiftly moving trains. This information was broadcast when a minority of the working men revolted against low wages and started what, in the beginning, looked like a futile, if heroic strike.

New York World says that it is "not creditable to our social order that such a hard-pressed group has to begin a labor revolt and cripple the transportation of the metropolis to compel public attention to its grievances." It is fair to remark that it is not creditable to New York newspapers that subway motormen have to strike to get a \$30 to \$35 wage injustice before the reading public.

The "big boys" who run New York tractions, judging from their announcements when the strike occurred, considered that a strike of only a few of the men in an "outlaw union" would easily be defeated and they reassured the public, with particular reference to safety. However, the strike has continued stubbornly and the loss of fares has been staggering. Somehow vast numbers of people have not cared to chance a ride in the subway. Green motormen were driving cars. There were accidents. When reporters went to cover one accident, where a train had been run off the tracks at Bowling Green, some hired company thugs roughly drove them from the scene. Plainly it was their idea that the accident should not be reported. On another occasion reporters were barred from the subway until one of the press agents, who swarmed around this strike, arrived and gave out a company version of what had happened.

New York Graphic published a cartoon in which death was pictured looking at the Malbone Street subway disaster of 1918, and captioned "Remember." In the cartoon was the legend "Eighty-one lives lost through unskilled operation."

It seems to us that, in the circumstances, this was public service. A newspaper certainly is negligent in its duty to its readers if it does not warn against dangers. But what was the answer of the subway management? A suit was filed by the company against the strikers asking damages for losses incurred in the strike, on the principle of the celebrated Danbury hatters' case, and general counsel for the company announced that the "company will also proceed under the criminal law of the state against any of the strikers or their sympathizers," and it was then specifically stated that among the sympathizers would be included any newspaper that published anything that interfered with the company's profits or operation. The *Graphic* cartoon was pointed out as an offense against the law.

We leave it to our readers to judge how far a suit against the *Graphic* would get. The proposition is ludicrous, but illustrates the temper of the audacious "big boy" management of this traction company.

PERSONAL

COL. ROBERT McCORMICK of the *Chicago Tribune*, and Mrs. McCormick were hosts at a dinner to Viscount Astor and his young son on their visit to Chicago this week. Among the guests were Mr. and Mrs. Tiffany Blake, John T. McCutcheon, Mrs. James Keeley, and Vice President Charles G. Dawes.

George F. Booth, publisher of the *Worcester (Mass.) Telegram-Gazette*, and the retiring chairman of the parks and recreation commission of Worcester, was given a testimonial banquet recently by members of the commission. Mr. Booth was given a suitably inscribed silver platter. In accepting the gift he reviewed his 15 years service as chairman of the commission.

Mayor Leon M. Conwell, editor of the *Somerville (Mass.) Journal*, underwent an operation last Saturday for appendicitis.

Carl Williams, editor of the *Oklahoma Farmer-Stockman* published by the *Oklahoma City Oklahoman and Times* management, has been appointed a member of the new railway mediation board by President Coolidge.

Jas. H. Moore, editor of the *Knoxville Sentinel*, who has been seriously ill, is recovering.

Adam Breede, owner of the *Hastings (Neb.) Tribune*, is visting in San Francisco.

Fred L. Rentz, publisher of the *New Castle (Pa.) News*, was recently elected president of the New Castle Chamber of Commerce.

Col. L. C. Paddock, editor of the *Boulder (Col.) Camera*, leaves this month for a six-week tour of Alaska and the Pacific Northwest.

IN THE BUSINESS OFFICE

EDWIN S. FRIENDLY, business manager of the *New York Sun*, is vacationing at his summer home in Scarsdale.

L. D. Gehrig, formerly advertising manager, resigned from the *Rochester (N. Y.) Journal-American* to enter his own publishing business. Edwin J. W. Huber, formerly publisher of *Picture Play News*, and until recently local advertising manager of the *Rochester Journal*, has been appointed advertising manager.

G. C. Knehurt, manager of the *McDonald (Pa.) Record*, is making a three months' tour of Europe. His son Albert Knehurt is in charge of the plant during his father's absence.

Einar O. Petersen, local advertising manager of the *New York Sun*, is on vacation at Sayville, Long Island.

Martin B. Trania, manager of the *Greenville (O.) News-Tribune* has announced his candidacy for the office of Judge of the common please court of Darke County, Ohio.

Conrad Colborn, assistant advertising manager of the *New York Sun* recently underwent an operation at the Post Graduate Hospital in New York. He is improving.

Karl J. Nuzum has returned to his former position as business manager of the *Grafton (W. Va.) Weekly Sentinel*.

E. Benjamin Yole, business manager of the *Waynesfield (O.) Chronicle*, is a candidate for a seat in the Ohio general assembly from Anglaize county.

IN THE EDITORIAL ROOMS

EDWIN BJORKMAN, author, translator, and a former member of the staffs of the *New York Times*, *New York Sun*, and *World's Work*, has been named book editor of the *Asheville (N. C.) Times*.

W. O. McGeehan, sporting editor, *New York Herald Tribune*, returned on the S. S. *Reliance* on June 10, from London, where he covered the international golf matches, and also the British general strike. He was accompanied by Mrs.

McGeehan, better known as Sophie Treadwell, newspaper woman and playwright.

Austin E. McCollough, managing editor of the *Lancaster (Pa.) Intelligencer*, who brought the owners together in the recent sale of the *Reading (Pa.) Tribune* to the *Reading (Pa.) Times*, spent a day in New York this week, completing details of the deal.

John D. Barry, *San Francisco Call*, essayist who has been writing the "Ways of the World" for the past 15 years, has joined the *San Francisco News* staff.

Frank H. Cushman, formerly city editor of the old *Boston Record* and recently dramatic editor of the *Boston Telegram*, has been appointed editor of the *City Record*, official municipal newspaper, by Mayor Malcolm Nichols, who once was a cub reporter on the old *Record* under Cushman.

Marcus Duffield of the *New York Herald Tribune* copy desk, sails on July 17 on the *Pennland* to join the *Herald Tribune's* London staff. Lee Stowe, who is going to the Paris office, sails on the same ship.

Robert W. Akers, who has been attending the University of Texas recently joined the *Beaumont (Tex.) Enterprise* staff.

William Wren, city editor of the *San Francisco Examiner*, has returned to work following recovery from injuries received in an automobile accident.

Henry Cabot Lodge, Jr., of the *New York Herald Tribune's* Washington bureau, has been elected a member of the board of directors of the Roosevelt Club, Inc., of Boston.

D. Hiden Ramsey, former editor of the *Asheville (N. C.) Times*, has returned to the staff of that paper as an editorial writer. J. S. Coleman, Jr., former editorial writer, has joined the reportorial staff.

Edwin J. Barrett, of the Orange bureau staff of the *Newark Evening News*, sailed Saturday on the *City of Birmingham*, from New York for Savannah, Ga., with his mother, Mrs. Charles J. Barrett. They will return July 25.

L. C. Milstead, city editor of the *Birmingham Age-Herald*, and Mrs. Milstead are parents of a son.

Arthur C. Clarke, acting Sunday editor of the *New York Herald Tribune*, has gone to Saranac Inn, Saranac, N. Y., for a vacation.

John McQueeney, sports editor of the *Worcester (Mass.) Gazette* has resigned to enter the printing business with his brother in New York city. Lawrence Huff, his assistant, has been made sports editor.

Kenneth J. Smith, a student at the Columbia School of Journalism, is on

FOLKS WORTH KNOWING

E. W. PARSONS, advertising manager of the *Chicago Tribune*, began newspaper work as a clerk in the want-ad department of the same newspaper with which he is now associated. He worked up through every branch to the top of the advertising end of the newspaper business.



E. W. PARSONS

Born in Cory, Pa. in 1884, he was educated in the public schools of Detroit, Mich., and completed his high school and collegiate training at Lewis Institute, Chicago, being graduated with the class of 1904. Then it was he found the clerk's job.

His subsequent transfer to the display advertising department placed him first in the financial field. After that he worked in the automobile end and general solicitation, until he was appointed western representative in 1908.

Two years later he was made advertising manager, and has held that position since.

the *Worcester (Mass.) Gazette* city desk for the summer months.

Lewis G. Landers of the city staff, *Worcester (Mass.) Evening Post*, who recently recovered from pneumonia, has left for a two weeks' vacation.

Charles T. White, exchange editor, *New York Herald Tribune*, has returned from a vacation at his farm at Hancock, N. J.

John J. Mullan and Charles S. Whelan of Holy Cross College are filling in for the summer in the sports department, *Worcester (Mass.) Gazette*.

F. B. Morgan, of Knoxville, has been named managing editor of the *Rocky Mount (N. C.) Evening Telegram*.

Howard White, society editor of the *New York Herald Tribune*, has returned from a tour of the summer resorts.

Joseph A. Eagan, Holy Cross College student, is on the city staff of the *Worcester (Mass.) Telegram* for the summer months.

William L. Tisdell, formerly of the *Boston Post* staff, now a free-lance and his wife, Florence E. Whittier, assistant to the dramatic editor, *Boston Advertiser*, will sail from Boston, July 25, on the *Transylvania* for a vacation abroad. They will attend the Press Congress of the World at Geneva, Switzerland, Sept.

(Continued on page 30)

The popularity with readers of A. A. MILNE is permeating, pervasive accumulative

Readers tell potential readers how much they enjoy MILNE, and so his following grows

The span of the MILNE appeal, say, 80 down to 8, and readers of any age between, is about as wide as that of the colored comic page

THE WEEKLY VERSE AND PROSE of A. A. MILNE
Author of the astoundingly successful "When We Were Very Young" and other famous books of joyous humor

Bert Salg does the delightful drawings for the A. A. MILNE Weekly Feature

Metropolitan Newspaper Service

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

**Month after month and year after year
A STEADY INCREASE**

in the number of clients and volume of business.

Seventeenth year—Now over four hundred clients. Have you seen recent proofs of the service?

Write or wire.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.
Cleveland

H. A. McNITT
Editor and Manager

P. S. We Produce the World's Best Picture Page.

14-18. Both are graduates of the University of Missouri School of Journalism.

WITH THE SPECIALS

WASHINGTON (Ind.) DEMOCRAT has appointed Scheerer, Inc., its national representatives East and West.

Harry E. Hyde, formerly advertising manager for the Hubbard Publications, has opened a special agency at 548 Drexel Building, Philadelphia, and is representing a number of publishers.

La Union of Valparaiso, Chile, has appointed Joshua B. Powers, 250 Park avenue, New York, its advertising representative for the United States effective immediately.

Knoxville (Tenn.) Free Press has appointed Hamilton-DeLisser, Inc., Special Agents, its national representatives.

NEW PLANTS AND EQUIPMENT

GROUND was broken Monday for the new building of the Greensboro (N. C.) Patriot, semi-weekly. The owner of the majority stock, T. J. Murphy, who is also the editor and manager, has made plans for a modern structure which will represent an expenditure of about \$50,000. The Patriot is now in its 101st year.

N. W. Reay of the St. Paul (Minn.) Daily News recently made installation of a Gross Sextuple Press.

Ft. Smith (Ark.) Journal has purchased a 28-page press with a full outfit of stereotyping machinery from R. Hoe & Co., Inc.

Cross Plains (Tex.) Review, edited by R. A. Autrey with Glenn Adams as assistant, recently moved into a new brick home.

Des Moines (Ia.) Capital has finished installing six Goss Low Construction press units and two pairs of folders.

Worcester (Mass.) Post has purchased new stereotyping equipment from R. Hoe & Co., Inc.

MARRIED

THOMAS BATEMAN, Jr., manager of the Central Ohio Paper Company's branch office at Huntington, W. Va., to Miss Mary Deegans of Huntington.

Walter W. Schramm, news editor of the Toledo Blade, to Miss Iva Modern, formerly of the Blade circulation department, July 1.

Peyton Engle, manager of the printing department, Martinsburg, (W. Va.) Journal, to Miss Mary Cushwa, in Trinity Episcopal Church, Martinsburg.

CHANGES OF OWNERSHIP

DEL NORTE (Col.) SAN JUAN PROSPECTOR has been leased to John I. Keller, formerly of Grant, Neb.

Glenwood Springs (Col.) Avalanche-Echo was purchased recently by Leo H. Bowen.

Thomas W. Houston, editor of the Krenmling (Col.) Register, has purchased the Middle Park Times at Hot Sulphur Springs, Col., formerly owned by the late Lew Wallace.

Roy Swiger has leased the Mason City (Ill.) Banner from W. H. Milby for a year.

SCHOOLS

PROF. J. L. O'SULLIVAN, director of the Marquette University College of Journalism, Milwaukee, Wis., has assumed charge of summer classes in Journalism at Marquette, after heading the United Press staff at the Eucharistic Congress.

SPECIAL EDITIONS

PORTLAND (Me.) TELEGRAM, State of Maine edition, July 4.

Elgin (Ill.) Courier-News, 20-page real estate and home building edition, July 8.

Weymouth (Mass.) Gazette and Transcript, July 2 and 9, 20 pages each, Sesqui-centennial and visit of mayor of Weymouth, England, to Weymouth, Mass.

ASSOCIATIONS

LYNN PRESS CLUB held its annual outing at Hayward Grove, July 7.

A Gladstone bag was presented to Alfonso Johnson, re-elected president of the DALLAS ADVERTISING LEAGUE, by members at the recent installation of officers. Other officers installed are: Stanley Zercher and Bailey Malone, vice-presidents; Roy Cowan, secretary-treasurer; C. C. Yost, editor O'K'd Copy; Grady Gaston, vigilance chairman.

The Ninth District Convention of the INTERNATIONAL ADVERTISING ASSOCIATION will be held in Sioux City, Ia., Oct. 3, 4, and 5, Horace Wulf, president of the Sioux City club, has announced. More than 250 advertising men from Iowa, South Dakota and Nebraska are expected to attend. The Martin hotel will be convention headquarters.

Temporary Secretary Thomas, editor of the Ruston (La.) Leader, has announced a meeting will be held at Minden early in August to complete organization of the NORTH LOUISIANA PRESS ASSOCIATION.

Wilmington, Del., newspaper writers have organized the WILMINGTON PRESS ASSOCIATION. There are now 40 members. Norman M. MacLeod, a reporter on the Evening Journal, has been elected president and Harris Samonisky, assistant city editor of the Every Evening, secretary and treasurer. The club will meet twice a month.

Forty members of the NEWSPAPER-MEN'S GOLF ASSOCIATION OF BOSTON participated in their semi-monthly tournament at the Albemarle G. C., recently. Tom Forsyth, Boston Post, and Nick Flatley, American, tied for first and second net, and F. B. Collier had the best gross in the first flight. Alex Kennedy, Globe, had the best medal and best net scores.

ADVERTISING CLUB OF YORK, Pa., celebrated its first birthday anniversary June 30, in the ballroom of the new Yorktowne Hotel. Alfred Scholes, Underwood typewriter agent, is president; S. Wehler, advertising agent, is vice-president; Hugh Carter, advertising manager, Wietz's department store, is secretary, and Gilbert A. Dietz, advertising manager, York Gazette and Daily, is treasurer.

J. J. Cusick, Idaho Springs, Col., mine operator, has offered \$100 in gold to the Colorado editor writing the best editorial on the following subject: "That farming and mining are the two original industries of man's creation. On these two all other industries are based." The award will be made at the mid-winter meeting of the COLORADO EDITORIAL ASSOCIATION in January, 1927. The committee appointed to handle the contest comprises J. O. Goodwin, J. E. Morehead and Edwin A. Bemis, field manager of the association.

Frenchman advocates love-making under government control. It always has been under the two-party system.—New York American.

Our Customers Write Our Ads

BURLINGTON, KANSAS DAILY REPUBLICAN Says—

"The new Duplex press not only brought a decided improvement in the look of the paper, but makes it possible and profitable to make numerous improvements in the paper by the printing of additional pages when desired, while with the old cylinder press it was practically impossible to print profitably more than the regular eight pages."

DUPLIX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

ADVERTISING AGENCY AFFAIRS

C. F. Kern Opens Agency Under Own Name in Philadelphia—Caples Company Appoints Marley and Knight—Mugford Now With Cotton States Agency in Atlanta

C. F. KERN is now operating the C. F. Kern Advertising Agency at 720 Liberty Building, Philadelphia. For the past four years he was manager of the Kleinman Advertising Agency. H. F. Kleinman died recently.

Robert C. Marley has been appointed vice-president of the Chicago office of the Caples Company, advertising agency with offices in Chicago, New York and Tampa. He assumed his new duties July 15. M. S. Knight, formerly with Street & Finney, Inc., New York, has been named manager of the Tampa office of the same agency.

Henry T. Ewald, president of the Campbell-Ewald Company, Detroit, is now touring Europe on a pleasure trip. He expects to return about Sept. 1.

John M. Nixon has joined the staff of the E. T. Howard Company, New York advertising agency as account executive. He was formerly vice-president of the W. S. Hill Company, New York, and more recently with Smith, Sturgis & Moore of the same city.

Thomas F. Lammin has transferred from the staff of Critchfield & Co., Chicago, to the Chicago office of the William H. Rankin Company.

Arthur W. Wilson, formerly with the Thresher Service, Inc., New York, and Ernest M. Bristol, recently with the Alfred H. Smith Company, New York perfume importers, have formed their own general advertising agency in New York under the name of Wilson & Bristol.

J. Douglas Mugford, formerly of London, England, and more recently of New York, where he conducted the A. A. C. W. advertising campaign for the Phil-

adelphia Convention, has joined the staff of the Cotton States Advertising Agency of Atlanta, as director of plans and marketing. He assumed his new duties on July 1.

The engagement of Willard James Rendall of the advertising firm of Miller, Rendall and Towel, Madison, Wis., to Miss Marguerite Baines of Janesville, Wis., was announced this week.

J. S. Phillips, San Antonio, secretary of the Texas Poster Advertising Association, has taken over the Young-Schnelle Outdoor Advertising Company, Kerrville.

The Thomas H. Lindsay Company, advertising agency, Long Beach, Cal., has moved into larger quarters in the Kress building. Howard S. Nichols, formerly of Los Angeles, has joined the firm. He was at one time publicity agent for the Los Angeles and Salt Lake Railway and has specialized in railroad, travel and pleasure resort advertising.

Chet Crank, secretary of Smith & Ferris Advertising Agency, Los Angeles, has returned after a four weeks' business trip through the East.

Martin J. Barrons, vice-president of the W. B. Finney Advertising Agency, Kansas City, Mo., is recovering from an operation for appendicitis.

Criminal Libel Indictment Quashed

An indictment returned by the grand jury against Andrew A. Strauch, editor of the Chadwick (Ill.) News, charging him with criminal libel, was quashed by the court. The indictment was attacked on technical grounds. The charge was the outgrowth of a political feud.

The DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

thoroughly and alone COVER the Oklahoma City Market

Four-and-a-half millions in down-town buildings and a million more in residential improvements are now under way or planned for immediate construction in Oklahoma City.

Parallel activity prevails throughout the entire Oklahoma City market.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

Star Men Buy

THE KANSAS CITY STAR

*Offer of Eleven Million Dollars Accepted
by Trustees! Paper to Continue Under
Present Management and Policies!*

“THE STAR is Kansas City and Kansas City is The Star.” So wrote Charles H. Grasty many years ago.

That statement, true then, has a new significance now. Whatever of doubt and uncertainty has existed as to the future of The Star has given place to a sense of security and permanence. With the purchase of The Star by The Star men, the bond between Kansas City and The Star is cemented with a new loyalty and a new confidence.

William R. Nelson founded The Star forty-six years ago. Under his direction it grew to world fame—a power for good and a scourge for the unrighteous. Its circulation became the marvel of the newspaper world, attaining proportions unheard of in a city the size of Kansas City.

Mr. Nelson died in 1915. Under his will the entire estate, including The Star, was left in trust to his wife and daughter, with the provision that after their death it should be sold and the proceeds used to establish an art foundation for the people of Kansas City.

Meanwhile the paper went forward under the direction of Irwin Kirkwood and the men who had been trained under Mr. Nelson.

The sale of The Star has just been consummated. The offer of eleven million dollars by Irwin Kirkwood in behalf of himself and associates has been accepted by the trustees.

Practically every civic and official body in Kansas City had gone on record urging the sale of The Star to the men who had maintained the standards and continued the success of Mr. Nelson. And these expressions were supplemented by the prayers of that great body of citizenship known as the “common people,” whose unwavering loyalty and good will have ever been the chief pride of The Star and its chief claim to greatness.

The sale of The Kansas City Star to the men who have conducted its management so successfully gives to Kansas City a new pledge of service and a guarantee that the trust imposed in it by the public will be preserved inviolate.

To its quarter million subscribers and to its host of friends in every corner of America The Kansas City Star extends greetings and accepts in all solemnity the task of continuing to carry on the great program of its illustrious founder.

“The Star is Kansas City and Kansas City is The Star.”

THE KANSAS CITY STAR

BUILDING NEWSPAPER CIRCULATION

"Newsboy Mother System" Adopted by News League of Ohio—Toledo News-Bee Gives Aid to Picnickers—Natural History and Baby Contest in Indianapolis—George Schmid to Baltimore

CARRIER boys of the Canton (O.) News now have 16 mothers besides their own, and women, placed in charge of distribution offices, are not only raising the youngsters in their charge to be gentlemen, but also, it is claimed, are raising figures on the circulation statements. Details of the "Newsboy Mother System" were furnished EDITOR & PUBLISHER this week by D. R. Mellett, publisher of the News.

"Our circulation plan provides 16 distribution centers, each with a one-room branch building in charge of a mature married woman," he said. "Each branch manager has complete charge over her territory, giving her entire time to the work. She checks each start and stop; supervises daily solicitation; and sees that every carrier boy makes money.

"One noticeable effect of the new plan is the improvement in the service. Another effect is the development of a finer spirit of gentlemanliness and behavior among the carriers. The biggest effect has been increased circulation.

"We have found that the women handle the boys well and are more dependable than the average run of men we can afford to employ. Our former system called for high school boys to hand out papers. It was very unsatisfactory. We could not afford men, and therefore decided that married women would prove a happy compromise. It has. The entire city circulation system is in charge of two men, each of whom supervises the work of half the branch managers.

"Women, we have noticed, take a pride in their work. They keep their branch offices in spick and span order."

The News' net paid circulation, it is claimed, increased approximately 9,000, or more than 33½ per cent over last year.

George Schmid, brother of John M. Schmid, business manager of the *Indianapolis News*, has been appointed circulation manager of the *Baltimore News*. He assumed his new duties July 12.

George Schmid started newspaper work as a suburban reporter for the *Cincinnati Post*, and later joined the circulation staff of the *Cincinnati Times-Star*, under the late Charles H. Motz. Since 1907, he has been connected with the *Indianapolis News*, first assistant manager of city circulation, and then, for the past 8 years in entire charge of the city department.

If service is the magic word that adds newspaper readers to the list, the *Toledo (O.) News-Bee* ought to be getting its share these hot summer months.

This paper is now offering organizations free use of "News-Bee Picnic Athletic Kits." The kits contain indoor balls and bats, volley and soccer balls,



George Schmid

horseshoes, tug-of-war ropes and the like. Each kit will provide athletic entertainment for a party of 200 persons.

A small two column box advertises the offer to readers. The box asks those wanting use of kits to list the name of their organization, the place of the picnic, the date, the person in charge, and his or her telephone number.

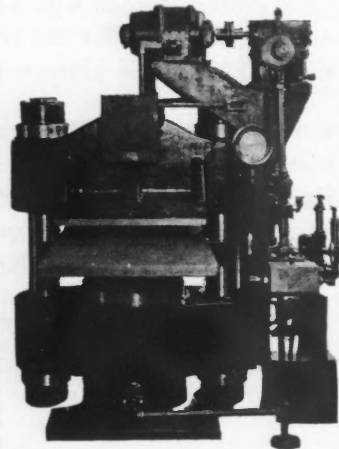
The promotion box said this week: "Demand is heavier than ever now, so reserve your picnic date by sending in the coupon at once. The News-Bee gladly renders this service free to its readers."

This is the kind of service that is widely talked about.

F. L. Mollenkopf is managing editor of the News-Bee, and B. J. Hoffman circulation manager. The News-Bee, in co-operation with the local Red Cross, is now also conducting a swimming and life saving instruction course at various local swimming pools.

Getting the children and their parents

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.

Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

interested in the paper, the *Indianapolis News* is now printing entry blanks for a natural history contest and a baby contest.

The natural history contest gives Indianapolis children opportunity to win three prizes in gold for the best 400-word essay on the wild animals that inhabit the local zoo. It began July 10 and will close Aug. 7. Children under 14 are eligible.

Daily promotion on the stunt carries a good paper-selling coupon in the form of a ticket which must be stamped at the Zoo gate and later attached to the essay.

The baby contest is state-wide and is being worked in conjunction with the state board of agriculture to promote interest in the Indiana State Fair, Sept. 6-10.

Indianapolis News is also running a state-interest series of articles under the heading "Indiana and Its Builders." A good picture display is carried with each article. Last week in one of the series the writer told about Tudor Hall, a local school for girls. Illustrations were of prominent students, principal, teachers, and school buildings.

The *Springfield (Mass.) Union* staged a boys' and girls' bicycle championship speed race, July 15. Entry blanks which had to be torn out and filled in were printed several weeks in advance and got good response.

M. W. Dickey is the Union's managing editor and J. W. Nolan is circulation manager.

"Here's a Good Hot Weather Tip" was the slug line over one paragraph in a full page promotion advertisement for the *Dayton (O.) Sunday News*, published in the News, July 10. Text read: "Get up early enough to be first on the front porch tomorrow morning. Get the Sunday News. Sneak out the magazine

section and beat it back to bed. Then lie there long enough to read 'The Witch's Hat,' a delightful little novelette by Douglas Newton. It's complete in tomorrow's paper—and you'll go down to your grapefruit, coffee and rolls with a smile that will make the whole family feel good."

"See Troy First" was the title of a local feature series published by the *Troy (N. Y.) Record* recently. It is now being sold in pamphlet form for 10 cents to readers who will fill out coupons.

William Randolph Hearst once said ten people read a boxed story to one who reads a story under a regular column head. What did your paper play up in boxes on page one July 10? Some used these:

Indianapolis News: Indiana special on 4-year-old boy attempting to cut off his brother's ears; A. P. dispatch on Queen Marie of Roumania running locomotive at 50 miles an hour.

Dayton News: A. P. on Mrs. Budlong winning "shirt" point in trial; A. P. on Queen Marie.

Toledo News-Bee: U. P. story from Zara, Italy, on queer contents of a man-eating shark's stomach; Ohio special on toothless man who lost his meat grinder and therefore couldn't eat; U. P. dispatch from Redding, Cal., on campers routed by snow and sleet.

Lowell (Mass.) Courier: A. P. Dispatch from Paul Smith's, N. Y., on President Coolidge silent on size of fish caught.

Colorado Paper 65 Years Old

One of Colorado's oldest newspapers, the *Central City Register-Call*, celebrated its sixty-fifth anniversary recently. For the last 48 years it has been edited by G. M. Laird.

EDITOR & PUBLISHER ploughs the field.

Is One Newspaper's Space as Good as Another's?

Do the brains, money and courage that are required to lift a newspaper to ever-greater levels of excellence—do these things command no more than a casual premium in the advertising market?

Is bucket-measure the ultimate gauge of circulation's worth?

If so, The Dallas News is barking up a sadly misjudged sapling. We should have been long gone.

Yet here we are, bigger, stronger, more influential than ever before in all our forty-one years of leadership.

Furthermore we are going to keep right on developing the value of our newspapers, subordinating profit to public safeguard,

making Circulation stand and salute Sincerity of policy and practice until somebody shows us a more profitable course to follow—which nobody has yet.

* * *

We believe that newspaper character and newspaper influence are the biggest things an advertiser buys. They are certainly the biggest things a newspaper possesses.

Let nobody look upon this as an alibi. The News has always led its field in volume of circulation and probably always will.

Still, you can buy circulation in quantity lots from any medium.

You can only buy The Dallas News' circulation from The Dallas News.

*Dallas is the door to Texas
The News is the key to Dallas*

The Dallas Morning News

OVER 100 NEWSPAPERS ARE NOW USING OUR

Hardened Steel Heads THAT LAST FOREVER

Among them are the following Southern Publishers:

RICHMOND TIMES DISPATCH
TIMES PICAYUNE
MIAMI HERALD
SAVANNAH NEWS
COLUMBUS LEDGER
CHATTANOOGA NEWS
LOUISVILLE COURIER JOURNAL
ABERDEEN AMERICAN

A. J. SOSSNER
363 West Broadway, New York

WHAT'S WHAT IN THE FEATURE FIELD

George T. Bye Returns to George Matthew Adams Service—Bell Syndicate Already Peddling Football Features—Donald Ogden Stewart Signs With Chicago Tribune

GEORGE T. BYE has returned to the executive staff of the George Matthew Adams Service, effective July 1, it was announced this week. At the same time all current and projected features of the Putnam Syndicate, affiliated with G. P. Putnam Sons, book publishers, were acquired by the Adams service. Mr. Bye had been general manager of the Putnam Syndicate since its establishment in July 1923.

Fitzhugh Green has resigned as general manager for Adams.

Ralph S. Wilkinson, salesman for the Putnam syndicate has also joined the Adams field staff.

George Palmer Putnam, Inc., which had operated the Putnam Syndicate, is one of the largest literary agencies and motion picture bureaus in the country, also handling, on an author's agency basis, many of the biggest expeditions of scientists and adventurers. Mr. Bye will continue to supervise the business of George Palmer Putnam, Inc., as vice-president and general manager.

Mr. Bye, still in his thirties, has been an active newspaper man for 20 years, with the *Kansas City Star*, *Chicago Tribune*, *Chicago Evening Post*, *New York Herald*, *New York World* and as a war correspondent for a group of papers.

He was assigned by the New York World to fly from New York to Rio de Janeiro, Brazil, in 1922-23 on the Pan-American "Friendship Flight" organized by the World.

Donald Ogden Stewart, humorist who wrote "Perfect Behavior," "A Parody Outline of History," and "Mr. and Mrs. Haddock Abroad," has signed to write a series of weekly 1500-word humorous articles for the Chicago Tribune News-

papers Syndicate. The first will appear in September, according to Arthur Crawford, in charge of the Tribune Syndicate.

Mr. Stewart is a graduate of Yale University. He is now in California doing adaptations of stories for the movies.

Bell Syndicate, Inc., New York, has already started on its football features. A series of 24 articles by Ed Thorpe has been obtained to run under the heading "Join the Big Squad."

Maj. Oliver P. Newman will follow his "Confessions of a Cabinet Member" with the "Confessions of a Campaign Manager," a feature in 12 chapters, distributed through Current News Features, Inc., New York and Washington.

Sidney A. Silberman, president of National News Service, Philadelphia, left July 12 for an extensive business and pleasure trip by motor for St. Louis and the west. He will not return until Sept. 8.

Bell Syndicate, Inc., New York, will shortly offer a series of 26 poems selected from all of Wallace Irwin's published verse. The series will be illustrated by E. W. Kemble and others.

Don S. Garden of the copy desk of the *New York Evening Graphic* has joined the staff of the Famous Features Syndicate, New York.

Washington News Service, Washington, D. C., this week inaugurated a daily radio feature entitled "Radio Round the World," supplementing the radio news and feature service now four years old, which will be continued.

Cunningham Ball Club Secretary

Edmund P. Cunningham, sporting editor of the *Boston Traveler*, was named secretary of the Boston National League Baseball club by President Emil E. Fuchs of the Braves, July 8, to succeed Edwin L. Riley. Cunningham tendered his resignation as sporting editor at once in order to take up his new duties. He is second *Traveler* sporting editor to be appointed secretary. Herman Nickerson also having held that position several years ago. A. J. "Gus" Rooney, boxing editor of the *Boston Traveler* has been named sporting editor to succeed Cunningham.

AD TIPS

Blackett and Sample, 58 E. Washington street, Chicago. Will continue to handle the Lanol products of Remmers-Graham Co.

Brotherton Company, Detroit. Using a few towns in Canada for 16,000 line contracts on Ice-O-Matic Refrigerator Co., Detroit.

Glen Buck Company, Tribune Tower, Chicago. Preparing a list of papers on Schaeffer Pen Co., Fort Madison, Ia., two insertions to be made in August and two in September.

Campbell-Ewald Company, General Motors Building, Detroit. Using a large list of newspapers on Chevrolet Motor Car Company, Detroit.

Also has a list on Oldsmobile Company, Lansing, Michigan, in hands of dealers for their O. K.

Carman Company, Inc., 49 West 45th street, New York City. Have secured account of the Smokodor Manufacturing Company.

Critchfield and Co., 14 E. Jackson blvd., Chicago, is preparing a list on Firestone Apsley Company.

Crowell, Williams and Co., Chicago. Preparing a list of newspapers for the advertising of Parker Pen Company, Janesville, Wis.

Rudolph Guenther-Russell Law, Inc., 133 Cedar street, New York City. Have contracted with several leading Wall Street houses for a campaign of investment advertising.

Henry, Hurst and McDonald, 58 East Washington street, Chicago. Preparing a list on Federal Telephone Mfg. Corp. (Radio), Chicago.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Sending copy orders on Reich Food Products Co., Springfield, Ill., to newspapers in Oklahoma, Kansas, Louisiana, and Kentucky.

McJunkin Adv. Company, 5 So. Wabash ave-

nue, Chicago. Will hereafter place the account of Shaw Walker Co., Muskegon, Mich.

MacManus, Inc., 82 Hancock avenue E., Detroit. Is handling the account of Chrysler Motor Car Co., which will announce a new car on Sunday, July 11.

Michigan and Ohio newspapers are receiving schedules on the East Michigan Tourist Association, Bay City, Mich. Joe Dermody, Bay City, is in charge of advertising at the offices of the Tourist association.

Morris-Harris Company, 400 North Michigan avenue, Chicago. Has schedules ready for representatives on S. S. Kresge Co., Detroit.

Potts Turnbull Company, 6 North Michigan avenue, Chicago. Will handle the Senreco Corp. (tooth paste), Cincinnati.

Prather-Allen Company, 307 E. 4th street, Cincinnati. Has issued orders to newspapers on Kenton Pharmaceutical Co., Covington, Ky.

William H. Rankin Company, Tribune Tower, Chicago. Placing account for the Herman Nelson Corporation, Moline, Illinois, for new invisible radiator which they are putting on the market.

William H. Rankin Company, 342 Madison avenue, New York City. Has secured the following accounts. Lepel Ignition Corporation, New York City. Jacobson Manufacturing Company, Newark, N. J., makers of Depend-Oil heaters.

From the Linotype Mailbag

"Service can't be beat"

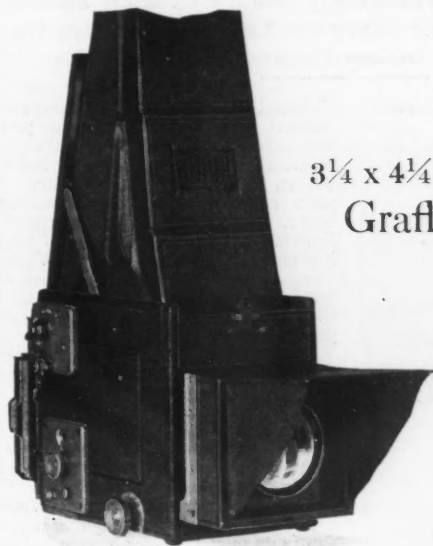
"Received 'second elevator bar, assembled,' yesterday in response to telegram sent you Thursday noon. This is most satisfactory. This sort of service can't be beat anywhere and we greatly appreciate it."

The Democrat-Times
Aspen, Colo.



LINOTYPE

BRIGHTEN THE PAGE WITH GRAFLEX PICTURES



3 1/4 x 4 1/4 Revolving Back
Graflex, Series C

with Cooke
Anastigmat
f.2.5

For press photography—
a new Graflex
with extra fast lens

You have always known Graflex as the camera for extreme speed. The new f.2.5 model has more than three times the lens speed of the fastest Graflex offered before.

Press photographers will welcome this camera. It fits their job. Useful pictures can now be made of almost any event. In early morning or late afternoon, in the rain or under the train shed, even indoors when the light is good, the Graflex, Series C, will get detailed negatives with split-second exposures.

Famous Graflex Features

Shutter speeds are 1/5 to 1/1000. The reflecting mirror shows whether focus is sharp. And the instrument is sturdy, ready for rough weather and rough use.

With such a camera the press photographer can make pictures that most folks can't. It's exactly the outfit with which to shoot the scene that won't repeat.

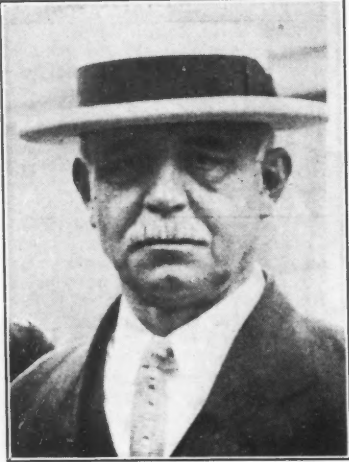
Equip your photographic staff with the 3 1/4 x 4 1/4 Revolving Back Graflex, Series C. Price \$260, complete with f.2.5 lens. Ask a dealer or write to Rochester.

Graflex cameras are now made by
THE FOLMER GRAFLEX CORPORATION
ROCHESTER, N. Y.
For sale by
EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

A. E. GONZALES, AUTHOR AND PUBLISHER OF COLUMBIA (S. C.) STATE DIES

Son of Cuban Patriot Was Among South's Greatest Editors—
Fought Illiteracy, Child Labor and Lynching Through His
Paper—"Gullah" Dialect Preserved in His Stories

AMBROSE ELLIOTT GONZALES, 69, author and publisher of the *Columbia (S. C.) State*, died suddenly of heart dilation Sunday morning, July 11, at his home. Partially disabled as to



A. E. Gonzales

locomotion and speech for the last 15 years, he had, as was his custom, put in a long day's work Saturday at his office, and seemed when he left his desk after 7 o'clock to be in excellent health and spirits.

Funeral services, from the home of his brother, William Elliott Gonzales, were held Monday evening. Interment was in Elmwood cemetery, beside another brother, the late N. G. Gonzales (1858-1903) with whom he founded the *State* 35 years ago.

Robert Lathan, editor of the *Charleston News and Courier* and president of the South Carolina Press Association, announced the appointment of the following committee to attend the funeral: E. H. DeCamp, *Gaffney Ledger*; August Kohn, *Columbia State*; H. A. Watson, *Greenwood Index-Journal*; J. Rion McKissick, *Greenville Piedmont*; H. G. Osteen, *Sumter Item*; and H. C. Booker, *Columbia*, secretary of the Association. Mr. Lathan also attended.

Never married, Mr. Gonzales had been as senior brother all but father-like to his brothers and sisters and had devoted to the making of the *State* his powers of heart and mind to the very last.

Surviving of Mr. Gonzales' immediate family are a sister, Miss Harriett R. E. Gonzales, and William Elliott Gonzales, editor of the *State*. Ambrose Elliott Gonzales was born in Colleton county, South

Carolina, May 29, 1857, the eldest son of General Jose Gonzales, Cuban patriot and colonel of artillery in the Confederate army, and Harriett Rutledge Elliott, of Beaufort, that state. His main education was not derived from books. As a boy, he was instructed at home and received a brief year of schooling at a private institution in Virginia. Then, at the age of 16, he learned telegraphy and entered the employ of the Charleston & Savannah Railway company, as agent at Grahamville.

Leaving the railroad in 1879, young Gonzales returned to the plantation where he spent two years farming.

Two years later, he went to New York to seek his fortune—and found it, in the opportunity afforded him to get 17 to 18 hours' work each day, and here, save for a few months' similar service in New Orleans, he worked for the Western Union and Postal Telegraph companies, always, to meet the elder brother's obligations, holding down two positions, one on the heavy press wires at the main offices through the night, the other on the Stock, Produce or Petroleum exchanges by day.

After four years of double work, impaired health forced him to seek outdoor employment and in 1885 he began his connection with South Carolina newspaperdom as general traveling agent for the *Charleston News and Courier*. He came to Columbia in 1890 as secretary of the state department of agriculture and in February of the following year joined his brother in the establishment and development of the *State*.

During the Spanish-American war he served as a captain in the army.

Mr. Gonzales was widely known for his

stories written in the "Gullah" dialect of the negroes on the South Carolina coastal islands. The publication in 1922 of "The Black Border," a collection of his short stories in dialect, aroused widespread comment in literary circles.

His negro stories fill four volumes "The Black Border," "With Aesop Along the Black Border," "The Captain" and "Laguierre." Mr. Gonzales loved good books, and the presses of the *State* brought out a long list of volumes for the people of the South. One of the books printed by the *State* was "Braxton Bragg, General of the Confederacy" written by Don Seitz, now an editor of *Outlook Magazine*, and for many years business manager of the *New York World*. Mr. Gonzales was constantly occupied with literary work during his lifetime.

The *State*, under Mr. Gonzales direction, was a progressive newspaper, working always for public good.

For a long time the *State* and Mr. Gonzales sustained a steamboat line between Columbia and Georgetown, in order to obtain competitive water rates for the city.

In 1913 the *State* and Mr. Gonzales financed and brought to Columbia the National Corn show, bringing to the South for the first time this great exhibition; putting up a guarantee of \$40,000

and subsequently with some assistance from the railroads meeting a deficit of \$12,000.

Always interested in education and trying earnestly to remove the blight of illiteracy from South Carolina, Mr. Gonzales and the *State* have for several years printed at their own expense thousands and thousands of copies of a small newspaper, circulated through the adult schools held in summer and the night schools held during the winter—this for both races.

The *State* was the first newspaper in South Carolina to lead the fight against child labor and through its influence in later years came our present sane child labor regulations.

The *State* was one of the first newspapers in South Carolina to fight for compulsory education.

The *State* was one of the first papers in South Carolina to cry out against the barbarity of lynching and to denounce lynchers as murderers.

"Few men outside of South Carolina know how heavily the *State* has suffered in this cause," an associate of Mr. Gonzales declared.

Tributes and condolences from all parts of the South poured into the *State* office following the announcement of its publisher's death.

The New York Times

Seventy-fifth Anniversary Supplement

Special tabloid section
printed in rotogravure
as part of the Sunday
edition of The Times
SEPTEMBER 19, 1926.

This supplement will contain probably the largest group of advertisements of firms and companies in business 75 years or more ever assembled. Advertisements restricted to firms or their successors in business for not less than 75 years.

Printed in rotogravure, advertisers will have the opportunity of effectively illustrating their announcements.

Net paid sale in excess of 625,000. Advertising rates: \$2.10 an agate line; full page, \$2,163; half page, \$1,081.50; quarter page, \$540.75. Size of page 10¼ x 14¾ inches; 1,030 agate lines to the page; 5 columns to the page; 206 agate lines to the column. Advertising forms close September 1.

In high demand

Another New Ludlow
Typeface

Cameo

Now in Process

THIS beautiful typeface, when complete, will be adaptable to so many uses that any description would fail to enumerate all of its possibilities. Advertisers appreciate the artistic effect this new typeface will give to their advertising. The fact that new, clear-cut slugs are cast fresh for every job makes this typeface practical for any use.

Dates on which Ludlow Cameo in its various sizes is expected to be ready for delivery:

36 Point - Aug. 1, 1926 42 Point - Sept. 20, 1926
24 Point - Aug. 15, 1926 18 Point - Oct. 15, 1926
30 Point - Sept. 15, 1926 48 Point - Oct. 25, 1926

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

FLORIDA

continues to be the fastest growing state in the Union.

TAMPA

is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

GREENVILLE PIEDMONT CHANGES

New Staff Executives Named by R. B. Chandler, Publisher

Reorganization of the Greenville (S. C.) Piedmont as announced by R. B. Chandler, publisher, includes the appointment of Frank P. Gaines associated editor, Frederick Sale as advertising manager, C. D. Nowlin, as foreign advertising manager, C. Wallace, in charge of automobile advertising, and George Anderson as circulation manager. Gaines is an author and magazine contributor, a popular public speaker and Professor of English at Furman University.

Sale, Nowlin, Wallace and Anderson were associated with Chandler in their respective departments during his administration as president and business manager of the Birmingham (Ala.) Post.

The Kelly-Smith Company has been appointed national representatives.

DON R. MELLETT KILLED

Publisher of Canton Daily News Slain by Assassins

CANTON, Ohio, July 16.—Don R. Mellett, publisher of the Canton Daily News was shot and almost instantly killed shortly after 12 o'clock last night, as he was putting his car away at his home. He was caught between a cross-fire, ten shots being fired, and one bullet entered near the left ear. Two unknown men were seen to dash away in the darkness as friends rushed to the garage.

Mr. Mellett was thirty-six years of age and came from the Scripps service at Akron about a year ago. He started his newspaper work on the Indianapolis News, and last December he was made resident publisher of the Canton News by former Governor James M. Cox, the owner. For the last six months the News has waged a war on bootlegging and other forms of vice, and Mr. Mellett had received warnings, but he kept the crusade up. During the past several days a policeman has been stationed at his home, but yesterday morning the officer was relieved from services as feeling had apparently quieted down.

Mr. Mellett is survived by his wife and four children, and five brothers, among whom are Lowell Mellett, manager of the Newspaper Enterprise Association at Washington, and Lloyd Mellett, city editor of the Canton Daily News.

ICY BATH FOR REPORTERS

Smith and Kirchofer at Summer White House

Leonard Smith, New York Evening Post correspondent, and A. H. Kirchofer, correspondent of the Buffalo News, stationed at the President's summer camp in the Adirondacks, had a narrow escape from drowning Wednesday when their canoe was capsized by waves on a lake. Their cries were ignored for several minutes, being taken for sky-larking, but they were finally rescued and treated by Major Coupal, the White House physician. Neither is much the worse for the accident.

Mrs. Emma Mayer Dies at 83

Mrs. Emma Mayer, 83, who with her three sons published the Philadelphia German Gazette, died in Philadelphia, July 5. She came to America in 1886, and with her husband the late Carl Theodore Mayer established a German weekly in Williamsport, Pa., later moving the plant to Wilkes-Barre. Later they went to Philadelphia, establishing the Gazette as an evening daily. Since 1890 it has been published as a morning paper. Mr. Mayer died in 1900.

Geneseo Veteran Dies

J. Frank Lieberknecht, 66, managing editor of the Geneseo (Ill.) Republic for the last 30 years, died at Ottawa, Ill., July 9. The Republic, which has been managed by Lieberknechts for two generations, will continue under the management of the late managing editor's two brothers, William Lieberknecht and Charles Lieberknecht.

Obituary

SAMUEL M. KOHR, 84, father of Harry F. Kohr, literary editor of the Kansas City Star, died July 6 at his home in Kansas City.

LEWIS G. BARTON, 72, for 50 years editor and owner of the Millersburg (O.) Farmer, died this week of apoplexy.

MRS. MARY LOUISE HINDSON, 63, wife of W. J. Hindson, superintendent of the press room of the Kansas City Star, died suddenly at her home recently.

A. C. NEWTON, 73, an editor of the Grand Junction (Col.) Daily Sentinel, was killed in an automobile accident near Crescent City, Cal., recently.

DAVID OLDHAM, 72, owner of the Sidney (O.) Journal, and father of Harry Oldham, publisher, died this week.

FRANCIS W. HUGHER, 57, publisher of the Postville (Ia.) Herald, died July 5. He recently sold the Elgin (Ill.) Echo of which he had been editor since 1903 to his brother-in-law, R. P. Strauch.

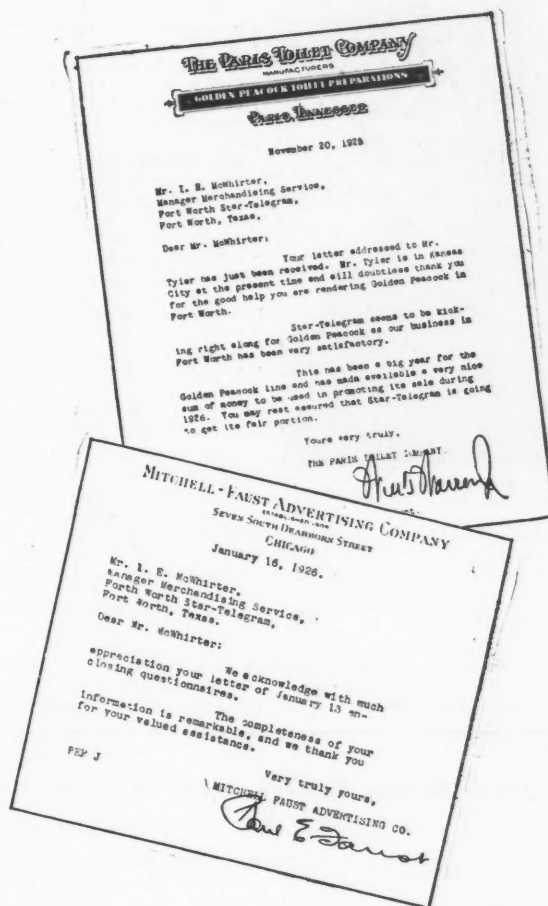
MALCOLM JENNINGS, 62, died suddenly at his home in Columbus, O., of heart disease on July 9. He was for years legislative correspondent and reporter for the Cincinnati Times-Star and the Commercial Gazette. In 1909 he located at Marion and became identified with the Marion Star, of which the late President Harding was publisher. Mr. and Mrs. Jennings were close friends of President and Mrs. Harding and were with the Presidential party on the Alaskan trip when President Harding was stricken.

JAMES EDWARD JOHNSON, 73, for 15 years an employee of the Chicago Tribune composing room, died July 6.

ADDISON M. GUNSAULUS, 61, for twelve years a Chicago newspaper man and of late founder, editor, and publisher of the West Hollywood Courier in Los Angeles, Calif., and founder of a Los Angeles printing firm, died in Los Angeles, July 10.

The completeness of your information is remarkable

—says Paul E. Faust



A great try-out territory—A great newspaper.

Daily and Sunday circulation over 120,000. No contests—no premiums.

FORT WORTH STAR-TELEGRAM (EVENING) Fort Worth Record-Telegram (MORNING)

FORT WORTH STAR-TELEGRAM and Fort Worth Record (SUNDAY)

AMON G. CARTER Charter Member A. L. SHUMAN Pres. and Publisher Audit Bureau of Circulation Vice-President and Adv. Dir.

FOR PROMPT SERVICE TYPE BORDERS - ORNAMENTS - BRASS RULE Printers' Supplies KELLY PRESSES - KLYMAX FEEDERS - PAPER CUTTERS HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT Carried in stock for prompt shipment at the following Selling Houses of the American Type Founders Company BOSTON NEW YORK PHILADELPHIA BALTIMORE RICHMOND ATLANTA BUFFALO PITTSBURGH CLEVELAND DETROIT CHICAGO CINCINNATI ST. LOUIS MILWAUKEE MINNEAPOLIS KANSAS CITY DES MOINES DENVER LOS ANGELES SAN FRANCISCO PORTLAND SPOKANE WINNIPEG

WOMEN IN ADVERTISING AND JOURNALISM

"Ask Miss Byrne!" is a By-Word Among Chicago Representatives—Mary Margaret McBride Explains "Literary Ghosts"—Miss Ross Writes on Quebec Liquor Regulation

"ASK Miss Byrne!" That's the by-word of the Newspaper Representatives Association of



Miss Gertrude Byrne

Chicago, which functions in connection with the American Newspaper Publishers' Association. A hundred or more times a day, no matter what the question, the answer is "Ask Miss Byrne."

And Miss Gertrude Byrne, the efficient executive secretary of the Association, seldom disappoints her questioner. She has a mine of information about newspapers and advertising at her finger-tips,

and can dispense facts and figures with a facility that is unusual.

The Newspaper Representatives Association, whose members are Chicago advertising representatives of daily newspapers, was formed in 1900 to simplify and organize data about every angle of newspaper advertising for the use of the newspaper representatives in Chicago. Each member pays \$120 a year dues and is entitled, in addition to any information he may desire, to the service of the free employment bureau run by Miss Byrne for the benefit of advertising in general.

Miss Byrne, with considerable experience in secretarial work, joined the association as secretary in 1920, and since that time the membership has almost doubled. Every Hearst paper in the country is a member through its representative here, and almost every daily newspaper in the country derives the benefit of the organization's services through its Chicago representative.

While the information bureau, almost 100 per cent Miss Byrne, is primarily for the benefit of the members of the association, numerous calls are received from other newspapers and individuals.

Some one will ask: "Miss Byrne, what are the names of several organizations in Chicago placing street car and elevated advertising?" And Miss Byrne will rattle off the answer as glibly as though she had expected that very question to be asked and had spent the morning studying up on the answer.

Or a young man fresh from college will seek Miss Byrne's advice on what branch of advertising work is the best to enter for one who desires to learn what advertising is all about—the classified department of a metropolitan paper,

the merchandising department of a newspaper, or an advertising agency? And as though she has known the youth all her life, she will consider his case from every angle and give him some sound advice, along with a great deal of general information on the subject he is interested in.

Garrets and basements of Greenwich Village, New York, are peopled appropriately enough with ghosts, Mary Margaret McBride, New York newspaper woman and magazine writer, said the other day in an interview.

"A ghost," she explained, "is a person who writes a book to be signed by somebody more important. Hundreds of Greenwich Villagers earn their living that way. They come to New York from all over the country, hoping for fame and recognition. What a good many of them get is a ghosting job—and somebody else gets the fame."

Miss McBride is one of the few ghosts to emerge from the ghost land of anonymity. She collaborated with Paul Whiteman in the writing of "Jazz," a book recently published. A graduate of the school of journalism of the University of Missouri, Miss McBride has been associated with the *Cleveland Press*, the old *New York Mail*, and the *New York Evening Telegram*.

Ishbel Ross, staff writer for the *New York Herald Tribune*, has written six articles on liquor regulations in Quebec as part of that newspaper's international prohibition survey now being published.

Mrs. Hal Kane Clements, writer, left July 12, from Chicago bound for a 40-day airplane tour of the Dominion of Canada. By special permission she is the only woman to make the trip and intends to write a series of newspaper articles on it.

Miss Eleanor Mead of the *Worcester (Mass.) Telegram* woman's department

has returned from a vacation in Vermont.

Iva McDonald, motion picture editor, *Milwaukee (Wis.) Journal*, and Agnes Dunn, secretary to the city editor of the *Journal*, are spending the summer in Europe.

Mrs. Marie E. Waggoner, Oklahoma City, is publisher of the *Oklahoma Woman*, a 24-page monthly magazine that started publication recently. Blanche C. Naylor is editor-in-chief.

Miss Mary Bouteller has been employed as reporter and society editor on the *Norman (Okla.) Transcript*, succeeding Miss Roma Clift of Marlow, resigned. Both are graduates of the University of Oklahoma School of Journalism.

Mary O'Keefe and Ruth Meade of the staff of the *Worcester (Mass.) Telegram* recently returned from a week's vacation.

Among those that assisted the Associated Press in covering London's biggest story since war days, the general strike, was Mrs. Smith F. Reavis of the A. P. Paris bureau. Mr. Reavis specialized on the food situation, while Mrs. Reavis kept in touch with women's organizations and wrote features as to the prominent part they were playing in the affairs of the day, just as they did during the war. At the end of the strike, Mrs. Reavis went to Wales and wrote a series of picture stories about the coal miners and their families.

Miss Nellie I. Martin, of the business department, *Hagerstown (Md.) Herald-Mail*, was elected Queen of the Wildwood, N. J., Baby Carnival, to be held in August, by unanimous vote of 38 girls representing newspapers in five states.

Mrs. Sunshine Champion recently was named editor of the *Creede (Col.) Candle*.

For your fiction readers and for the church going public that has never read your serials!

Eugene MacLean Offers

"LAILA"

(By JOHN NEWPORT)

A TALE OF THE DAYS OF CHRIST

It has the full value of ANY powerful serial in mystery, adventure and romance, PLUS the appeal to non-readers of newspaper fiction. . . . Written for newspaper publication, it is filled with suspense from day to day. . . . Each chapter rises to a high pitch of interest and compels the reader to look for the next. . . . Superbly illustrated, it is the biggest reader attraction to be obtained this year.



Telegraph to

Eugene
MacLean

827 Folsom Street
San Francisco, Calif.

TEXANS TRY TO DEFINE THE IDEAL M. E.

He Should Have Pride and Humility, Diplomacy, Poise and Enthusiasm Says Veteran Newspaperman

By MARTIN ANDERSEN

General Manager, Austin (Tex.) American Statesman

What's a managing editor anyway?

The question was asked at the recent convention of the Texas Press Association in San Antonio.

A managing editor, according to W. D. Hornaday, of the School of Journalism, University of Texas, is a man able to delegate authority to copy editors, news editors and make-up editors.

"Nay, nay," differed James Hoskins, managing editor of the *San Antonio Light*. "The managing editor of today is nothing more or less than a good news editor. Is he not supposed to be the best authority on news, good writing and the composition of head-lines, that the office affords?"

Hap Barrett, city editor for Mr. Hoskins thoroughly agreed with his chief, pointing out that either he or Mr. Hoskins passed on any story of other-than-routine importance.

George McQuade, formerly managing editor of the *Dallas News* and the *San Antonio Express* and now public relations man for the Texas Public Utilities, agreed with Hoskins and Barrett.

"If you have ten or 12 men on your staff, you can find a young chap who can write a snappy, entertaining story. All right. You delegate this job to that man. Then, if you've got a trio of bright copy readers, they can write interesting, informing head-lines. But the managing editor himself must sit on or near the copy desk and direct. A managing editor is nothing more than a director, similar to a director of a moving picture play."

Grady Kinsolving another old Dallas Newsman, Beeman Fisher, formerly with the Associated Press and now advertising manager for the Texas Power and Light Company and others gave their versions of the duty of a m. e.

Then Frank Shupe, former Texas newspaperman, now public relations man for the Southwestern Bell Company, was asked to define a managing editor's qualifications.

This was Shupe's answer:

"He should have pride and humility. The humility of an itinerant beggar on the street.

"A dazzling prince, feeling that he is the most important star in the firmament; that he is the Caruso of the newspaper world.

"He should have the diplomacy of a Tallierand, and give no more evidence of his diplomacy than a black bell-hop in a hotel.

"He has to be willing to work uncounted hours, and when he has worked until everybody else has quit, be ready to do three hours more.

"He has to learn to think consecutively when he is interrupted two or three times a minute.

"He has to have a calm and a balance that will leave the impression he was a dumb-bell when everyone around him is excited—appear to be doing nothing and yet doing everything through others.

"He has to veil his enthusiasm and yet he has to put the same enthusiasm and kick into his job as a young girl being kissed by her first sweetheart.

"A man, my friends, young enough to enthuse and yet, old enough to weigh that same enthusiasm as a banker weighs his judgment when a newspaper man comes in for a loan."

Vermont to Advertise

The state of Vermont is planning an advertising campaign using newspaper space. The copy is handled by Hayes-Meyers Company, Burlington, Vt., advertising agency.

FLASHES

This is the age when a child who is tied to his mother's apronstrings isn't tied to his mother.—*New York American*.

In addition to his various other humiliations, Newberry now suffers the indignity of being referred to as a piker.—*Washington Star*.

It must be terrible to be an editorial writer and wake up in the morning with the realization that you have to feel strongly all day long about the Tacna-Arica controversy.—*F. P. A. in New York World*.

Suzanne Lenglen's skill with the racket is equaled only by her skill in raising one.—*Cincinnati Enquirer*.

Chicago has witnessed the largest religious gathering in history, and few places ever needed it more.—*Florence (Ala.) Herald*.

The oats crop, Crop Statistician West tells us, must have rain at once; the wild variety can get on a long time without water.—*Columbus Dispatch*.

It is not difficult to understand the lapse on the part of the printer who in setting up an item about Chicago made it read "the Crook County jail."—*Seattle Times*.

The Vane vanity is likely to be touched eventually by those headlines suggesting that there would be a vacancy in the Senate even if he should be elected.—*Pittsburgh Post*.

American fiction will survive so long as circulation statements are made.—*Florence (Ala.) Herald*.

The nearest we can get to a description of the Charleston is that it is terpsichorean static.—*Philadelphia Inquirer*.

**Faith—
THE BASIS
ON WHICH
WE ENJOY A
BUSINESS
RELATIONSHIP
WITH EVERY
NEWSPAPER
WE SERVE**

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

WE DO IT ALL

from a few complete copies.

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

During January, February, March,
April and May, 1926

The Syracuse Herald

published

45%

of all display advertising carried in the three Syracuse, N. Y., newspapers. Second paper published 28 per cent and third paper 27 per cent.

The following lineage figures for the first five months of 1926 show the Herald's overwhelming lead—

TOTAL ADVERTISING

HERALD	JOURNAL	POST-STANDARD
4,919,684 lines	2,840,278 lines	3,041,843 lines

Herald led Post-Standard by 1,877,841 lines

Herald led Journal by 2,079,406 lines

Included in the above total the three papers carried the following amount of advertising:

AUTOMOTIVE ADVERTISING

HERALD	JOURNAL	POST-STANDARD
542,472 lines	373,905 lines	457,303 lines

FOOD ADVERTISING

254,611	"	204,050	"	117,257	"
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DEPARTMENT STORE

1,056,853	"	25,606	"	534,562	"
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MEN'S WEAR

313,761	"	281,302	"	183,162	"
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WOMEN'S WEAR

415,212	"	230,818	"	134,015	"
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RADIO

82,600	"	31,423	"	48,559	"
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ROTOGRAVURE

76,293	"			24,122	"
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SYRACUSE HERALD

SYRACUSE, N. Y.

E. A. O'Hara, Publisher Geo. N. Graham, Adv. Mgr.

National Representatives

PRUDDEN, KING & PRUDDEN, INC.

270 Madison Avenue New York	Globe Building Boston	Steger Building Chicago
507 Montgomery St. San Francisco, Cal.	Leary Building Seattle, Wash.	Chamber of Commerce Bldg. Los Angeles, Cal.

POSTAL RATE REVISION WILL DRIFT UNLESS PUBLISHERS PROD CONGRESS

**"Power of the Press" Has Been Negligible Quantity in Influence
on Second-Class Mail Legislation, Say
Washington Observers**

WASHINGTON, July 15.—The anticipated failure at the late session of Congress of the special joint Congressional committee to recommend any revision downward or otherwise of second-class postal rates, as urged repeatedly but vainly by newspaper and magazine publishing interests, is dismissed in a matter-of-fact way by Congressman William W. Griest, member of the committee and chairman of the House Committee on Post Offices and Post Roads in an "extension of remarks" in the Congressional Record appendix issued Monday, July 12.

Mr. Griest, who is associated with Senator George H. Moses, chairman of the Senate Committee on Post Office and Post Roads, on the joint committee, states in reporting an omnibus bill which, even though emasculated, failed to pass, the provisions included were those only upon which there was "entire agreement among members of the joint committee, and the matters not reported (sic) are to be the subject of a further report at the next regular session of Congress in December."

Before the recent adjournment of Congress Mr. Moses and Mr. Griest invariably fell back upon their inevitable argument that the joint committee could not agree upon second-class rates, and, perhaps, it would be better to give the present make-shift rates a further trial before attempting another revision.

Neither Mr. Moses or Mr. Griest held out any real hope, however, for any other than the kind of revision of postal rates the Post Office Department may deem best for its own interests. It is the consensus of opinion at Washington that if the publishing interests expect any revision downward there will have to be stronger pressure brought to bear upon Congress at the next session than was exerted at the last.

During the past session there was an obvious disposition on the part of majority leaders like Mr. Moses and Mr. Griest to either "put off" representatives of the publishing interests with the suggestion that second-class rates would be properly taken care of in the future, or with the pretext that the Post Office Department was preparing another report or opinion regarding such rates.

At no time were the representatives of the publishing interests able to pin down either Mr. Moses or Mr. Griest, whose control of the postal situation was conceded on all sides, to a definite promise or agreement concerning any legislation directly affecting the publishing interests. Mr. Moses and Mr. Griest simply ran postal affairs to suit them-

selves and the Post Office Department. Not in a single instance was the "power of the press" demonstrated in their case.

Congressional observers are therefore now warning the publishing interests that if they expect any more generous treatment at the next session than they received at the last they must adopt more militant tactics and become thoroughly awake to the fact that they can expect nothing from either the joint committee, the Senate Committee on Post Office and Post Roads or the House Committee on Post Office and Post Roads unless their demands are literally driven through one or all of those committees. The time for temporizing with a Congressional situation so manifestly unfavorable and unfair to the publishing interests is past.

JOHN D. JR., SAYS "NO"

Refuses to Let Cameramen Photograph His Sons—Might Spoil Them

Believing that newspaper photographs may cause his sons to get false notions of their own importance, John D. Rockefeller, Jr., refused to allow pictures to be taken of his three boys in Portland, Ore., July 12.

Arriving on a western tour, Mr. Rockefeller was greeted by a group of newspaper men and photographers as he stepped from his special car.

"All right, boys, what'll you have?" he asked.

One of the cameramen suggested a

family picture of Mr. and Mrs. Rockefeller and their three sons.

"Sorry to have to disappoint you, but it can't be done. Hard enough to bring up boys now without putting false notions into their heads," responded the visitor. "You can get all the photographs of me you want—I'm hard boiled and too old to be spoiled—but I'll have to ask you to lay off the family."

Lawrence, sixteen; Winthrop, thirteen, and Davis, eleven, are the three sons.

The Picture Told the Story

Three members of the staff of the *New York Mirror* last week went on a two-day fishing trip to Brewster, N. Y. They brought back pictures of themselves with marvelously large catches. But they refused to tell friends whether or not they actually caught the fish, insisting, in true tabloid style, that the picture told the story. The fishermen were Royal Daniel, Jr., city editor; Arnold Prince, re-write; and Arthur Medford.



Central Press Photo

"PHOTO By CENTRAL PRESS"

This credit line at once stamps a photograph as of current interest and greatest news value.

As a matter of fact The Central Press Association has the reputation of producing the "world's best newspaper page."

Rather significant, then, that they should choose Certified dry mats as the medium for distributing their newspaper feature services.

The reasons? Very simple.

They have found that Certified dry mats are the most economical for them to use; that with our mats they can give their clients the best kind of service, and that Certified assure them and their customers of the reproduction of their features to best advantage.

Certified dry mats will appeal to you for the same reasons, and their use will give you just as much profit and satisfaction.

COMPARE!

**CERTIFIED DRY MAT
CORPORATION**

340 Madison Avenue, New York

For wet mat printing with DRY
MAT facility—use Certified

Made in the U. S. A.

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

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 BERNARD MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

DOMINANT! in Pinellas County, Florida Daily News

ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete
Coverage—

USE THE NEWS

The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Do you know what per- centage of errors are made in your Com- posing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

MICHIGAN and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN
GRAND RAPIDS—THE ONLY
DAILY IN SEVEN OTHER
CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd St.
New York City

J. E. LUTZ
Tower Building
Chicago, Ill.

SAN FRANCISCO HOST TO N. E. A. EDITORS

350 Delegates and Wives Spend Five Days in City—Lavishly Entertained—70 Leave Friday for Yosemite

San Francisco played host for five days this week to about 350 members of the National Editorial Association and their families, who made the city their headquarters for a tour of the bay district and vicinity as part of the sightseeing program following their convention, which closed recently in Los Angeles. The N. E. A. party arrived last Saturday evening.

Monday the editors toured the East Bay cities as guests of the Oakland and Berkeley Chambers of Commerce. The morning was devoted to Berkeley, with a visit to the University of California and luncheon in Berkeley. In the afternoon they were driven around Oakland and Piedmont.

Tuesday was devoted to a North Bay tour.

Wednesday was San Francisco Day. Under the auspices of the San Francisco Chamber of Commerce, the Chinese Chamber of Commerce co-operating, they were taken on an automobile tour of the city. At noon they were guests at a luncheon and entertainment given by the Matson Navigation Company.

Thursday the party took an automobile tour down the peninsula with stops at Burlingame, Hillsborough, San Mateo, Redwood City, Palo Alto, Santa Clara, Mountain View, Sunnyvale, Los Altos, Saratoga, Campbell and San Jose.

At the conclusion of their visit Friday morning, more than seventy of the delegates and their families are scheduled to continue their tour to visit Melones reservoir, Yosemite Valley and the Oakdale and San Joaquin irrigation district. Saturday will be spent in Yosemite Valley and the visitors will return to San Francisco, Sunday evening.

PRESS AGENTS BACK N. E. A. PRINCIPLES

Theatrical Representatives in New York Claim to Be Opposed to Publicity "Disguised as News" in Resolution Passed on July 9

Members of the Theatrical Press Representatives of America, Inc., meeting in New York, July 9, endorsed the stand of the National Editorial Association at its Los Angeles meeting voicing opposition to "press agent publicity disguised as news." A resolution on motion of Wells Hawks, president emeritus of the organization, was passed as follows:

WHEREAS, It has come to our attention through the press dispatches that the National Editorial Association, in convention at Los Angeles, has declared itself against "press agent publicity in disguise as news," it is hereby

RESOLVED, That fully in accord with the National Editorial Association in its efforts for editorial improvement the Theatrical Press Representatives of America, comprising in its membership more than three hundred leading men and women of this profession, desires to call the attention of the Editorial Association to the fundamental principles of this body of men and women who stand squarely on the declaration as embodied in the objects of T. P. R. O. A. which are as follows:

First: To bring together in a professional and fraternal relation all those theatrical press representatives—both men and women—who are eligible for membership.

Second: To foster a high standard for the conduct of the work of its members.

Third: To maintain the strictest ethics and so uphold only those practices which are fair and honorable.

Fourth: To obtain and maintain an

equitable contract, fair alike to employe and employe.

Fifth: To encourage its members to merit the esteem and confidence of business associates by rendering faithful and efficient service at all times.

Sixth: To urge its members to gain and retain the unbounded respect of the press and the public alike by a conscientious regard for the facts in all advertising and reading material.

Seventh: To help eradicate by close co-operation with whomsoever may be concerned any and all irregularities and evils which may be brought to its notice.

That we believe that an organization of press agents based upon such principles merits the attention and consideration of an editorial body inasmuch as that these principles are maintained and adhered to and that this association is ever on the outlook for any breach that would destroy the confidence reposed in them as press representatives by the press and public to whom they are the mouthpieces of the interests they represent.

That it is the belief of this organization, backed by experience and observation, that the honest and dignified press representative belongs to a useful and valuable profession which is respected both by press and public and regarded as an essential function in this dissemination of information; and

That a copy of these resolutions be forwarded to Mr. Herman Roe, President of the National Editorial Association, at Northfield, Minn.; to the President of the American Publishers Association; to the Advertising Clubs of the World, the EDITOR & PUBLISHER, and the theatrical press.

Veteran Celebrates Golden Wedding

Benjamin F. Stone, one of the oldest employees of the Richmond (Va.) *News-Leader*, a proofreader on that newspaper for the last 20 years, and Mrs. Stone recently celebrated their 50th wedding anniversary. Mr. Stone was presented with \$50 in gold by his fellow-workers on the *News-Leader*.

Investment Opportunity

A Florida daily newspaper published in a rapidly growing county seat city needs ten thousand dollars cash to meet a mortgage note due in the near future. The owners will make very attractive terms to any party who is able to invest that much and who has enough nerve to back his judgment with cash.

This newspaper is conservatively valued at a hundred thousand dollars. Its liabilities include twenty thousand dollars common stock, thirty-six thousand dollars mortgages and about twenty-nine thousand dollars of other indebtedness.

The newspaper is operating at a slight profit even during the present slump of business, which speaks well for what may be expected when business becomes normal a few months hence. The owners anticipate at least twenty thousand dollars net profits for the next twelve months.

But cash is what is needed. To the man who has ten thousand dollars and who will act quickly we offer an opportunity for a safe and extremely profitable investment.

If interested wire Box A-661, EDITOR & PUBLISHER.



Here are the Savings —by using the Plus Plan

THERE is nothing imaginary about Imperial Plus Metal Plan economies—they're realities. When we talk about savings we mean actual dollars and cents as shown on your profit and loss statement.

Here are a few of the Plus Plan Savings. Metal, serviced by the Plus Plan has years of working life added to it, thereby postponing replacements practically indefinitely. You save the cost of these replacements.

The Plus Plan eliminates many machine and stereotyping troubles that ordinarily would add to your expense during the year. You operate on a better schedule, thereby saving time and getting better results at less cost. These are but a few of the savings.

If you balance Plus Plan savings against the cost of the Plus Plan, you will be convinced that it is certainly worth while financially. As for the reliability of the Plus Plan we refer you to any of the thousands of users. Names upon request.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

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



FOUR A'S TO MEET IN WASHINGTON

Executive Committee in New York
Session Set Oct. 14-16 as Tentative
Dates—Two Agencies Elected
Members of Group

Washington, D. C., was selected as the meeting place for the annual convention of the American Association of Advertising Agencies to be held Oct. 14-16, at the July meeting of the executive board held at New York headquarters this week.

The board also endorsed plans made by Edgar G. Mason of the Albert P. Hill Company, Pittsburgh advertising agency, to change the usual procedure at the annual meeting. Mr. Mason is chairman of the program committee.

Committee reports will not be read, but will be issued to members in printed form. Time thus saved will be given over to speeches by men of prominence in all phases of agency work. All sessions will not be executive as in other years. On the second or third day of the convention doors will be thrown open to trade press representatives.

Lord & Thomas and Logan, new agency formed as a result of the consolidation of Lord & Thomas and the Thomas F. Logan Company, became a member of the group by vote of the executive committee. The Logan agency was a member, and it was decided this membership entitled the combined firm to the services of the national association. Ray D. Lillibridge, Inc., New York advertising agency, was elected a member. Total enrollment of the A. A. A. is now 133 advertising agencies.

Merle Sidener, of Sidener, Van Riper and Keeling, Inc., Indianapolis agency, was elected to succeed himself as A. A. A. representative on the Advertising Commission. He was also named chairman of the committee of contact between the agency group and the International Advertising Association.

The general opinion expressed by members of the board was that advertising conditions at the present time are in a most favorable condition. Individual agency executives reported excellent business prospects.

Roy Durstine, Barton, Durstine & Osborne, and association president, presided at the meeting. The report of the newspaper committee, of which Francis G. Hubbard is chairman, was not read.

Officers and members of the board in

addition to Mr. Durstine are: James W. Young, J. Walter Thompson Company, vice-president; St. Elmo Massengale, Massengale Advertising Agency, Inc., Atlanta, secretary; H. K. McCann, H. K. McCann Company, treasurer; and John Benson, Benson & Gamble, Chicago; C. D. Newell, Newell-Emmett Company, Inc., New York; Stanley Resor, J. Walter Thompson Company; Mr. Sidener; Herbert S. Gardner, Gardner Advertising Company; and H. T. Ewald, Campbell-Ewald Company, Detroit.

SEEK NEW STOCK ISSUE FOR L. A. NEWS

Attorneys for Stockholders, Receiver
and Vanderbilt Family Ask State's
Consent to New Operation
Plan

LOS ANGELES, Calif., July 15.—With the purpose of straightening out the difficulties of the *Los Angeles Illustrated Daily News*, which is now being conducted by a receiver, representatives of the stockholders and the Vanderbilt family as well as M. P. Snyder, the receiver, have been in conference with the state corporation department's chief deputy, E. J. Walther.

The delegation made public a plan now under consideration, which will make possible the operation of the newspaper by the stockholders, hinging on the consent of the department to issue more stock.

Deputy Walther declined to give any promises in the name of the department until an application was filed. He pointed out that if the Vanderbilt Newspapers, Inc., are in the condition indicated much time would elapse before the details of the case could be studied. The delegation called Mr. Walther's attention to the fact that some assurance as to his office and attitude is needed for presentation before the Federal Court. He refused to comment because no formal

statement was in his hands. It is expected an application for the issuance of more stock will be filed soon.

Those in the delegation were Attorneys J. C. McFarland of the firm of Gibson Dunn & Crutcher, representing Receiver Snyder; W. Oliphant, representing a stockholders' committee as chairman and Ben S. Hunter and Claude B. Andrews, representing the stockholders' committee as attorneys and John Mott representing Cornelius Vanderbilt, Jr., and his family.

Carter Field Improving

The condition of Carter Field, head of the Washington bureau of the *New York Herald Tribune*, who underwent a serious operation recently, was considerably improved this week, although it will be some time before he will be able to resume his duties. He is still at Garfield Hospital, Washington.

N. Y. Sun Veteran Honored

After completing 62 years of service as an employee of the *New York Sun*, George A. Wharry, stereotyper, retired Saturday, July 10. He was given a farewell party by the Sun Club composed of Sun employees. William T. Dewart, president of the Sun Publishing Company, presented a handsome watch to Mr. Wharry. His fellow workers in the stereotype department gave him a traveling bag, and members of the Sun Club a pipe. J. E. Martin, mechanical superintendent, and Alfred E. Barnard of the Sun Club made speeches of presentation.

Denver B. B. B. Organized

Establishment of a better business bureau in Denver was sponsored at the weekly luncheon recently of the Denver Advertising Club by Ralph H. Faxon, newly installed president.



R. S. DURSTINE

TRADE **LINOTYPE** MARK

6½ pt. Ionic No. 5

COMBINES

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

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

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

American More Productive

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

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

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

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Are You The Man

?

We have an opening for an experienced newspaper man. He is probably a college graduate who has risen from reportorial ranks to an editorial position, between 28 and 35 years old, and is accurate as well as alert.

He is wanted in the advertising department of a large eastern corporation, but the work which is waiting to be done is more along newspaper than advertising lines. It is not, however, the sort of press agency work which would make a self-respecting newspaper man hang his head.

His value would not be measured by the amount of space he could graft.

His contacts would be with other newspaper men and with both officers and lesser employees of the corporation.

His moving expenses to his new location would be paid. His salary would automatically come up for review on each anniversary of his employment. (Nine out of ten salaries are advanced yearly in this organization.) He would have free group life, accident and sickness insurance. He would enjoy other valuable privileges. In reply state age, education, experience, and reason for considering change. A-645, Editor & Publisher.



Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control

is used by

Vancouver Province

Vancouver, B. C.

Ask them about it.

CLINE ELECTRIC MFG. CO.

Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Direct your Plans on this Rich Area



When you plan your campaign in the Empire State, you are advertising to the group of consumers who live in the State that stands ahead of all States in population, in commerce, and in exports.

New York is a territory in itself with its large cities, its good paying farms and people who are progressive and right up-to-the-minute in everything.

The daily papers of New York are ready to aid you in planning and making your campaign in this State a success. Write for full particulars about advertising in the Empire State and how distribution can easily and quickly be obtained.

	Circulation	2,500	10,000		Circulation	2,500	10,000
		Lines	Lines			Lines	Lines
**Albany Evening News.....(E)	34,444	.10	.10	**Middletown Times-Press.....(E)	7,127	.04	.04
**Albany Knickerbocker Press.....(M)	34,018	.11	.11	**Mount Vernon Daily Argus.....(E)	10,437	.05	.05
**Albany Knickerbocker Press.....(S)	56,924	.16	.16	**Newburgh Daily News.....(E)	12,132	.06	.06
**Amsterdam Recorder-Democrat.....(E)	7,810	.04	.04	††New Rochelle Standard-Star.....(E)	8,598	.04	.04
††Auburn Citizen.....(E)	6,389	.065	.055	**The Sun, New York.....(E)	257,067	.60	.56
**Brooklyn Daily Eagle.....(E)	73,764	.22	.22	**New York Times.....(M)	356,471	.80	.784
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22	**New York Times.....(S)	610,041	.95	.931
*** { Buffalo Courier (M) 51,254, (S) 111,212				††New York Herald-Tribune.....(S)	345,484	.692	.672
(M) 110,000	.22	.22		††New York World.....(M)	237,682	.595	.55
Buffalo Express (M) 52,702, (S) 58,890 (S)	160,000	.30	.30	††New York World.....(S)	582,929	.595	.58
**Buffalo Evening News.....(E)	138,294	.25	.25	††New York Evening World.....(E)	294,442	.595	.58
**Buffalo Evening Times.....(E)	115,000	.21	.21	**Niagara Falls Gazette.....(E)	20,629	.07	.07
**Buffalo Sunday Times.....(S)	135,000	.21	.21	**Port Chester Item.....(E)	4,732	.03	.03
††Corning Evening Leader.....(E)	9,339	.05	.06	**Poughkeepsie Star and Enterprise.....(E)	12,824	.06	.06
**Elmira Star-Gazette Advertiser.....(E&M)	33,487	.11	.11	††Rochester Times-Union.....(E)	70,406	.21	.20
**Freeport Daily Review.....(E)	7,991	.05	.05	††Syracuse Journal.....(E)	65,326	.16	.16
††Geneva Daily Times.....(E)	5,040	.04	.04	**Troy Record.....(M&E)	22,679	.06	.06
**Gloversville Leader Republican.....(E)	7,238	.035	.035	**Watertown Times.....(E)	17,334	.08	.08
††Ithaca Journal-News.....(E)	7,751	.05	.05				
**Jamestown Morning Post.....(M)	11,722	.04	.035				

** A. B. C. Statement, March 31, 1926.
 †† Government Statement, March 31, 1926.
 *** Merged as Buffalo Courier, June 19, 1926.

CLASSIFIED ADVERTISING

**Heaton President of New Classified Group Organized in New York—
How Losers-Service Bureau Operates in St. Louis—New
Want-Ad Quarters for Pittsburgh Press**

TO fight fraudulent advertising in the classified columns, the Classified Advertising Managers Association of New York was formed recently at a meeting held at the Advertising Club of New York.



L. C. HEATON

L. C. Heaton, classified advertising manager, *New York Herald Tribune* was appointed president, and John Finneran, *New York Times*, secretary.

The second meeting of the new group will be held early in August, when by-laws will be drawn up and plans made for a regular program of get-together sessions. The idea of the local association grew out of discussion which arose at the national convention of the Classified Advertising Managers Association in Philadelphia last month.

The charter members are the *New York Herald Tribune*, represented by Mr. Heaton; the *New York Times*, by Mr. Finneran; the *New York World*, by Frank McCabe; the *New York American*, by H. B. Copp; the *New York Telegram* by Thomas F. Mulhern; *Long Island City Star*, by W. C. Fowley; the *Brooklyn Eagle*, by Chester Knowlan; *Corriere d'America*, by Leon W. Posner; and the *Bronx Home News*, by H. C. Lattimer.

Efficiency of the lost and found advertising classification of the *St. Louis Globe-Democrat* is increased by a "Losers' Service Bureau," established by Charles W. Nax, classified advertising manager, and president of the Classified Advertising Managers Association. How the bureau functions was told this week to EDITOR & PUBLISHER by Mr. Nax.

The L. S. B. idea is built around a key tag which is registered with the Bureau. These tags are sold to the public at cost (ten cents each). They are advertised both in the columns of the *Globe Democrat* and on painted display boards for use on everything which might be lost and to which it would be practical to attach a tag of this kind.

Not even small boys and their dogs are exempt from being marked with L. S. B. identification tags. The Beagle Association in St. Louis recently purchased a quantity of these tags from the *Globe-Democrat* to be used in marking the bred dogs of the members of that association.

However, the issuing and registration of these tags is only the hub around which the L. S. B. idea revolves.

Each day the Losers' Service Bureau receives and files a list of lost articles which have been found and returned to

the police, turned in at the car-barns, or found on the busses.

The Bureau helps to increase the efficiency of the Lost and Found advertising in its own paper by clipping every Lost and Found advertisement which appeared in the *Globe-Democrat* and filing it for 30 days. These files make a ready reference for anyone in the city who has either lost or found something.

When the L. S. B. was being started, 70 line, single column copy was used on page one of the *Globe-Democrat* to sell the idea of calling on the Losers' Service Bureau to locate any lost article. Each day these front page advertisements pictured a different article and suggested calling the L. S. B. to locate it.

An early copy read: "Theater Tickets Lost?" "Why not ask about them at the Losers' Service Bureau? Perhaps they have been turned in at the Car-Barns or the offices of the Bus Company. If so, our records will show it."

Here is the copy which followed: "Fountain Pen Gone?" "Go to the telephone right away. Call the Losers' Service Bureau. If your fountain pen hasn't been turned in at police headquarters or the Car-Barns, a Want-Ad in the *Globe-Democrat* will put your loss on file to be consulted by thousands of finders."

A standard layout was used for all of these front page ads. Only the copy and the illustrations changed from day to day.

Scattered through the paper each day a number of 70 line, single column copy ads sold the key tag to *Globe-Democrat* readers. In addition to these and the front page copy, large space was used on the inside pages to sell both the key tags and the idea of calling the L. S. B. to locate lost articles of all kinds.

Although the new Bureau has not been in existence long enough to make possible any definite figures of its effect upon the want-ad sales, the *Globe-Democrat* believes that it is bringing an ever increasing amount of want advertising from the occasional user of want advertising.

The *Pittsburgh Press* recently held open house all day in its new want ad headquarters, which Owen M. Phillips, business manager, believes is the finest in the world. Men and women streamed in and out of the marble-lined lobby to view and admire the elaborate materials and the highly efficient design.

Close supervision of telephone solicitors in the classified department of the *New York Times* is resulting in increased business and efficiency, according to John Finneran, new classified advertising manager.

"It makes a whole lot of difference how classified ad prospects are approached over the telephone," Mr. Finneran said he has found.

"For instance," he explained, "despite the many strict regulations we have on the Times our telephone solicitors are instructed never to say 'you can't do this or that'; rather they tell their prospects what they can do, they show them the best way to advertise."

"Imagine as an example, a prospect, who, after hearing the solicitors sales arguments decides to place an advertisement. The wording of it, however, proves contrary to our rules. The girl at the telephone should not say: 'No, that is impossible. We don't allow that on the Times.'

"Instead, she should reply: 'I am sure it will be better if you advertise it in this way,' and then proceed to dictate copy that conforms to regulations."

"One way slams the door in the advertiser's face. The other opens it for him. We have found this simple idea is greatly reducing the amount of copy withheld from the paper. The total classified gains this year up to July 3 have been 267,156 lines or 4,761 ads. From Jan. to July 3, last year the linage was 4,121,015; while this year it has been 4,878,956."

The Times also gives weekly prizes in the form of time off to telephone solicitors who surpass their sales quotas. Each girl was recently asked to write her idea of a model telephone solicitation, and prizes were given the best. They are now being collected to be issued as part of the Times' classified manual.



JOHN FINNERAN

running a good classified promotion box under the heading "Bits of News from Today's Want Ads."

About six paragraphs tipping off readers on what they can do on the agate pages are run each day, such as this one:

"Owner forced to quit because of illness, will sacrifice well located bakery business."

Rothermere Discusses Newsprint

Timber is being used up for newsprint alone at the rate of 16,200,000 tons a year, without taking into account an enormous quantity used for other purposes, Lord Rothermere wrote in the *London Daily Mail* of July 2. His new enterprise, Anglo-Canadian Pulp & Paper Mills, Ltd., in the Province of Quebec, Canada, has, he says, acquired a timber tract of more than 2,200 square miles. It is calculated this will provide 5,300,000 tons of newsprint and keep Lord Rothermere's proposed Canadian mill engaged for 45 years.

Leadership in Financial Advertising

The Sun is the acknowledged leader in Financial Advertising among New York evening newspapers.

Financial advertisers have for years used more space in The Sun than in any other New York evening newspaper because they know that through The Sun they can reach the largest number of people who are interested in stocks and bonds, investments and other commodities offered by financial institutions.

The Sun

280 Broadway New York

Louisville (Ky.) Courier Journal is

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursued circulation productive of greater advertising returns at lower cost.

A classified service begins where dollars and cents promotion begins. Right there's where we begin!

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

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,208 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.

NEW YORK STATE Westchester County's Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The
DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

TEXAS DAILY COMPLETING SIXTH MONTH OF AIRPLANE DELIVERY

Temple (Tex.) Telegram to Add New Air Route Signaling Success of New Method—Not Yet Practical for Average Publisher, Official States

THE Temple (Tex.) Daily Telegram are placed in specially designed chute will shortly celebrate completion of its first half year's daily airplane delivery service by addition of another route. E. K. Williams, general man-

agent waits for his bundle. No landings on the ship in order of the towns on the air route. A vacant space is designated in each town served, where the agent waits for his bundle. No landings



One of the Temple Telegram's three delivery planes

ager, informed EDITOR & PUBLISHER this week. This paper claims to be the pioneer in serving readers by air.

The daily airplane delivery service, which, according to Mr. Williams has functioned virtually 100 per cent effectively since it was established, is not maintained as a "special stunt" or merely for advertising purposes. Three planes are owned by the paper. One of them, piloted by Herbert Kindred, flies over a definite route delivering copies of the Telegram every day.

"It is not an experiment," Mr. Williams said, "but was inaugurated after a period of research and tests extending over a period of more than three years, during which we expended more than \$50,000 in the selection and perfection of suitable equipment.

"We feel that we are due credit for being pioneers in this line, even though other publishers may have put on special delivery stunts in the past. We claim to be the first newspaper to inaugurate and maintain regularly for as long a period as six months, a real, honest-to-goodness, regular daily air mail delivery service. And while, in the light of our successful experience, it is the belief of the writer that this service will become more or less general within the next few years, we desire to get on record as being the pioneers in the matter. Even though the other newspapers of the nation may some day be delivered by air, as we believe they will, we would like to be given credit for having introduced the service.

"Many publishers of the Southwest have called on us for information regarding the service, and have come to Temple to see it in operation. And to all of these we have explained the difficulties to be overcome and the costs to be encountered. We do not believe the service is yet practical to the average newspaper—to any publisher, in fact, who is not as well posted on air navigation as he is in the publishing business, and we claim to be probably the only concern thus peculiarly equipped. George Williams, the writer's brother, who is mechanical superintendent of our \$100,000 publishing plant, is a successful aeronautical engineer of more than 20 years standing—a pioneer second only to the Wright Brothers, Langley and Glen Curtiss. And it is his knowledge of air navigation that has made our present delivery service possible. He is the designer and builder of all our ships.

"Papers are dispatched to our landing field, one mile from plant, in fast motor truck. Bundles for each town on route

are made. The ship descends to within a few feet of the ground launches its bundle, and then goes on up again. Route of 125 miles is covered in about 70 minutes. Papers are also delivered in clubs of four, to rural subscribers along the country traversed by the ship. Any four farmers in a neighborhood who will call for papers dropped at a given point between their homes, can get this unique service.

"Only territory which cannot be covered quickly by train, interurban and motor bus service is served by air. We operate but one ship at present but expect to celebrate the completion of our first half year service soon by adding another route. We keep an auxiliary ship ready at all times in case of trouble, and the service since its inauguration has been practically 100 per cent.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City. Sold separately or in combination.

THE BALTIMORE NEWS

and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in
New York—Chicago—Detroit

New York Office:

W. G. HOBSON, Eastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD, Western Manager
913 Hearst Bldg.

Detroit Office: FRANKLIN PAYNE, Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

Associated Newspapers Ltd.

ANNUAL MEETING

THE CHAIRMAN'S REVIEW

The Annual Meeting of the Associated Newspapers, Ltd. (proprietors of *The Daily Mail*, the *London Evening News*, and *The Weekly Dispatch*), was held in the Memorial Hall, Farringdon-street, on June 28th.

The Chairman (MR. THOMAS MARLOWE), in moving the adoption of the Annual Report and Balance Sheet, said:—

The figures disclose another year of continued progress throughout the Company's business. *The Daily Mail* maintains its supreme position in this country and we are proud to say that its net daily sale is by far the largest in the whole world.

The position which it holds in the minds of British people was demonstrated beyond question last month during the General Strike, when we were overwhelmed with offers of help of all kinds from all parts of the United Kingdom. The situation with which we were then faced was the most difficult which the newspaper press of this country had ever encountered, and *The Daily Mail* emerged from it with unimpaired circulation and advertising support, and I venture to think with greatly enhanced prestige.

THE GENERAL STRIKE

The strike really began in Carmelite House when a section of the printers took upon themselves to demand the suppression or alteration of a leading article, and they were told that this unprecedented request could not be complied with. That night *The Daily Mail* was not printed in London, but the Manchester staff carried out their engagements and published as usual.

For a fortnight subsequently the newspapers were unable to appear in their usual form, and *The Daily Mail* was compelled to bring out small emergency editions wherever it was possible in England. We printed with type and we printed with typewriting and photography in various printing offices in London.

Our Manchester office, helped by many printers in Manchester, brought out a very large number of copies every day. We had the help of printers at Taunton, Weston-super-Mare, Cheltenham, and at Southend who enthusiastically brought out small editions of *The Daily Mail*, edited and published by members of our own staff.

The *Western Morning News* of Plymouth placed all its resources at our disposal and printed excellent editions of two pages and four pages of the full size, which were circulated over the West and South of England and sold by thousands in the streets of London.

The *Continental Daily Mail* of Paris printed a quarter of a million copies of a complete *London Daily Mail* every day during the strike in addition to its customary Continental issue. These were conveyed to England by four large aeroplanes every morning and by steamer. This was the most complete of all the special newspapers which were published during the strike, and it was circulated throughout London, the South of England, and the Midlands by a great fleet of aeroplanes and motor-cars.

THANKS TO VOLUNTEERS

The whole editorial staff of all our three papers remained, of course, perfectly loyal and continued at work every day. Practically the whole of the advertisement staff and a great portion of the commercial staff remained with us and organised the great army of volunteers who came to Carmelite House with private motor-cars and offers of all kinds of help. It was only by this splendid volunteer corps that we were able to distribute the paper as well as we did. We have returned thanks individually to every one whose name we

know, but there were many who came in groups, and some of these we have been unable to trace. To every one of them I wish to offer to-day the grateful thanks of the directors and shareholders for all they did.

Since the General Strike was terminated we have been suffering under the coal strike and the restriction of train services and interference with industry. Many of our readers must have been getting their paper later than usual, but clearly they have been getting it, because the daily sale remains the same. Notwithstanding the interference with trade of all kinds, the demand for advertising space in *The Daily Mail* continues fully equal to our capacity to print.

The Evening News maintains its great popularity with readers, and it has been enlarged to a 12-page basis during the past year. It is the largest evening paper in London and has the largest net sale of any evening newspaper in the world.

The Weekly Dispatch has also been increased in size.

As to the Accounts, you know that we have maintained our dividend at the same rate as before—namely, 8s. per share on the Deferred Shares.

THE BALANCE SHEET

The reserve account remains at the same figure of £400,000. We have increased each of the Pension Funds by £10,000, bringing the total under this head to £100,000.

Creditors and Reserve against Contingencies is a larger item this year than before, and some part of it may be required to meet the exceptional expenditure which was incurred during the strike.

The first item under the heading of "Assets" is increased by £150,000, which is accounted for by the expenditure on our new building and machinery after allowing for ample depreciation on our existing buildings and plant. The stock of paper is larger this year than last year.

The figure under the heading "Investments" is reduced, but you will find a new item: "Loan to the Empire Paper Mills £600,000." This mill is engaged in making paper for us and by the operation of this loan has been able to pay off its debentures which were costing 6 per cent. It has been arranged that the loan by this company to the mill shall be paid off at the rate of £4,000 per month with interest at the rate of 5 per cent.

NEW CARMELITE HOUSE

We hoped to see the completion of New Carmelite House this summer, but unexpected difficulties were encountered with the foundations, and there has been delay. The work is well in hand, and shareholders can now see the handsome proportions of the new home of *The Daily Mail*. The greater part of the printing presses has been constructed and erection will begin as soon as the building dries. The other machinery has all been constructed and is ready to instal. We believe that this will be in every respect a model newspaper office both in respect of efficiency in all departments and the comfort of staff.

It is probably unnecessary to point out to-day that the cost of the strike does not come into our accounts for the year ended 31st March last, which we are now reviewing, but the reserve which we make against contingencies will adequately cover the loss of profits and the expenditure which we were compelled to make last month.

The motion was seconded by SIR ANDREW CAIRD, Managing Director, and carried unanimously.

The retiring directors were re-elected, and the auditors, Messrs. Lever, Honeyman and Co., reappointed.

STAR SALE PRICE 2ND LARGEST ON RECORD

\$11,000,000 Paid by Kirkwood and Associates Exceeded Only by \$13,671,704.30 Paid for Chicago Daily News

The price of \$11,000,000 paid by Irwin R. Kirkwood and his associates on the *Kansas City Star* for that newspaper property has been exceeded only once in American newspaper transactions. That was the purchase of the *Chicago Daily News* last winter by Walter A. Strong and associates for \$13,671,704.30. The largest price ever reported paid for a newspaper in other countries was that given by Lord Rothermere for the interest of his brother, Lord Northcliffe, in the *London Daily Mail*, *Evening News*, *Weekly Dispatch* and *Continental Daily Mail*. Rothermere, it was stated at the time, paid £2,000,000, or somewhat less than \$10,000,000, for these properties. The reported price paid for the Northcliffe holdings in the *London Times* by John Walter and Major Astor was £1,390,000, or less than \$7,000,000.

Other sales which have made newspaper records are:

Pittsburgh Press—by Col. O. S. Hershey to Scripps-Howard Newspapers in 1923—\$6,000,000.

New York Sun and Evening Sun—by William C. Reick to Frank A. Munsey in 1916—\$3,000,000.

New York Herald and Paris Herald—by Mr. Munsey to *New York Tribune*, in 1924—more than \$5,000,000.

New York Herald, *New York Evening Telegram*, and *Paris Herald*—by Bennett Estate to Mr. Munsey in 1920—\$4,000,000.

New York Evening Mail—by Henry L. Stoddard to Mr. Munsey in 1924—\$2,000,000.

Pittsburgh Dispatch and *Pittsburgh Leader* by Col. C. A. Rook and Alexander P. Moore, respectively, to *Pittsburgh Gazette-Times* and *Chronicle-Telegraph*, *Pittsburgh Post* and *Sun*, and *Pittsburgh Press* in 1922—more than \$2,000,000.

New York Press—by corporate ownership to Mr. Munsey in 1912—\$2,500,000.

New York Globe—by Arthur T. Walker to Mr. Munsey in 1923—\$2,000,000.

Worcester Telegram and Gazette—by Theodore T. Ellis to George Booth and associates, in 1925—\$2,000,000.

Philadelphia North American—by Thomas Wanamaker Estate to Cyrus H. K. Curtis in 1925—\$1,700,000.

Tampa Tribune—by W. F. Stovall to local business men in 1925—\$1,250,000.

Detroit Journal—by H. S. Talmadge and associates to *Detroit News* in 1922—\$1,000,000.

San Francisco Bulletin—by R. A. Crothers to C. S. Stanton and associates in 1924—\$1,000,000.

Syracuse Journal—by H. D. Burrill to W. R. Hearst, in 1925—more than \$1,000,000.

Seattle Post-Intelligencer—by John H. Perry to W. R. Hearst in 1922—\$1,000,000.

has come to them from every side. It has given them a new and vivid sense of obligation. The confidence of the community is an added incentive to measure up to the great opportunity. They will do their best."

According to the *Kansas City Journal-Post*, whose owner had access to the figures by being a bidder, net earnings of the *Star* over a period of ten years ending January 1, 1926, were \$8,323,807, or an average of approximately \$832,000 a year. Following is a tabulation of the approximate annual earnings:

1916.....	\$605,147.37
1917.....	567,080.93
1918.....	443,475.01
1919.....	773,000.00
1920.....	862,000.00
1921.....	767,000.00
1922.....	1,123,000.00
1923.....	992,000.00
1924.....	978,000.00
1925.....	1,073,000.00
1926 (2 months).....	170,000.00

The *Star* thus passes to the men who have been in charge of its destinies since the death of William R. Nelson 11 years ago. When Mr. Nelson died he left in trust his entire estate to an art foundation. The trustees were his wife and daughter who were to have the income of the estate during their lifetime.

Mrs. Nelson died 5 years ago.

Mrs. Laura Nelson Kirkwood, wife of Irwin Kirkwood, publisher of the *Star*, died Feb. 27, this year. With Mrs. Kirkwood's death, the *Star* and the entire Nelson estate passed into the hands of trustees named by the presidents of the Universities of Missouri, Kansas and Oklahoma.

By direction in the will, the newspaper properties were to be sold within two years for the best price and on the best terms obtainable.

KANSAS A. P. EDITORS MEET

Plans for Handling Primary Election Discussed—Harris Presides

A meeting of the Kansas Associated Press Editorial Association to decide the best method of handling with speed and accuracy the August primary election was held last Saturday in Kansas City, Mo. The meeting was called by Ralph A. Harris, editor of the *Ottawa Herald*, vice-president of the association, in the absence of George W. Marble, president.

Those who attended were: Ray Green, *Concordia Blade-Empire*; Harry E. Montgomery, *Junction City Union*; Joseph W. Murray, *Lawrence Journal-World*; Fred Henney, *Hutchinson Herald and News*; D. L. Miller, *Atchison Globe*; Roy Bailey, *Salina Journal*; L. P. Hall, business representative, Associated Press; T. H. Walker, division news editor, Associated Press; R. H. Heppel, assistant division news editor, A. P.; L. E. Paris, chief operator, Kansas City office, A. P.; William Townsley, *Great Bend Tribune*; F. W. Parrott, *Clay Center Dispatch-Republican*; Clyde M. Reed, *Parsons Sun*; Ralph Ellis, general managing editor, *Kansas City Journal-Post*; W. Laurence Dickey, publisher, *Journal-Post*; Bayard Taylor, *Journal-Post*.

RESORT ADVERTISING GAINED BY CONTEST

Cleveland Press Offered Vacation Trips as Prizes and Started Travel Bureau—Idea Originated by R. H. MacNaughton

Behind the annual Travel and Resort Section of the *Cleveland Press* issued June 19, is a promotion story told this week by R. H. MacNaughton, of the Press advertising department, who was in charge of the supplement.

To create interest in the section, the Press staged a vacation prize contest. Prizes, including a trip to Scotland, were obtained from various boat lines and resorts in return for publicity they would receive. Mr. MacNaughton said it only required one week to get the prizes together and arrange the details.

A total of 86 prizes were offered for the best answers to the questions, "What do you consider an ideal vacation? Why? Why do you think you deserve a vacation?"

The Press, under Mr. MacNaughton's direction, also inaugurated a Resort and Travel Bureau. The bureau was advertised in coupon copy that ran daily in the Press for about nine weeks. Supplied with the advertising booklets of a large number of resorts, steamship and railroad lines, the bureau was prepared to answer questions on "where to go, what to see, and how to get there." Hundreds of inquiries were received, according to Mr. MacNaughton. The advertisers' booklets were sent out and names sent them for follow-ups.

"It was one of the most successful contests ever conducted by the Press," Mr. MacNaughton claimed.

"One of the largest advertisers told me he believed that at least 25 of the large newspapers would conduct a similar contest next year and that he would be pleased to take part in each of them."

Resort and Hotel ADVERTISING in the Miami District

Hosts of vacationists sojourn in Miami; but residents also flock north. Thus, Resort, Hotel and Restaurant advertising, both local and national, commands attention in the District.

Comparative figures in this classification, first five months, 1926, follow:

THE HERALD... 522,767 Lines
Second Paper... 333,893 Lines
Herald Lead... 188,874 Lines
 —or more than 56%.

The Miami Herald

"Florida's Most Important Newspaper"
 Frank B. Shutts, Publisher

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

Beauty Winner Visits New York

Eva Phipps, of Smithfield, W. Va., came to New York this week, winner of a contest conducted by the *Clarksburg* (W. Va.) *Telegram*. She was chaperoned in Gotham by Mrs. Guy T. Viskniskki, wife of the publisher of that newspaper.

Muskogee Press Now a Weekly

The *Muskogee* (Okla.) *Press*, which recently went into the hands of a receiver, has suspended publication as a daily and will appear weekly pending a contemplated reorganization.

Alabama Weekly Resumes

The *Goodwater* (Ala.) *Enterprise* has resumed publication and operation of its job press after several months of suspending publication. Thomas H. Crandall is owner and editor of the paper while Austin Darden has charge of the mechanical department.

The Great Empire of The Southwest

is literally spending millions of dollars.

The thoughts, actions and habits of Southwesterners are influenced by their

Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.

A letter to our Dallas office will bring you some very interesting figures.

The H. L. Grable Co.

"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK 25 East 26th St. Phone Ashland 9127	PHILADELPHIA Widener Bldg. Phone Rittenhouse 9698
CHICAGO 123 West Madison Phone Central 3021	DALLAS, TEXAS 606 Mercantile Bank Building

Largest morning and Sunday circulation in the Greatest Market west of Chicago
 170,000 Daily
 190,000 Sunday

LOS ANGELES Examiner

Largest Weekday Circulation in THE CITY

The Item Tribune

NEW ORLEANS

ENTIRE STAFF PURCHASES KANSAS CITY STAR

(Continued from page 3)

ideals, for tolerance, for education, for cultural things and all that goes to make up a rich and wholesome life. It has worked for the advancement of Kansas City and the West, while never losing sight of its national obligations. At all times it has felt its responsibility to make a great and distinguished newspaper in which the city and all its territory could take pride. In so far as they were able, the men in charge of the *Star* have embodied these principles in print day by day. It is their earnest hope to continue to make the paper worthy of its founder and of the splendid community that has made its success possible.

"They would be less than human if they did not at this time express their deep appreciation of the support that

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

ADDITIONS AND REVISIONS IN SEMI-ANNUAL RATE AND CIRCULATION TABLE

Following are revised data on newspaper circulations and rates, supplementing or correcting figures published July 3:

FLORIDA							
City	Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Circulation Rate
15,405			1922	Bradenton	Herald	(e)	3,200 .03*
					Sunday edition	(s)	3,200 .01*
ILLINOIS							
44,756	125,000		1876	Moline	Dispatch	(e)	11,681 .045*
KANSAS							
9,500	25,672		1926	Iola	News	(e) New daily—tab.	.018*
(Free circulation paper—publisher claims 3,000 circulation)							
MASSACHUSETTS							
193,666	441,842		1885	Worcester	Telegram	(m)	41,729
			1801		Gazette	(e)	50,585
			1884		Combined daily	(me)	92,314 .28
					Sunday edition	(s)	51,096 .19
NEW YORK							
65,000	115,000		1854	Niagara Falls	Gazette	(e)	20,628 .07
OHIO							
1,087,670	1,525,000		1879	Cleveland	Press	(e)	222,637 .40*
30,000	40,000		1890	Middletown	Journal	(e)	6,360 .025*
			1921		Sunday edition	(s)	6,831 .025*
			1874		News-Signal	(e)	5,603 .025*
12,000	34,000		1898	Mount Vernon	Banner	(e)	3,169 .015*
			1893		Republican-News	(e)	4,186 .02*
26,718	60,000		1820	Newark	Advocate	(e)	11,149 .035*
			1827		American Tribune	(e)	9,152 .025
WASHINGTON							
13,800	18,000		1923	Longview	News	(e)	4,630 .045*
10,000	32,000		1905	Wenatchee	World	(e)	8,200x .04*
WISCONSIN							
22,000	125,000		1881	Eau Claire	Leader	(m)	7,855
			1894		Telegram	(e)	3,857
					Combined daily	(me)	11,712 .045
					Sunday edition	(s)	7,938 .045
577,757	1,044,367		1882	Milwaukee	Journal	(e)	141,895 .28*
					Sunday edition	(s)	145,836 .28*

SAVE CITY BABIES FROM DEADLY SUMMER HEAT

(Continued from page 10)

by the *Cleveland Plain Dealer* through an interesting series of contests.

A kite contest in the spring, with cash prizes for the biggest, smallest, prettiest, highest-flying, funniest and best-made kites, was held in two of the city parks, one on either side of the city, with identical prizes at each. Two contests instead of one was reassuring to mothers who weren't willing for their small children to cross the city to compete.

A boy from Orville, O., won a \$10 prize for the biggest kite at one of the parks. His kite was fourteen feet tall, was flown by rope, and he had made his dad drive him forty miles to Cleveland in the family flivver so that he could compete.

A swimming contest will culminate late in August with a "Venetian carnival" at one of the park beaches, where Japanese lanterns, a gondola parade and gay costumes will add color to a contest in diving and swimming among boys and girls who have learned to swim this summer. Gold, silver and bronze medals will be awarded.

Playground instructors co-operate by teaching children to swim at the Lake Erie beaches and city pools. Every boy or girl who learns to swim ten strokes receives from the *Plain Dealer* a red, white and blue button which proclaims "Ima Fish," and he automatically becomes enrolled in the Ancient and Sublime Order of Fishes. The "fishes" are organized into "schools," one to each playground, named after varieties of fish—such as bass, pike, pickerel, etc. The "Sublime order" has secret pass words, grips, grand hailing signs, in everything that intrigues the imagination of youth.

More than 3,320 children were taught to swim in the first "Ima Fish" campaign of a year ago, and that number may be doubled this year.

A pet contest under *Plain Dealer* auspices, with \$105 in prizes, brought together on the city circus grounds July 14 one of the most astonishing collections of dogs, cats, Belgian hares, guinea pigs, chickens, snails, polliwogs and bull frogs ever seen in Cleveland. Three well-known naturalists, who served as judges, awarded first, second and third prizes to the owners of the largest, smallest, most

useful, oddest, prettiest and best-trained pets.

One boy entered a horse. A girl produced a Japanese silkworm.

The contest was preceded by a parade of 500 youngsters and their pets through the downtown district, headed by a playground brass band, and with a harmonica band to furnish additional music.

This summer the *Plain Dealer* is continuing its "Summer Opportunities," which puts back into charity in Cleveland some of the intimate, personal touch between the giver and the recipient. Welfare agencies co-operate by furnishing lists of persons whose needs are of a kind which friendship, rather than material gifts, can supply. The needs of these "cases" are presented in the paper one each day, but under assumed names.

As a result of the human stories that accompany the material, a business man takes the day off to drive with a poor family for a picnic in the country; another finances a boat ride on the lake; a clerk spends his day taking a boy to his first league ball game; a society woman takes a poor old woman from the tenement districts for a long cool automobile ride in the country.

American Opened N. Y. Playgrounds

In New York City as the public schools were closing for the Summer, the *American* launched a drive to open playgrounds that were doomed to remain closed because the Board of Education lacked the necessary funds.

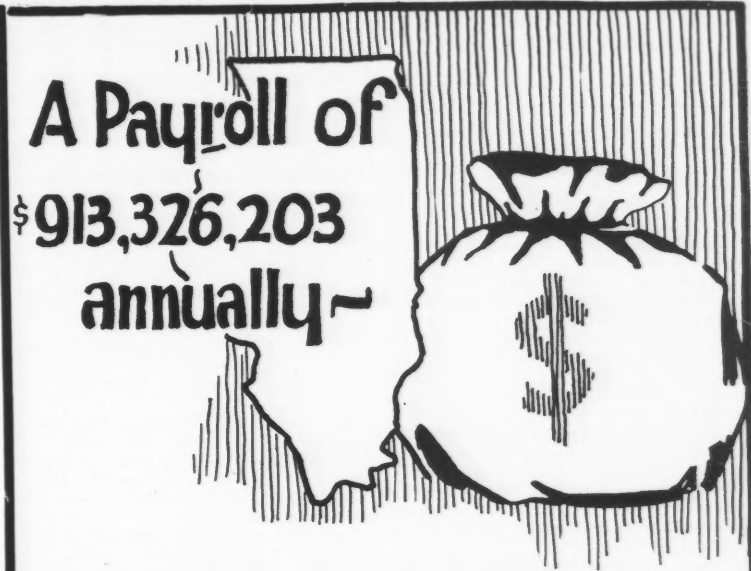
Last year 422 children were killed and 11,844 maimed while playing in New York streets. The *American* inaugurated its campaign to prevent a repetition of these appalling figures this year.

The *American* found that unless money was immediately provided almost a million children would have no place except the streets in which to play, while hundreds of spacious playgrounds remained vacant.

Allying itself with the Committee to Save the Children's Lives, a branch of the Community Councils, the *American* appealed to its readers for the needed funds. The first contributor was William R. Hearst, who, upon being advised by wire of the situation, immediately telegraphed from California a personal contribution of \$3,000. Later Mr. Hearst made a second contribution, of \$2,000, bringing his total to \$5,000.

As it only costs \$300 to operate a

(Continued on page 46)



in ILLINOIS

The last census report gives this figure, \$913,326,203 as the annual payroll in Illinois.

This is a sign of opportunity to National Advertisers. Illinois' factories, its mines and world famous plants, are working steadily. Its unusually well located shopping centers report good business. You can get your share by advertising in the daily papers, which are read by the whole family and whose advertising sections are digested just as readily as the news columns.

Reach the great buying power of Illinois, through the papers listed below.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**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

SAVE CITY BABIES FROM DEADLY SUMMER HEAT

(Continued from page 45)

playground for the entire Summer, the first Hearst contribution enabled the Board of Education to open ten centers at once. As fast as other donations came in they were placed at the disposal of the Board.

In the first eleven days of the American drive provision was made for opening approximately 100 playgrounds, thus affording safe places for a hundred thousand children to play.

To expedite the opening, the American's widely-known Christmas and Relief Fund made a temporary loan of \$10,000 to the School Playground Fund, which turned the money over to the Community Councils, and thus made possible the opening of 33 additional playgrounds.

The American's Christmas and Relief Fund, which three years ago extended its activities to give aid to distressed families throughout the entire year, is continuing, through the Summer, to give succor to all unfortunates brought to its attention.

Saving Baltimore Babies

Through the columns of the *Baltimore Sun* and *Evening Sun* appeals are being made this summer for a Babies Hot Weather Fund. While intended primarily for the relief of babies, under its ministry are also included convalescents and aged persons.

Through the contributions of readers the fund furnishes milk, ice, special diet and sometimes nursing care.

Some large contributions are made, but the Fund is realized chiefly through many small contributions ranging from \$1 to \$5. Children of the city evince a good deal of interest in the Fund, holding street fairs for its benefit.

The cases that are brought to the attention of the readers are obtained from the Family Welfare Association, a unit of the Community Fund. These cases are presented as briefly as possible and effort is made to understate rather than overstate the cases.

Details of a story that would identify the recipient of the Fund to the neighbors are not published. Every endeavor is made not to crush the spirits of the people the Fund seeks to assist materially.

Where it is possible to omit cases in writing the appeal, this possibility is welcomed. Fairs of an unusual order: contributions of a group of persons at a seashore resort remembering babies of a hot city; or a story of how the relief is administered furnish excellent substitutes for case stories, and are used whenever available.

All contributions are made direct to the Sun or the Evening Sun; or to the office of the Community Fund. A list of contributions is appended to the daily appeal.

Country Outings for Newark Kids

All welfare work is given a generous

amount of space by the *Newark (N. J.) Evening News*, with particular attention to country outings for children and the Fresh Air Fund.

The work of this fund was initiated many years ago by the Newark Female Charitable Society, one of the oldest philanthropic organizations in the country, and from its inception the outing fund publicity was carried on exclusively by the News.

During the summer a story of the work appears daily, the responsibility for the story being placed upon one reporter, for the whole season. Beginning about two weeks before the outing centers are opened the need for the work is outlined, the plan of the vacation outings is described and emphasis placed on the fact that the scope of the work is dependent on the amount of money voluntarily subscribed.

As the date for the opening approaches, stories of individual cases listed with the committee in charge are told, and when the first party is sent out that is announced in some detail. Contributions are reported daily.

A staff photographer pictures the first party as it leaves for its vacation, and later the youngsters are shown enjoying country life with contrasting pictures of children in sordid city surroundings.

Some editorials are written during the season, and usually one cartoon is used.

S. F. Examiner's Two Parties

With two great yearly enterprises—the Christmas Fund and the Baby Adoption Party—as a foundation, the *San Francisco Examiner* annually builds up a program of charitable, philanthropic and allied activities that collects many thousands of dollars for distribution in countless worthy works.

Well in advance of the Yule season, the Examiner lays the groundwork for this annual event by setting aside a large donation as the nucleus. The contribution box is then thrown open to the public. Then, at the climax of this subscription-collection, the Examiner gives its annual Christmas Cabaret, with the foremost stars of the theatrical profession and allied activities. All the proceeds are turned into the Fund.

Last year, the Christmas Fund totaled well over \$6,000. This was distributed at Christmas time in gifts of clothing, food and cash to the needy. A surplus was devoted to giving the annual Shoe Party at which the city's poor children are fitted with new footwear. Whatever surplus still remains after this is put into the Christmas Fund for use during the year as opportunity arises.

The Baby Adoption Party is an activity which does not involve collection of money. It is just what it is called—an adoption party, in which the Examiner lists from the city's various agencies of charitable and child-welfare work all the babies and youngsters available for adoption or placing in foster homes. The response is unbelievably large. Many hundreds of letters pour in from child-hungry homes. Each year, there are several-score times as many applications as there are children, and each year every

available child is placed in a suitable home. In this, of course, the child welfare agencies co-operate in investigating and similar work.

With these two big affairs as the basis, the superstructure of smaller events, undertaken by the Examiner upon opportunity, is built. For instance, last year a San Francisco police officer was killed in line of duty. His wife was left penniless, with a family and with another baby soon to arrive. Her plight was desperate. The Examiner opened subscription lists, and raised about \$1,200 for the policeman's family.

At the time of the Navy's non-stop airplane flight to Hawaii, the Examiner through subscriptions from the citizens of the city presented to Commander Rodgers and his crew rings and silver services commemorative of their unexampled experience.

Chicago News Has Sanitarium

Forty years ago this summer the *Chicago Daily News* established a hot weather nursing service for sick babies. Every summer season since that time this work has been carried on in growing volume. The Daily News Fresh Air Fund Sanitarium has come to be known as a model of its kind. It now occupies a beautiful and commodious brick and steel structure, which was erected a few years ago at a cost of \$250,000, on Simmons Island, a part of Lincoln Park, and within a few feet of Lake Michigan. Its wide pavilion contains hundreds of hammocks where sick babies may sleep in the open air. The Sanitarium also has a completely equipped hospital, diet kitchen and other requirements of a high class institution. During the summer the Sanitarium is open free to all comers.

During the season of 1925 there was a total attendance of 43,488 mothers and children and 5,135 visitors. The 9,681 mothers brought 4,054 ailing babies and 29,753 well children or an average daily attendance during the 10 weeks that the Sanitarium was open of 737. Every well child and every mother received free daily

four cups of milk and four bread and butter sandwiches. This required 3,492 loaves of bread, 4,434 gallons of milk and nearly 1,000 pounds of butter. All of the food for sick babies was prepared from certified milk and 554 quarts of it were used. Clinics by eminent specialists were held daily.

In addition to the great amount of work done for babies each year by a staff of medical specialists and skilled nurses, children of school age are treated for diseased conditions of the eyes, ears, nose, throat and teeth. Last season the eye and ear clinics were crowded as were the dental clinics. Many operations for the removal of diseased tonsils and adenoids were given along with a variety of miscellaneous operations. This Sanitarium is a widely recognized center for instruction, not only in medical treatment of babies, but in preparation of foods for infants.

It is common for hospitals in and about Chicago to send their nurses to the Sanitarium for inspection of the work done

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 stereotype 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

Spend Your Vacation in EUROPE

Join the PRESS CONGRESS OF THE WORLD party sailing from New York, September 4 on the palatial Cunarder "Carmania" for the Third Congress to be held at Geneva-Lausanne, Switzerland, September 14-18. Official tour covers 10,000 miles and six weeks, returning to New York, October 16.

Extension Tours available.

For booklets and all information write

TOUR DEPARTMENT, PRESS CONGRESS OF THE WORLD

1700 Times Bldg.

New York City

Live Advertising Solicitor Wanted In Every Large City

Internationally known trade publication wants live advertising solicitor in every city of the United States over 25,000 population. Must be dependable creator of new accounts. Commission basis only.

Write full particulars regarding service you can render and territory desired.

All correspondence treated confidentially.

Address Box A-655, Editor & Publisher.

there and of the exceptionally fine equipment provided for the work. The Daily News is now planning to increase the usefulness of the Sanitarium by maintaining after the summer season within its indoor hospital, medical and surgical service for a considerable number of little sufferers who require to be brought back to health through high class continued treatment of curable deformities so that little distorted bodies may be made permanently sound and healthy. The Daily News pays all administration expenses of the Sanitarium service, and meets all deficiencies in income, which is otherwise derived from gifts from charitable people, many of them children who hold entertainments and otherwise raise money for the babies' Sanitarium. The expense of building and equipping the Sanitarium was mainly met by the Daily News through contributions to its building fund, amounting to many thousands of dollars, were received from other sources. All receipts and expenditures are audited and passed upon by a board of trustees composed of well known citizens.

Goodfellows Aid 50

Each year the San Francisco Call, Goodfellow department raises a fund from voluntary contributors by means of which fifty or more youngsters are sent to the children's health resort in the Marin hills known as Hill Farm. The children are all taken from the families of the poor. They are all physically run down and underweight when sent to the "farm." There they are fed plenty of wholesome food, given daily sun baths, and started well on the road to robust health. A child is kept at the "farm" as the ward of the Goodfellows of the Call until there is a real improvement in his or her physical condition. The youngsters are under the supervision of trained nurses and other highly trained experts on child welfare, and are given every attention during their stay at the "farm."

Added to the care, fresh air and nourishing food they receive, the pleasant surroundings at the "farm" has much to do with making happy, rollicking boys and girls out of the sickly little youngsters sent there. The "kids" love it at Hill Farm. They not only feel better there, but "Oh, boy," they have such a good time there too.

One of the nicest things about this big work that is being done in building up these little bodies is the fact that no names are ever mentioned.

Joint Efforts in Indianapolis

A few years ago all of the newspapers of Indianapolis attempted to conduct special charities for the summer season, but following the establishment of the Community Fund the papers agreed to give their full support to the Fund and withdrew their individual charitable enterprises.

"We believe the poor children of Indianapolis are as well taken care of during the summer as are those of any city in the country," said James A. Stuart, managing editor of the Star.

"The three papers, the Star, the News and the Times give generously of their space in promoting the welfare of the Boy Scouts, the Girl Scouts, the Salvation Army and other organizations that provide outings for the poor. The Family Welfare Society takes care of a great many poor children in the summer.

**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

WITH THE GENERAL ADVERTISERS

**Ice Cream Manufacturers Start Newspaper Tie-Up Campaign—
Nestle Promoting Hair Dye—Glycerine Producers to Advertise—
A.N.A. Chief Returns from Europe**

NEWSPAPERS in several hundred cities will be used in tie-up advertising campaigns by the National Association of Ice Cream Manufacturers, Herbert S. Gardner, president of the Gardner Advertising Company, handling the account; informed EDITOR & PUBLISHER this week. The manufacturers' campaign in magazines has already started.

"Special local advertising drives will be put on in virtually every large city of the country," Mr. Gardner said.

The Gardner Advertising Company is preparing copy for both newspapers and magazines. Four agencies are collaborating with Gardner in placing the special drive copy.

Nestle Company, New York, is increasing its use of newspaper space. Copy is now being placed in this media for Nestine, a new hair dye made by the concern. The advertising is directed by Foote & Morgan, Inc., New York advertising agency. Miss Bertha Cook is space buyer.

An educational campaign will be launched soon by the Glycerine Producers of America, a recently formed organization of soap makers and allied industries. The Newell-Emmett Company, New York, has been appointed to handle the account. Detailed plans are not yet ready.

E. T. Hall, vice-president of the Ralston Purina Company, St. Louis, Mo., and president of the Association of National Advertisers, returned to New York this week from a business trip to France.

The Duz Company, Inc., New York, has appointed Allen L. Woodworth vice-president and general manager. Until recently Mr. Woodworth was general manager of the Liberty Yeast Company.

Sherwin-Williams Company, paint and varnish manufacturers, have appointed Henri, Hurst & McDonald, Chicago, to handle its advertising.

Arthur Roeder, formerly president of the United States Radium Corporation, New York, has been elected executive vice-president of the American Linseed Company, New York.

Several shareholders of Lipton's Limited, tea company of London, England, sought but failed on July 12 to force Sir Thomas Lipton to resign the chairmanship in favor of another man. Sir Thomas is 76 years old.

W. H. Stanley, advertising manager of the William Wrigley, Jr., Company, has returned to Chicago from a European

trip. He reported that "advertising on American methods has made American chewing gum popular in Western Europe and its use is spreading eastward rapidly.

Allen R. Mitchell, Jr., chairman of the wool industry's joint publicity committee, announced this week that about 75 per cent of the eastern wool trades had signified their intention of co-operating in an advertising campaign. The drive would involve expenditure of about \$500,000 it is thought. Organization of the Wool Council of America to handle the advertising financing plans is being discussed. Maximum cost to individual firms for the co-operative promotion effort will be between one-twentieth and one-tenth of one per cent of annual net sales. Alban Eavanson, of the Philadelphia Wool and Textile Association, is termed "father of the publicity idea."

Robert Reis & Co., underwear manufacturers and distributors, have appointed Erwin, Wasey & Co., New York, as advertising agent.

The Shredded Wheat Company is conducting a sampling campaign in Louisville, Ky., this month, using special newspaper copy built around the slogan "Health in Every Home."

New England newspapers are being used to introduce a new cigarette called "Old Gold," product of the P. Lorillard Company. Two agencies, Lennen & Mitchell and Gardner & Wells, direct the advertising.

Western Clock Company, La Salle, Ill., is appealing to boys in newspaper advertising copy promoting the "Pocket

**The Morning
Telegraph**

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

*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

**DO YOU NEED
A TRAINED MAN ?**

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

**NO CHARGE TO
EMPLOYERS**

Ben," watches retailing at \$1.50 and \$2.25.

Roy Metzger, for several years in the advertising department of the International Harvester Company at Fort Dodge, Ia., will leave late in the summer for Buenos Aires, to launch an advertising campaign in that country.

A. W. Barnes, who sold his interests and retired as business manager of the Monmouth (Ill.) Review Atlas, Dec. 30, 1925, on July 12, assumed the direction of the advertising department of the Illinois Bankers Life Association, of Monmouth, Ill. This is a new department just being established by the company.

The Block Drug Company, Brooklyn, N. Y., distributors of Carmen Complexion Powder and other products, retailing to the drug trade, has appointed the Dauchy Company to direct their advertising.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

**N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz**

Buffalo, The Wonder City of America

**Buffalo—A Profitable
Market for Advertisers**

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

Peoria
The
Try-Out City

THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!

CHAS. H. EDDY CO.
New York—Chicago—Boston

IDEA FLASHES FROM COAST CLUBS MEET

C. KING WOODBRIDGE, president, International Advertising Assn.—There is one supreme issue before humanity today. It is this: Is there any permanent method by which large collective groups can live together in comradeship, co-operation and peace? Yes, by voluntary association and by common agreements as to business principles and practice that are for the public good—not the international courts or political conference—just associations of business men. Business men everywhere hold in their hands the destiny of nations. Trade follows the flag of mutual understanding and trust.

ALVIN E. DODD, manager, Domestic Distribution Department, U. S. Chamber of Commerce—American business, seeking to reduce unit costs, has displayed astonishing ingenuity in accelerating the flow of goods in fabrication. It is now directing its attention to maintaining the flow of goods to consumers. The distributing machinery is only the continuation of the fabricating machinery. Advertising has begun the task of surveying these channels but the task is only begun. There are many shoals and hidden reefs to be charted.

WALLACE R. FARRINGTON, Governor of Hawaii—The day should not be far distant when the man or the men with surplus to bequeath and endow, will find a pleasant way to serve God and country by setting the writers and the artists at work on million dollar advertising campaigns, to proclaim and repeat, and re-proclaim the full duty of citizenship, so that citizens shall not only study their government, but shall also participate in their government, know what it is doing and influence its performance by exercising the divine right to vote.

DON FRANCISCO, co-manager, Lord & Thomas & Logan—Today advertising, in some hands, has reached the status of a science. It is based on fixed principles. The causes and effects have been analyzed until they are well understood. We know what is most effective and we act on basic laws.

AL JOY, Fresno Advertising Club—Advertising scores many more hits than misses. No advertising will bring permanent results to an inferior product. The biggest waste in advertising is energy directed into the wrong market, or misdirected in the right market. Improve the salesmanship behind your advertising copy. Consult competent advertising specialists and you will have taken the most important step in reducing the cost of advertising.

W. J. MARA, Correspondence Director, Bank of Italy, San Francisco—In practically every line of worth-while endeavor tremendous progress has been made for betterment in the last 10 or 15 years—automobiling, advertising, production, selling, etc. But we are still in the same crude, awkward, old-fashioned stage of writing business letters that our forefathers were using. Business men owe it to themselves to bring their business letters up to date.

THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
6th Floor OCCIDENTAL BLD
INDIANAPOLIS, IND

STANLEY G. HEYMAN, advertising manager Pauson & Co., San Francisco—If there's one thing that retail clothing advertising needs more than anything else, it's a good dose of specific treatment. You'll find fully half the clothing ads nothing but glittering generalities. Department stores expect direct returns from their advertising every day. That's why you see darn few generalities in their stuff.

J. W. STUFFLEBEEEM, Long Beach—If people who read our ads do not believe in our advertising, the money is wasted. Our aim of truth must come through the education of ourselves and the public.

C. S. REYNOLDS, Tacoma—A billion dollars a year is spent on advertising in America. A quarter of it is wasted because of poor selection of media and inefficient use of good media. All ink in display form is not good advertising.

NORMAN W. BROCKETT, Advertising Club of Seattle—A community is prosperous whose people are steadily employed at a fair wage. This steady employment can be furnished only by industries, farms and factories producing commodities to sell to other communities. This steady production and continuous sale can only be maintained through advertising. The jobbers and merchants of a community can only be prosperous when the people living therein are thus employed.

S. R. SPENCER, Spokane, Wash.—Advertising is that stabilizing force which keeps the top of prosperity spinning—by creating wants and desires that must be satisfied.

M. E. WISE, San Francisco—If the chain store can teach anything to advertising men, I think it is this: the chain does well the basic things in shopkeeping without which no advertising is fully effective. It uses its equipment and personnel to the best advantage. It is strongly organized to produce sales.

HARRY A. EARNSHAW of Young & McAllister, Inc., Los Angeles and San Francisco—The business battle of the next ten years is going to be in selling. Napoleon said: "God is always on the side with the largest battalions." Advertising is the strongest force you can use in selling.

WILLIS BRINDLEY, Washington Mutual Savings Bank, Seattle—Gimme and grab are the twin wasters of advertising—"Our church is giving a concert, gimme an ad"—"Our lodge is holding a benefit, gimme an ad"—"Our paper is getting out a special edition, gimme an ad"—and so on the Gimme Chorus raises its lugubrious wail to heaven. There is no more waste in real advertising than wear on the latch of a Scotchman's wallet. But in these

fakes and frauds, these beggings and beseechings, there is waste, criminal waste, and real advertising pays the penalty.

CLASSIFIED GROUP ELECTS H. J. HARRISON

(Continued from page 5)

elects president; F. E. Archer of the San Francisco Examiner, vice-president, and Miss M. Rogers of the San Francisco Bulletin, secretary.

There was, at the hour of session, strong expectation that the 1927 convention would go to Honolulu, and it was felt to be desirable that the officers chosen be residents of the same or near-by centrally located mainland cities in the belief that it might be necessary to hold a classified convention apart from general sessions.

The program was divided into four major subjects handled in one hour periods, separated by ten minute addresses on special subjects. Carl Nissen of the Los Angeles Herald introduced a 40 minute forum on the business office with a 20 minute address. Mr. McDonald of the Oakland Tribune bridged the gap between the first hour and the second (devoted to the street force) by a ten minute discussion of the relationship between the inside and the outside staffs and the economy of using the business office as an intensive and extensive training school for the outside sales staff.

"The Street" a subject assigned to C. O. Chatterton, Portland Oregonian, unavoidably absent, was handled by Harvey Hall of the San Diego Sun. M. E. Jessup, Bremerton (Wash.) Searchlight, followed with a brief address on the problems of the small town paper.

Mrs. C. A. Robertson, Berkeley (Cal.) Gazette delivered the prize-winning talk "Women in Classified," being awarded the trophy by unanimous vote.

The 1927 sessions will be held in Portland concurrently with the Pacific Coast Advertising Clubs' 24th convention.

COMMITTEES APPOINTED

Six Point League Names Membership, Speakers and Constitution Groups

Members for three committees of the Six Point League of New York, newspaper advertising representatives, were appointed at a recent meeting of the executive committee by F. St. John Richards, president. They are:

Membership: W. D. Ward, chairman; A. W. Howland; George A. Riley; J. H. Kyle; W. A. Snowden.

Speakers: Frederick Motz, chairman; Dan A. Carroll; M. D. Bryant; George E. Munro; D. M. Shirk.

Constitution: G. W. Brett, chairman; H. N. Kirby; Hugh Burke; Thomas F. Clark; W. C. Bates.

Ralph Mulligan, chairman of the directory committee, reported that the 1926 Annual Directories of Eastern Newspaper Advertisers and Agencies were ready for distribution.

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

Regional Advertising

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"

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**

MERCHANT & EVANS CO. PHILADELPHIA

Producers of **SPARTAN TYPE METAL** Since 1866

LINO • MONO • STERO INTERTYPE COMBINATION

Stocks in Principal Cities

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper Member of the A. B. C.

first! in OHIO

11,492,383 Lines

Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,664
Total Daily Circulation.....106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

DOUBTLESS throughout the 400 odd pages of "The Autobiography of Henry W. Clendenin, Editor" (State Register Company, Springfield, Ill.), are little incidents in newspaper life that have practical value for an editor or for a publisher. But this volume by Mr. Clendenin, who for many years has sat in the editorial chair of the *Illinois State Register*, interests me more in other ways. The personal rather than the professional side of his story of a long and busy life keeps one turning the pages.

One almost wishes that he could have been in that Sunday school class he taught in Keokuk where he was as successful an editor as he has been in Springfield. He frankly admits that the memories of those Sunday mornings in the old Congregational Church are cherished by him as among the most pleasant of his long life. Somehow it warms the cockles of the heart to learn of an editor who watches boys as well as column rules.

His story of building a home had for me more interest than his account of how he built up the State Register. As a matter of fact, both jobs went along at the same time, though under different partnerships. Clendenin chats as intimately about the affairs of the home as about those of the office. So well is the story told that one almost wishes that the happy married life had the same news values as the divorce.

The story of the Associated Press remains yet to be told. Consequently, what Mr. Clendenin has to say about the Northwestern Associated Press of which he was elected secretary in 1879 has historical value. This Northwestern Associated Press, as is pointed out, was affiliated with the Western Associated Press of which Joseph Medill of the *Chicago Tribune* was president and William Henry Smith, superintendent. For years the Northwestern Associated Press had opposed a union of the several press associations then in existence—the so-called pipe dream of one, Melville E. Stone. Mr. Clendenin did much to win over the Northwestern Associated Press to Stone's proposition. For years Mr. Clendenin was the Springfield representative of the Associated Press. In fact, he held this position until the A. P. established its own bureau in Springfield.

To Mr. Clendenin possibly belongs the credit of starting Robert J. Burdette as a public lecturer. Mr. Clendenin's city editor on the *Keokuk Constitution* was Thomas Eichelberger who had worked with Burdette on the *Burlington Hawk-Eye*. Burdette wrote a sketch called "The Rise and Fall of a Moustache." Clendenin asked him to come over to Keokuk and deliver it as a lecture. Advance notices of the lecture were promised in the local pages of the *Constitution*. Bob came, saw, and conquered the audience and was so elated with the success that he began repeating the lecture in other places. Anecdotes like this are sprinkled throughout the volume.

I have no desire to spoil the perusal of the volume for the many newspaper friends of Mr. Clendenin. The pages of the volume tell his life story. It is an interesting story, even if spectacular features are seldom found. His political views are irritating at times, as doubtless have been his editorials. Those who do not like them, however, may easily turn to the chapters on home and family life. Indeed, one closes the volume with the feeling that he would rather have Mr. Clendenin as a neighbor than as a political opponent.

Throughout the volume the author pays numerous tributes to his business partner on the State Register, Thomas Rees. His greatest tribute, however, he reserves for his partner in life's joys and sorrows, Mrs. Henry W. Clendenin.

MISS IRENE DAVIS, assistant editor of the *Toledo* (Ia.) *Chronicle*, opens the *Iowa Journalist* for July with an article, "Training Country Correspondents." Among the practical suggestions offered by Miss Davis is the establishment of a house organ.

On this point she says:

A year ago this month *The Chronicle Cub* emerged from *The Chronicle* office, the first organized step towards training our country correspondents.

We decided that we must have, first, a regular house-organ; second, this organ must have interest to our correspondents; third, it must be personal. The idea of a publication to be issued at definite intervals led us to decide upon the monthly edition. Next, we must sugar-coat the instructions with interesting attention compellers, and what is more flattering and thrilling to the average person than seeing his name in print? That led, finally, to our instituting the personal element; to let the Cubs themselves feature in the issues of *The Chronicle Cub* in every way possible.

Mention has been made in this department of some of the house-organs of metropolitan dailies such as the *Trib* of the *Chicago Tribune*, the *Sun Rays* of the *New York Sun*, the *Little Times* of the *New York Times*, etc. Miss Davies shows how practical is the idea for small city dailies and possibly for community weeklies.

LAFCADIO HEARN deserves his place in "Our Own World of Letters." His editorial connections with New Orleans newspapers have had scant treatment in the various biographies that have appeared. Yet those days when he sat in the editorial chair were among his most productive. "Fantastics" and "Creole Sketches" were gleanings in this field.

Charles Wood ward Hutson has been going through the files of the papers upon which Hearn worked in search for the editorials that came from the latter's pen.

Such a collection deserves preservation in book form and will help round out the collected works of one of the greatest word painters in English literature. In a cursory way a few editorials bearing the imprint of Hearn have been resurrected and published in feature articles, but nothing in the shape of a comprehensive survey had been made until Hutson took up his task of pouring over the *Item* and the *Times-Democrat* for those years when Hearn was associate editor, first on the former and then on the latter.

Hearn began his editorial duties on the *Item* June 15, 1878. He was really the literary editor, though it may be doubted whether he ever had that title. In addition to his book reviews and his dramatic criticisms he was a frequent contributor of editorials on all sorts of topics except that of politics. Bigney, the editor, reserved that field for himself.

How industrious Hearn was may be learned from one of his letters where he made the passing remark, "Editor away and whole paper on my hands." In the back office the compositors who set Hearn's copy always spoke of him as "old semi-colon"—the punctuation point of which he was very fond and which to some extent he often overworked. Hearn had another peculiarity about his copy: he insisted upon beginning a new series of paragraphs with a triangle of asterisks. So brilliant were the editorials from Hearn's pen that they frequently drew forth from exchange editors the ejaculation, "Somebody on the New Orleans *Item* knows how to write interesting stuff."

Hearn suffered from myopia but he had a literary vision that let him see a new editorial field where realism blended with romance. This vision was broadened through extensive reading of foreign papers. The result was that the *Item*, and to some extent, the *Times-Democrat*, showed a wonderful catholicity of taste in expression of opinion.

The editorials collected by Mr. Hutson ought to do much to answer the question, "What kind of an editorial writer was Lafcadio Hearn?" The book will be published by Houghton-Mifflin Company.

BOOKS about Benjamin Franklin have covered almost every phase of his life, including that of his newspaper connections. Philips Russell, however, will publish this fall through Brentano's, Inc., "Benjamin Franklin: The First Civilized American." In it Franklin's relations with the London "Hell Fire Club" will be set forth for the first time. The club was one of those rather rakish organizations that abounded in London during the eighteenth century. Something like an American branch must have existed because the *New England Courant* founded Franklin's by brother, James, was said by the clergy of Boston to have been run by the "Hell Fire Club."

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PHOTO-LINOTYPE BEING PERFECTED IN U. S.

Holyoke, Mass., Inventor's Machine Records Letters on Films—Correction Method Provided—Has New Roto Process Also

R. J. Smothers, of Holyoke, Mass., for the past eight years manager of a printing plant in that city, has worked out two new inventions pertaining to the art of printing, both of which have a direct bearing on newspaper production. Revolutionary results are promised from the industrial application of the principles evolved by Mr. Smothers and his devices are now undergoing tests by engineers to determine their practicality.

One invention introduces an offset rotogravure process that promises an increase of efficiency over the present rotogravure system and is claimed also to offer great advantages over the system of offset lithography that has gained an important and profitable place in the printing industry. A salient feature of the new process is that instead of printing paper directly from a copper roller, the impression is first transferred from the copper to a rubber roller and thence to the paper in a manner that entails the use of less ink, eliminates artificial drying and enables five or six times as many impressions to be made in an hour as by the present rotogravure methods.

A second invention is that of a photolintype, which does away with the casting of metal slugs by photographing the characters appearing in an assembled line and rephotographing on a metal plate that goes on the cylinder of the press.

Mr. Smothers claims that his new offset rotogravure process does away with the making of separate half tone engravings, applies the principal of the photolintype, substitutes the fast cylinder press for the flat bed press used in offset lithography, vastly increases the speed of printing the familiar rotogravure supplements, and opens up advantages in catalog and other forms of commercial printing. He claims that the hard copper employed is good for 1,000,000 impressions or more, whereas the lithographic plate is limited to from 25,000 to 75,000 impressions, and the ink distribution system is much simpler and more economical, one roller taking the place of 20.

Instead of printing the paper directly from the copper plate already described, the impression is first taken by a roller having a specially prepared rubber blanket, which, owing to its resilient nature and the use of a special ink, produces exceptional sharpness and clearness on the printed page with the use of much less ink than formerly and enables a high speed to be attained in the printing. In this case a positive print is made on the copper, producing a negative on the rubber roller, which moves in unison with the first, and finally leaves its imprint on the paper which is fed in from a web.

In rotogravure and lithography, as in newspaper and book printing, wherever type is used, it must be cast in metal slugs, a proof taken and this proof photographed. This is obviated in offset rotogravure, as in general printing by the use of the photo-lintype, and this principal likewise may be applied in offset lithography.

Matrices of a special design are assembled in the same manner as on the common linotype machine, but at the point where the slugcasting now takes place a photograph of the assembled line is made on a film which is automatically moved the right distance and the process repeated, the edges of the film being slotted as in motion picture use. This film is cut to the size of the newspaper column or book page.

Provision is made for the correction of errors in this first product. To do this the film is put through an attached machine which prints a new line and with mathematical exactness cuts out the line containing the error or errors and inserts the new line, which is fused with the original film by the use of a special glue.

The film used for making corrections is passed through a separate slot above that used for the regular film, and is operated with a ratchet movement, the new line being passed to its place through the use of a shift key. The correcting machine also cuts the slots off the film

and then trims it to the necessary width.

From the finished film the printing is photographed and etched on the zinc or copper, as already described. If desired, an entire page including column rules may be photographed and it is an interesting point that a separate patent

was deemed necessary to include this use of a column rule.

A machine is now being built which is designed to become a standard for the new photo-lintype. In general appearance it is not unlike the linotype machine.

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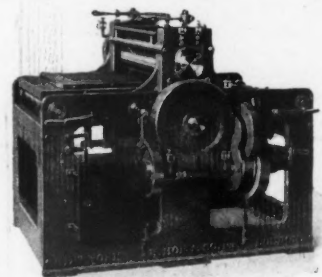
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Of the 2000-odd Daily Newspaper Owners in the country, I want to reach just one. It is like looking for a needle in a haystack, but you are there, and I am going to find you. It is to our mutual advantage that I do.

You are thinking of retiring from the newspaper business and it worries you. You are wondering right now whether to sell, and drop out of the picture altogether, or whether there is some more gradual and graceful way.

I want to help solve your problem. You can retire as slowly or as fast as you wish. I can relieve you of either the business or editorial side, or of both, when and as you choose.

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I know newspaper making. As editor, I write my own editorials, and they are effective; I direct the news policy. As manager, I increased advertising and organized circulation on a home delivery basis; I cut costs and increased profits. As operator, I handle the mechanical departments efficiently and economically, because I know them. I made a national reputation for promotion. Those are facts.

I can't see another fifteen years working for a salary. I want my own newspaper some day. You want every cent your paper is worth, and you will get it, but first of all you want to make sure that I can run your paper. You want to know that I have the character, the ability, the experience, to build on your success.

So to start I want to understand you and share your responsibility. You will pay me well, and you will see the wisdom of giving me a contingent interest in the business, based on my production. Eventually, after I am established in the community, and you are convinced I am the right man, I hope to assume full responsibility; and when you are ready, even the responsibility of complete ownership.

I will be delighted to serve you if you will wire A-659, Editor & Publisher.

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Newspaper Feature Syndicate, just formed, laying profitable material with plenty more for expansion. Want party with few thousand dollars and newspaper experience, preferably in syndicate. Money would be repaid out of first returns. Interested parties will all work on small salary till venture has successfully progressed. Box A-653, Editor & Publisher.

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New York Representative wanted for list of small daily newspapers; growing. Splendid opportunity for man desirous of building a list. Give complete information: confidential. W. & W., 1501 Marquette Bldg., Chicago, Ill.

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How Many New Mail Subscribers do you want? We will tell you how to get 'em and get 'em fast. A large daily secured ten thousand (10,000) subscribers on this offer. The All-bright China Co., Palmyra, N. J.

EDITORIAL

Syndicate Features

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Advertising Salesman—We want an alert and immediate producer of results with fresh ideas and ability to sell space, also able to develop new accounts. State age and salary. Republican, Cedar Rapids, Iowa.

Assistant Manager—Man, age 30 to 40, as assistant to the manager of internationally known and fast growing photographic news organization. Must have editorial and managerial experience. This position offers an unusually bright future for the right man. State all of your qualifications including age, education, past experience and earnings. Write freely as your letter will be held in strictest confidence. Address President, A-649, Editor & Publisher.

Established newspaper, city of 50,000, wants young man for position with chance of advancement, in display advertising department. Must have had some experience in copy-writing, planning and salesmanship. Record for personal character important. A-660, Editor & Publisher.

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Live Advertising Solicitor—Internationally known trade publication wants live advertising solicitor in every city of the United States over 25,000 population. Must be dependable creator of new accounts. Commission basis only. Write full particulars regarding service you can render and territory desired. All correspondence treated confidentially. A-656, Editor & Publisher.

Reporter Wanted—Middle aged man, thoroughly experienced, sober and accurate. Steady position. Apply A-652, Editor & Publisher.

Young Man wanted with thorough reportorial and good desk experience as state editor on mid-west daily, city of over 30,000. Must be hard worker, able to handle telegraph copy. A-635, Editor & Publisher.

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Advertising Manager, successful small city, seeks northwest or Canadian connection. Effective copywriter-salesman. A-642, Editor & Publisher.

Advertising Executive, several years' agency and general commercial experience, desires immediate connection. A-651, Editor & Publisher.

Assistant to Copy Man or in advertising department of newspaper or advertiser; or with advertising agency. Young man with four years' experience desires position with opportunity for advancement. B-662, Editor & Publisher.

Circulation Manager, in present position seven years, desires change. Showing steady increase. A. B. C. Audits clean, know circulation from ground up. Best references from present employers. Prefer South or Southwest. A-634, Editor & Publisher.

Circulation Manager—Don't slight the circulation. It's the life blood of your paper. Secure man who will make you proud of your next A. B. C. audit. Address "Circulation Manager" 434½—19th Ave., Moline, Illinois.

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Circulation and Promotion Manager seeks confidential correspondence and interview with publication or combination needing new life in the direction and leadership of its circulation department.

Study this ad, it's your paper's opportunity. The writer with years of experience, enjoys a constant flow of productive ideas; is a good leader and pusher; never hibernates; knows cost, where his figure is at all times and how to control it; accustomed to the keenest competition, yet able to eliminate lost motion in promotion; will show tangible results within ninety days and thereafter until you say "enough," Metropolitan and provincial experience.

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Location—no objection. Salary reasonable with provision for compensation in accordance with results. Future prime thought, not a drifter.

Age 35, family, excellent health. At liberty with due notice. Excellent reference.

Now is the time to change a circulation executive to perfect your organization and show fast, sound growth. Address A-618, Editor & Publisher.

Circulation Man, young, experienced, seeks position. Readman, crew manager promotion. A-644, Editor & Publisher.

Classified Manager—Young man now employed, 24 years of age, married and with 5 years experience, desires change. Has an exceptional record for procuring new business. Thoroughly experienced with all successful classified methods; also very familiar with Basil Smith System. Salary expected \$60 a week. Write A-658, Editor & Publisher, for full particulars.

Editor desires position country weekly; preferably New England or New York State. Experienced. Sam J. Banks, General Delivery, Cambridge, Mass.

Editor - Engineer—Will edit house organ, assist in the getting up of descriptive matter, write reports, booklets, or proofread. Three and a-half years' experience in editing department of magazine, and electrical engineer by profession. A-648, Editor & Publisher.

Editor, now employed, seeks change. Ohio preferred. Qualified for managing editor, editorial writer, any desk work. Would consider investment proposition. B-665, Editor & Publisher.

Editorial Writer; also syndicated features; considerable solid fiction—traveled, mature, married, dependable. Seeks change. A-642, Editor & Publisher.

Expert Promotion Man, 43, with record of achievement, knowledge of human nature, indomitable will to succeed, seeks position. Circulation Manager or Promotion Manager anywhere. Not a cheap man, but a good one. A-657, 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, 15 years' successful experience. Age 35, college graduate. Open for offer August 1. Metropolitan and small town experience. Capable executive, forceful writer, news and make up expert. Prefer daily in town of 20,000 to 200,000 where there is opportunity to build future for myself and paper. A-654, Editor & Publisher.

Managing Editor—Highly capable, 17 years, mostly editorial executive, on metropolitan newspapers, wants chance to build "second" paper on sharing basis. Would take paper on lease. Editorial executive now on New York City daily but not affiliated with New York City. Prefer West Coast paper. I'm married, 34, hard and intelligent worker. Have record of achievement behind and ahead of me. Highest references. A-646, Editor & Publisher.

Managing Editor for a country weekly. Young, married, wide awake, has new ideas, knows what the people want. Will locate anywhere providing chance for advancement. Hard worker and has had experience. Excellent references. Albert R. Beatty. P. O. Box 72, Washington, New Jersey.

Newspaper and Commercial Artist, experienced, wishes position with Syndicate or Newspaper. Write Earl S. Johnston, 5810 Holden St., Pittsburgh, Pa.

Veteran Editor, metropolitan and interior experience, wants responsible executive or editorial position; now on New York daily. A-615, Editor & Publisher.

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Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

MECHANICAL

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Complete Newspaper Plant for Sale—We offer for sale the entire mechanical equipment of the Tampa Telegraph newspaper plant.

This equipment is thoroughly modern in every respect and less than a year old. Included in the equipment are 15 Mergenthaler Linotype machines including ten 2-magazine model 8, 3 model 14, 1 model 22 and 1 model 26 machines. There are also 2 of the latest of the model Lanston monotype machines and a complete all-steel equipment in the make up and ad room department, as well as a varied and complete assortment of ad type faces.

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For further particulars, address J. S. Mims, General Business Manager, Tampa Tribune, Inc.

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Goss Comet and Duplex Flat-bed Presses for immediate delivery. Good condition guaranteed. Also several good bargains in stereotype presses and machinery. Griffiths Publishers Exchange, 154 Nassau street, New York.

Hoe Dry Mat Roller, new only one year ago. Alternating current motor, 40 seconds travel. Griffiths Publishers Exchange, 154 Nassau street, New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Single Width, Three Deck Goss Straightline for sale with motor drive, switchboard, etc. Priced at \$6,500 for quick sale. Immediate delivery. Roy C. Goodwin, Geneva, N. Y.

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We have been factors in many important consolidations, sales and appraisals.

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THIRD NAT'L BLDG., SPRINGFIELD, MASS.

<h1 style="margin: 0;">DOLLAR</h1> <p style="text-align: center;">\$\$</p> <h1 style="margin: 0;">PULLERS</h1> <p style="text-align: center;">\$\$</p>	<p style="margin: 0;">ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED</p>
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SUMMER brings once more into the limelight—or rather the moonlight—the ukele, the banjo, the guitar, mandolin, and Hawaiian instruments, for picnics, porch parties, and the girl friend. Why not get up a group of ads of these instruments for summer night serenaders?—C. M. L., *Seattle, Wash.*

Food is a never-failing source of interest, and the grocers' ads will take on added pep if they surround a group of choice recipes signed by well known cooks in your town some day. Refrigerator ads and gas cookers and stoves may get in on the recipe composite ad. The ice cream parlors will come in as desserts for hot days. Amusement concerns will come, too, healthy people must be happy when they eat, etc. A two-page spread can be picked up.—Jean Strachan.

The cosmetic counters, of the drug and department stores have some unusual wares for the summer, such as "cooling drugs"—powders, sunburn preparations. A good leader to get people out shopping during the hot days, too.—R. M. C.

The affiliated papers of the News League of Ohio carried several pages of advertising on supplementary market pages, used in connection with the semi-annual business review by J. C. Royale.—E. L. Bettis.

Pressing the theory that the Chamber of Commerce would be of more value to the community if it had more friends, and that these friends could only be obtained through some sort of "service," one newspaper induced the local Chamber to advertise its general information telephone service that is open to the general public. Tripled number of calls for information after the first of the ads appeared attested the value of the publicity.—B. A. T.

The alert advertising man can pick up yesterday's news stories and use them for exceptionally good ad copy. Recently a southern Indiana daily carried two stories in the news section, one told of an increase in the price of ice, another of the purchase of an iceless refrigerator for the county hospital. The following day these two stories, lifted from the news section, were used as an ad which was sold to an agent for electric refrigerators. The news appearance of such copy gives them unusually good attention value.—Yandell C. Cline.

The *Milwaukee (Wis.) Journal* publishes a two page cooperative advertisement each Sunday on a model demonstration home erected in the city. Of approximately 100 merchants, contractors, architects, plumbers, etc., who have supplied material and equipment for the

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

**International
News Service**

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

home, about 20 advertise each Sunday. Each two page ad contains a description of some phase of the home by the architect, contractor, or another joint builder. All of the 100 participants will have advertised their contributions in the next four weeks.—R. L., *Madison, Wis.*

Display advertising, considered by the majority of used car dealers to be unprofitable when compared with classified, can be made a new source of revenue if the dealer will co-operate. Recently the *Franklin (Ind.) Star* has obtained splendid results with big display used car

<h1 style="margin: 0;">HUNCHES</h1>	<p style="margin: 0;">ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED</p>
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"TIPS Get to Police in Strange Manner," a feature run by the *New Castle (Pa.) News*, offers a good lead for a human interest story, and recalling some interesting cases of the past in almost any city.—T. E. R., *Chicago.*

Every day the *Ashland (Wis.) Daily Press* carries a quotation above its nameplate on page one, suggested by a reader, whose name follows the quotation. It creates a large amount of reader-interest. Wm. L. Doudna.

Taking the present status of radio legislation as the base, the *Dayton Daily News* is conducting a campaign to increase summer radio activity by editorial education against the "fallacy" of summer static interference.—E. L. Bettis.

Trees are good for a feature story in almost any city. Most towns, strange to say, have shade trees in numbers that are not native to their soil while the native trees do not thrive so well. A story telling of the public spirited early dwellers who advocated tree planting; how many trees there are at present and how they are cared for; how they have grown, would be interesting.—Gordon MacQuarrie.

Two Salt Lake City dailies, the morning *Tribune* and the afternoon *Deseret News*, feature, throughout the spring,

ads when the dealers co-operated to the extent of lining-up the cars in front of their garages with plain price figures painted on the windshields and having their entire sales force on the job.—Davis O. Vandivier, *Franklin (Ind.) Star.*

The *Aurora (Ill.) Beacon-News* issued a 16-page section recently that introduced some new ideas in booster editions in the form of editorial layout. The souvenir edition was labeled "Greater Aurora" and a sub-head explained it had "15 reasons for Aurora's future progress and prosperity."

In the center of each succeeding page was a four-column layout of about 750 words, semi-editorial in nature, relating the growth of various factors that had contributed to the town's upbuilding. The editorial matter was set about 50-picas wide, 10-point, with about 40-picas indent, column interviews with the leaders in the field represented alongside. The various pages were devoted to factories, utilities, transportation, trading facilities, churches, homes, playgrounds, amusements, schools, banks, government, public improvements, hospitals parks, growth, etc.—S. J. L.

summer, and fall, articles on the condition of the roads, and other travel information, of interest to the thousands of tourists who make the city their headquarters in tours of the national parks. In order to make this information as timely and as authoritative as such must be to be of value, the *Tribune* and the *News* keep staff members continually on the road during the touring season. These men drive official newspaper cars

**A Fast Selling Comic Gaining
Momentum Every Week!**

THE NEBBS

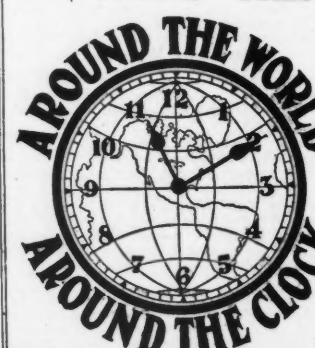
By SOL HESS

Combines all features of a
strong strip—humor, suspense
and human interest. Order
it now and watch Rudy
Nebb's big fight to re-
gain his lost fortune

[The Cleveland Plain Dealer
bought it last week]

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

**Let Us
Tell You**

—about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your city who are now spending their appropriations for other forms of advertising.

Let us explain how we can place this business in your paper regularly without selling expense to you.

WRITE—

**THOS. W.
BRIGGS CO.**
COLUMBIAN MUTUAL TOWER
MEMPHIS . . . TENN.

labeled Pathfinder, and they are in constant touch with road and travel conditions in their sectors.—Solon R. Barber.

"Are Cincinnati Business Women Good Cooks? If You Doubt It Try This Tested Recipe?" is the heading of a good household page feature run by the *Cincinnati Times-Star*. The recipes supplied by local women are run in a box kept to 3 x 5 inches for clipping and pasting on the cards now used so extensively by women.—T. E. R., *Chicago.*

The *Memphis (Tenn.) Commercial Appeal* is publishing two special departments daily and Sunday—one headed "Over in Arkansas" and the other called "The Point of View in Mississippi." Both occupy about a column each issue. Miscellaneous news, comments and editorial quotations from the state exchanges are used in these departments.—R. S. West.

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

"Soch a Life"

By J. L. LEIBSON

A new comic dialect
dialogue without a sting
to any race. Weekly
doses of laughter in

One Thousand Word
Stories

Illustrated by the well
known artist

ALBERT LEVERING

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

*The World's Greatest
Newspaper Feature
Service*

Supplying a complete
and exclusive daily
illustrated feature
service to newspapers
throughout the United
States and in foreign
countries.

4 page ready-print color comics.
Write for samples and rates



