



EDITOR & PUBLISHER



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No. 10

Despotic Contempt of Court Procedure Denounced By Working Editors

Favor New System Which Would Give Defendants Hearing Before Judge in Another Jurisdiction—
Trial by Jury Suggested—Dale Fund Grows For Supreme Court Test of Truth Issue

CONTEMPT of court procedure, wherein a judge acts as complainant, prosecutor, jury and judge—sole arbiter of all questions of law and fact—is the single peace-time survival in this country of the ancient despotic principle of lese majesty.

The unchallenged attitude of the courts is that power to punish for contempt is an inherent judicial function personal to the offended judge and that contempt of court may be construed to mean not only acts in the presence of the court, regarded as directly in derogation of authority or in interference with the course of justice, but acts committed outside of the courtroom, such as criticism of judicial conduct or public writing which for any reason may give offense to these sacrosanct public officials. Indeed, the latest dictum from Indiana is that even truth is no defense.

Newspaper men of the nation are aroused over the spirit of judicial encroachment in contempt cases which has been particularly progressive since 1918 when the United States Supreme Court, in the celebrated case of N. D. Cochran, of the *Toledo (O.) News-Bee*, upset a principle in law which had stood as the rule in the federal courts for nearly 100 years, and had been accepted by most of the states, limiting the power to punish for contempt to "misbehavior of any person in their (the judges') presence, or so near thereto as to obstruct the ends of justice."

In the Cochran case the Supreme Court, with Brandeis and Holmes vigorously dissenting, wrote an opinion which stretched the meaning of the phrase, "so near thereto as to obstruct," to mean anything uttered anywhere having a "tendency" to obstruct.

The world war was at the height of its fury when this occurred and the matter received but scant attention, although it was predicted by some newspapers that this new principle of "constructive contempt" would sooner or later challenge the freedom of the press.

In his dissenting opinion Mr. Justice Holmes wrote: "When it is considered how contrary it is to our practice and ways of thinking for the same person to be accuser and sole judge in a matter which, if he be sensitive, may involve strong personal feeling, I should expect the power (to punish) to be limited by the necessities of the case to 'insure order and decorum in their presence.'"

That this usurpation of power in journalistic contempt cases has become unbearable and that means must be found for relief from its increasing menace is everywhere evident today in newspaper circles. Witness the statements of some of the ablest working editors of the country reproduced with this article!

Can courts do no wrong?

Newspaper men know that they can do wrong and that their wrongs may be gross and strike at the heart of sacred institutions.

By MARLEN PEW

Is there any limit to aggression? Direct contempt, meaning contempt in the presence of the court, was followed by the dictum "indirect contempt," meaning an act just outside of the presence of the court, and finally "constructive contempt" which may mean anything that an offended judge desires it to mean. And, now, behold! the proposition that even in "constructive contempt" cases truth is no defense!

Is it American, is it safe, is it wise

LEADING EDITORS FAVOR PROPOSAL BY EDITOR & PUBLISHER FOR NEW CONTEMPT PROCEDURE

In reply to EDITOR & PUBLISHER's inquiry whether they would look favorably on legislation transferring contempt cases to courts of parallel but removed jurisdiction, thus to curb the arbitrary power of judges to try and punish offenses against themselves, leading editors this week offered the following statements.

LAY COMMISSION PREFERRED

By E. C. HOPWOOD

President, American Society of Newspaper Editors, and Editor,
Cleveland (O.) Plain-Dealer

NO entirely satisfactory way occurs to me to escape the illogical situation of a judge sitting in judgment on his own cause in contempt cases. To have the case heard by another judge or in another jurisdiction improves the present practice but also offers objection which are obvious. A commission made up of three members of the bar, if possible recruited outside the offended court's jurisdiction, would, in many respects be better still, unless questions of law are involved in contempt proceedings to a greater degree than is usually the case. A lay referee or commission might be the best solution of all.

PERRY RAISES THREE POINTS

By STUART H. PERRY

Publisher and Editor, *Adrian (Mich.) Telegram*

I FAVOR three changes in procedure for contempt. First: Require that the charge be heard by another judge, unless the act complained of was committed in open court, when perhaps summary punishment might be deemed necessary. Second: Expedite and simplify the procedure for review of judgments for contempts. Third: In all cases insure a reasonable delay in the execution of the sentence so as to enable the defendant to take proper steps for a review of this case. Otherwise, I should not favor any material change in the existing law and especially I should not favor trial by jury in contempt cases.

LET'S GO BACK TO THE CONSTITUTION

By C. P. J. MOONEY

Managing Editor, *Memphis (Tenn.) Commercial Appeal*

THE press failed to protest when judges stretched the contempt doctrine so as to cover violations of injunctions ten miles from the court house. The judges liked this new order so well that they took the teeth out of the Clayton Act, providing for trial of contempt committed outside of the court by jury. We permitted judges to become tyrants and then wrote powerful editorials calling them strong, courageous and patriotic judges. We wrote our journalistic

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even from the viewpoint of the dignified judiciary itself, for a judicial officer to have unchecked, arbitrary power to find the guilt or innocence of a man accused by this judge of an offense against his court or his own conduct?

EDITOR & PUBLISHER presents the proposition as indefensible on any ground, even that of occasional expediency. The wonder is that the calibre of men who compose the rank and file of the judiciary, federal, state and local, should desire such despotic powers. It is amazing that the American Bar Association not only tolerates this condition but seems to encourage it. In his Farewell Address, delivered just 130 years ago on September 17, George Washington warned the nation against those intrusted with the administration of government, in words which are pat in this instance: "The spirit of encroachment tends to consolidate the powers of all the departments in one, and thus to create, whatever the form of government, a real despotism." He said, "A just estimate of that love of power, and proneness to abuse it which predominates in the human heart, is sufficient to satisfy us of the truth of this position."

What system can be safely and sensibly substituted for arbitrary judicial power in contempt cases?

Trial by jury is often advocated, but if the case is to be heard by the offended judge the fairness of the trial would be in doubt. It is only the occasional juror who stands out in his opinion against a judge's predisposition as shown by his charge or by his general attitude during a trial, and no one, least of all the legal profession, contends that judges are not entirely mortal and do, however sincere may be their efforts to conserve absolute impartiality, indicate their preferences. No judge can or will sit in any case in which he is personally involved, except in contempt cases. It seems absurd to believe that trial by jury solves the contempt riddle if the accusing judge is to preside. Only an extraordinary man could restrain evidence of his predisposition to avenge a real or imagined wrong against himself or his court.

EDITOR & PUBLISHER asked a score of leading newspaper editors this week for their opinions on a proposal of federal and state legislation to enable a contempt of court defendant to secure a hearing before a judge of the same rank as the accusing judge, but in another jurisdiction. The suggestion is based on the established principle of change of venue.

The majority of the editors who responded expressed favorable opinions. The replies are reproduced herewith and speak for themselves. EDITOR & PUBLISHER respectively offers the suggestion to the American Society of Newspaper Editors for action.

Eric C. Hopwood, President of the Society, while saying that the hearing of contempt cases by judges in other jurisdictions would improve the present

practise, believed it would not be entirely satisfactory and discussed the merits of contempt hearings by commissioners to be found in bar associations outside of the jurisdiction of the offended court. It was his opinion that a lay referee or commissioner would be still better. It is greatly to be doubted if legislation could be obtained for lawyers to act in contempt cases and certainly, if we know the judiciary, laymen would be vigorously fought.

Casper S. Yost, former president of the Society, believes that legislation designed to restrain the arbitrary powers of the judiciary in contempt cases should be carefully weighed, not so much for journalistic cases as in view of the fact that the contempt principle applies to many conditions and circumstances not affecting the press. Truth is that contempt cases affecting lawyers and labor leaders far outnumber journalistic cases. However, if the procedure is wrong in principle for journalism it is wrong in principle for all other interests.

Unless action is taken, flatly and unmistakably throwing down the gauntlet, free press, let alone free speech, threatens to be so embarrassed in this country that no newspaper man shall be able to keep faith with the reading public. Tendencies are all in that direction. The dangers under which men now write for the daily press are sadly underestimated. For many of them, newspaper men may blame their own craft. There have been excesses and abuses by a section of the press which has richly merited curbs, but all now suffer for the sins of the few. But in contempt of court cases we are unable to cite a single instance wherein the offending editor was unable to offer a defense based upon some principle of free press, or the right of the people to know the truth concerning the conduct of public affairs, or some natural mistake wherein there was neither malice or deliberation.

The evils of "constructive contempt," as applied to journalists, were presented in exaggerated form in the case of Carl Magee, editor of the *Albuquerque* (N. M.) *State Tribune*, the details of which are still fresh in the minds of all working newspaper men. That case also served to illustrate to what depth an electorate can go in selecting material for the bench, for Magee's accuser was conspicuously revealed as a villainous thug as well as a tyrannical public official and an intellectual misfit on the bench.

In the files of EDITOR & PUBLISHER'S reference room are the cases of a dozen or more American editors who have encountered judicial ire for public utterances, but no case presents such an audacious assault on the right of free expression in print as that of the obscure and broken editor of the *Muncie* (Ind.) *Post-Democrat*, a weekly paper which has apparently been dealing in direct terms with local affairs, not always in the best of taste, nor perhaps in good judgment, but with vigor and heavy sacrifice. The case of Editor George R. Dale was extensively reported in EDITOR & PUBLISHER for July 17. In essence it means that a local state judge sentenced this aged man to 90 days imprisonment at the State Penal Farm and \$500 fine for publishing an editorial in which he charged, following a recital of alleged wrongs extending to threats upon his life as penalty for continued attacks upon the Ku Klux Klan, that his previous conviction for carrying a concealed weapon was obtained from a Klan jury, and that the Judge, Grand Jury, Jury Commissioners, Prosecutor, Sheriff and the city police "belonged to the Klan."

The man was cited for contempt and "in the presence of a cheering mob of Klansmen and Klanswomen who packed the court-room to the doors," to use his own words, he received the sentence. He was kept in jail three days before bond was accepted, pending appeal. The editor made an answer wherein he presented the alleged contemptuous editorial and offered to prove its truth, and the court immediately held the answer to be "direct contempt," (contempt in the presence of the court), and gave the old man three months more at the penal farm and another \$500 fine. Mr. Dale was re-

LET'S GO BACK TO THE CONSTITUTION

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birthright away. The chickens are coming home to roost. All contempt cases, except where the act is committed in the presence of the court, should be tried by a jury. Under the federal statutes now, a lawyer who has courage and good sense can force a judge to vacate or recuse himself. Individual liberty began to lose ground in 1917 and we editors are largely responsible. We set the dogs on any fellow who did not yell his head off for everything that was done during the war. Let's get back to the spirit of the Constitution, the spirit that came down to it from the Declaration of Independence.

ANOTHER FORM OF DIVINE RIGHT

By HERBERT BAYARD SWOPE
Executive Editor, *New York World*

I BELIEVE every indirect contempt case should be heard by a jury. I am opposed to all forms of rule by divine right. I fail to see any inherent difference between the oftentimes absurd trumped-up contempt charges made by political popinjays masquerading as learned seigneurs of the law and the lese majesty that the autocrat of Germany once had the power to bring and the autocrat of Italy still does. Frequently the charges are so clearly violations of the right of free speech as to stamp themselves menacing to the base theory of our institutions. Surely the judges in America do not seek to fasten themselves upon us as a sacrosanct priesthood.

FEARS DELAY AND NEW ELEMENTS

By JAMES A. STUART
Managing Editor, *Indianapolis* (Ind.) *Star*

THE contempt laws are aimed to enable the court to protect itself and its dignity. Legislation requiring contempt cases to be heard before other than the one offended would cause delay and tend to introduce elements that would weaken the seriousness of contempt and to lower respect for the courts. The authority of the courts under our contempt laws has been exercised many years with few causes for complaint against the arrogance or unreasonableness of the judiciary. The theory of the law and not the facts in any particular case is important. It seems unfortunate that the Indiana Supreme Court ruled in the Dale case that the truth is no defense. That is contrary to the general understanding of lawyers and of the press. As to purging one's self of constructive contempt: if the Supreme Court of the United States to which an appeal in this case is about to be taken does not reverse that ruling, then it would certainly be time to consider restrictive legislation on the subject.

GENERAL ACTION IS NEEDED

By GEORGE E. MILLER
Editor, *Detroit* (Mich.) *News*

INDIVIDUAL opinion on your question is that it will accomplish little. It is a matter which should be placed before the next meeting of the Society of Editors so that action may be general and therefore more likely to be effective.

FAVORS ACTION BY EDITORS' SOCIETY

By WALTER M. HARRISON
Managing Editor, *Oklahoma City* (Okla.) *Oklahoman* and *Times*

THE American press should make a concerted effort to curb petty bench autocracy in contempt cases resulting from criticizing judicial decisions. It is not consistent with basic principles of jurisprudence that a judge act as complaining witness, prosecutor, jury and judge, where his own action are concerned. I believe a principle should be established that a judge filing a complaint against an individual for contempt should file in a court of parallel jurisdiction in some neighboring city or county. As the opening gun in a campaign against offenses, such as in the case of George Dale, I favor aggressive action by the American Society of Newspaper Editors which should jump immediately to the assistance of any member of the fraternity victimized by unfair attack.

PRESENT SYSTEM IS UNFAIR

By H. R. GALT
Editor, *St. Paul* (Minn.) *Dispatch* and *Pioneer-Press*

FOR the proper maintenance of their dignity courts should have the power to enforce respect both within the court room and outside it. But it is, as you suggest, unfair for the offended judge to sit in judgment in such matters, especially when there is a question as to whether there actually has been contempt of court. For this reason your suggestion with respect to a change of venue, so to speak seems a good one.

arrested, held nine days in jail and then was taken to the farm and set to work in a ditch. He was released on a Supreme Court order.

The Supreme Court of Indiana reversed the outrageous second sentence but upheld the first and replying to Dale's plea of justification on the ground of truth the court set up this startling dictum:

"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."

The right to appeal from this decision, on constitutional grounds, has been granted and the question ultimately will come before the Supreme Court of the United States, if the old editor, who says he is now penniless, is successful in raising the necessary \$5,000 to defray the expense of this expensive operation—beyond the reach of the poor.

However, outraged public sentiment is coming to the rescue. The *New York World* is raising a fund, which this week reached a total of \$710. Emmet Cavanaugh, a warm-hearted Chicago stock yards man, heard of the pathetic case and shelled out \$500 last week with alacrity and pleasure. Samuel J. Barber, editor of a little weekly published in the woods in the scenic Mount Magazine region of Arkansas, *The Rural Record*, impressed by the Dale story in EDITOR & PUBLISHER, wrote this week: "We are not the 'some publisher of means' your editorial on Editor Dale seeks but if EDITOR & PUBLISHER will sponsor a popular fund for this purpose we shall be glad indeed for you to draw on The Rural Record through the ——— bank, and it will be a pleasure to honor the draft for ten dollars. Ours is only a small paper published in the woods three miles from a railroad but in our small way we would like to help honor men of the spunk of Editor Dale of whom there are too few."

EDITOR & PUBLISHER will, of course, gladly accept donations to the Dale fund.

Every reporter and editor in the land should send from \$1 to \$5. Herbert F. Gunnison, publisher of the *Brooklyn Eagle*, led the way for newspaper publishers by contributing \$200 to the Dale fund, through *New York World*. Irwin Kirkwood this week sent his check for \$100 to swell the fund.

Charles H. Dennis, of the *Chicago Daily News*, in a letter published this week said: "I have been in communication with George R. Dale and his lawyer, William V. Rooker, an able and sincere man, formerly himself a journalist, and I believe that out of the case will yet come an impressive vindication of the freedom of opinion and of speech." Mr. Dennis also joined many other editors in urging that the American Society of Newspaper Editors take positive action in the case.

Walter M. Harrison of the *Oklahoman*, Oklahoma City, telegraphed the World: "I favor the immediate employment of outstanding counsel to fight for the freedom of George R. Dale. His sentence appeals to me as a frightful miscarriage of justice and a flash of judicial czarism that means 'Good Night, America!' if we stand by like a bunch of children and let Dale's persecutor get away with it. If the editors of the United States will not fight for freedom of opinion we might as well go to driving taxicabs."

A third director to urge action by the American Society of Newspaper Editors was Ralph E. Stout of the *Kansas City Star*, who declared:

"I would favor the American Society of Newspaper Editors taking up the case of George R. Dale and proceeding with

action along lines which investigation of the facts justifies. A free press, as recognized from Thomas Jefferson's day down, is essential to the maintenance of the Republic."

That Editor Dale was a two-fisted fighter, often swinging wild according to modern journalistic concepts, is shown in the files of the Post-Democrat. But these files also show that Dale fought the Klan issue up to the last issue of his paper. In one of his editorials he said that "right across the street from the Court House 'Timber' Littlefield is running a big craps game, protected by Mayor Hampton and his police force. It is here and at other places that 'our boys' are being fleeced and turned into criminals. On Adams street, between Walnut and Mulberry, Brownie and Bob Hinshaw hold forth. They also are missionaries for 'our boys.' Craps, stud poker, horse books, baseball pools are specialties at Brownie's. Further down on Walnut street, Art Stout and Daddy Miller are running big gambling games under municipal protection.

In addition there is a myriad of smaller gamblers and card games for checks that beckon the youth of the city from such joints as the Banner cigar store which also faces the Court House on the south side of the square.

"Some of 'our girls,' or at least the girls favored by the Hampton Administration and the political machine, are to be found at Reba Fenwick's South Walnut street, who voted for Hampton and who boasts that she had Sam Goodpassure fired from the police force."

Under the caption "Vain Hopes," Dale wrote: "The Post-Democrat ventures the hope that Hampton will have more sense than to allow himself to be led around by the nose by a lot of cheap gamblers and bootleggers. These petty law violators are generally "squawkers" who, to save their own hides, will go on the witness stand and tell everything they know when the squeeze comes * * * Muncie does not need a voting unit composed of gamblers, prostitutes, poison liquor venders and racing pool touts. By voting solidly for Hampton they insured his election. He owes to them. The only coin they will accept in payment is police protection."

On the front page of one issue under the caption "A Fine Bunch Indeed," Dale wrote: "While looking into the protected vice situation in Muncie, Judge Dearth might turn the spotlight on another grafting outfit, the Hampton board of crooks.

"Harry Hoffman, a common crook, is chairman of the board. The other member is Lon Thornburg, manager of the Hotel Roberts, where rotten booze is sold and drank by 'our boys and girls' which has a lurking place on the fourth floor of the tavern.

"The Democratic member of the board is Cliff Cranor, who deserted the Democratic Party in the last city election and was rewarded for his services in helping elect Hampton by an appointment.

"A check-up on the activities of the Board of Works show that certain contractors are favored, while others have no show whatever. Contracts, in almost every instance, have been let to the highest bidder and property owners are mercilessly robbed in order that the grafters may get theirs.

"The Magic City Supply Company, managed by Harry Hoffman, chairman of the Board of Works, and one of whose principal stockholders is Claude Hines, Hoffman's business partner, has the agency of almost every kind of material used in street, alley, sidewalk and sewer work.

"Specifications are so worded that the Magic Supply Company must be patronized by contractors.

"Next week the Post-Democrat will give facts and figures which should prove to the most sceptical that the crookedness in the Police Department is more than matched in the department of Board of Works.

"With so many good jails and penal institutions scarce of help, the Post-Democrat insists that Judge Dearth take

TIME FOR PRESS TO CURB ABUSES

By R. CHARLTON WRIGHT
Publisher, Columbia (S. C.) Record

I WOULD heartily approve a law requiring the hearing of contempt proceedings before some judge other than the judge affected or in another jurisdiction. So gross have been the abuses of the power in some recent cases that I am almost driven to the extreme view that such cases should be tried by juries. I do not sympathize with journalists who deliberately affront the dignity of courts, but there is a sharp distinction between contempt of some of the individual judges whose presence on the bench is a menace not only to the freedom of speech and of the press but to the liberties of the people as well. There should be some way to curb the arbitrary and now unbridled power that unscrupulous judges employ to punish political enemies, reward political henchmen, or satisfy personal grudges. The only effective weapon the press has, through which to bring about reform, is a continued course of education to the end that the public may eventually be aroused to a consciousness of the dangers inherent in the present situation.

BETTER JUDGES NEED OF THE HOUR

By G. B. PARKER
Editorial Director, Scripps-Howard Newspapers

SINCE the court that needs to use the contempt power least is the one that commands most public respect, I believe a steady improvement in the quality of the judiciary would pretty much eliminate the whole contempt issue. Such improvement can come only through less apathy and more interest on the part of the rank and file of voters. The press of America can be a most powerful force in hammering that idea home. I believe, in addition, that statutory boundaries should be set up defining where contempt may be committed and providing for trial of contempt cases to be held in courts other than the ones offended.

NO LIMIT ON RIGHT TO COMMENT

By CASPER S. YOST
Editor, St. Louis (Mo.) Globe-Democrat, Former President,
American Society of Newspaper Editors

THE first amendment, I think, applies to courts as well as to other public functions. There should be no legal limitation upon the right to comment on the conduct of a court except in relation to pending cases, and except, of course, as to libelous attacks upon the court, in which, however, the truth should be sufficient justification. But the power of a court to punish for contempt is an essential one that applies to many conditions and circumstances not affecting the press. Legislation designed to restrain that power should be well considered. I would not like to commit myself to any such proposal without full knowledge of its provisions and study of its probable effects. I believe in the Dale case the court exceeded its authority and feel confident that the U. S. Supreme Court will so rule.

HIGHHANDED PROCEDURE UNDERMINES CONFIDENCE

By M. H. CREAGER
Managing Editor, Milwaukee (Wis.) Journal

AS a rule judges are highly sensitive about trying cases in which they are in the slightest degree interested personally, yet in cases of contempt of court—the very cases in which personal feelings might be expected to be most involved—judges usually insist on being the sole arbiters. Such highhanded procedure does far more to undermine confidence in the courts and to detract from their dignity than the contumacious acts which occasion it. Newspapers would do a public service to bring all such cases fully to their readers' notice with the object of bringing about a law requiring contempt cases be tried by judges other than the one directly involved.

a stand against the grafters of the City and County Administrations.

"Running a few unfortunate women out of town and letting the big fish remain will not hurt the grafters."

"Pretty tough stuff" will be the comment of many editors, but if true, was the man not serving? Does this writing indicate good citizenship, or bad? Is this spirit to be broken on the wheel of the Indiana State Penal Farm?

During Dale's five years in Muncie, he says he has lost \$15,000 in cash, his home, and now his newspaper has been swept away and he is penniless. Those who complain of his newspaper methods at least cannot say that his object was

based on greed. Even now Dale wants to continue the battle. "The Klan has only silenced my free paper, but it will rise again," he said. A few hours later the editor was again arrested on a libel charge. But he insists that "they will not drive me out of Muncie alive."

(EDITOR & PUBLISHER will be pleased to receive from its readers brief statements for publication, from time to time, bearing on the proposed substitution of the change of venue principle for the present system in contempt proceedings. Also we hope that the evils of "constructive contempt" will get an airing by publicists).

FOUR-YEAR-OLD CRIME GIVES MIRROR BEAT

Arrest of Mrs. Hall, Charged with Killing Clergyman and Singer in 1922 Follows Paper's Investigation

Dramatic re-opening of the Hall-Mills murder case in New Brunswick, N. J., this week resulted from eight months' work by the *New York Daily Mirror* to solve the mystery which has remained unsolved since the Rev. Edward W. Hall and Mrs. Eleanor Mills, a choir singer in his church, were found shot to death under a tree on an abandoned farm near the city. On evidence developed during the *Daily Mirror's* investigation, Mrs. Frances Stevens Hall, widow of the slain clergyman, was arrested at midnight July 28, in her home, and lodged in Somerset county jail charged with the double murder.

The arrest came after Philip A. Payne, managing editor of the *Mirror*, turned over to Prosecutor Francis Bergen of Somerset County, ten affidavits obtained by Hy Mayer, a reporter for the *Mirror*, who has been detailed to the case continuously since the beginning of the year. With the affidavits in his possession, the prosecutor issued a warrant, which was signed by a justice of Somerset County, in which the murder was committed. The warrant was then given for service to the State Constabulary, but because Mrs. Hall resided across the line in Middlesex County, the countersignature of a justice in that jurisdiction was necessary.

The *Mirror*, having all angles of the story safely in its own hands, induced the State police to seek the countersignature in Dunellen, 15 miles from New Brunswick, in order to guard against a possible leak, and with the document, the police party, including Mr. Payne, drove 15 miles across country through the rain in somewhat less than that many minutes.

The home of Mrs. Hall was surrounded at 11:40 p. m. by the State troopers whose commander, Capt. Lamb, accompanied by the *Mirror* editor, rang the doorbell and directed the servant who answered to tell Mrs. Hall that the police were present.

"Good evening, gentlemen," was Mrs. Hall's greeting. "Your visit is a rather late one. I suppose you want to question me again."

"I have a warrant for your arrest," Capt. Lamb explained. "I have been instructed to take you to Somerville."

Mrs. Hall read the warrant, handed it back, and telephoned her attorney, who advised her that her only course was to accompany the police.

The evidence upon which the arrest was based was not made public, but it is believed to be the result of the revelation by the *Mirror* that Arthur S. Riehl, husband of Louise Geist, one of the Hall servant at the time of the slaying, had asserted in annulment proceedings against his wife that she had received money for keeping quiet about certain phases of the murder.

Other revelations concerning movements of the Hall household on the night of the murder were also influential in moving the prosecutor to act, it is understood.

The *Mirror* had a reporter ready to flash the arrest for the edition that was waiting.

The *Mirror* printed the story about two weeks ago and its importance was generally deprecated by the prosecuting authorities of the New Jersey counties involved as a piece of tabloid sensationalism, not likely to develop as the *Mirror* story indicated. Whether the *Mirror* men fostered this impression is not known, but the official view was apparently accepted by the other New York and New Jersey newspapers until July 29, when the *Mirror's* second edition, held back for release of the story of the arrest, gave that newspaper a clean beat on a story that was a 10-weeks' wonder in 1922.

COOLIDGE AND "SPOKESMAN" SATISFIED WITH SUMMER WHITE HOUSE NEWS

Relations with Correspondents Friendly and Unmarred by News Indiscretions Which Occurred Frequently at Swampscott Last Year

By ALFRED H. KIRCHHOFFER
Washington Correspondent Buffalo News

(Written Exclusively for Editor & Publisher)

EXECUTIVE OFFICES, PAUL SMITHS, N. Y., July 28—Contrary to a misapprehension that seems to exist in many newspaper offices, President Calvin Coolidge is well pleased with the manner in which his stay at White Pine Camp is being covered by the Press Association reporters and "Specials" assigned to the summer capital.

In official circles the situation is called a big improvement over conditions that prevailed a year ago at Swampscott, and altogether the relationship between the President and the correspondents here is cordial and happy.

The picture was marred a few days ago when the President was moved to deny a statement published in the *Syracuse Herald* to the effect that Mr. Coolidge felt that "virtually all reasonable hope of payment of certain debts rested in trade agreements."

This was made in a story sent to the *Herald* from Saranac Inn, in which E. H. O'Hara, publisher, of the *Herald*, gave his impressions of his conference with the President last Friday. The forepart of the paragraph did qualify the assertion by stating that Mr. O'Hara was given to understand this from "Sources close to the President."

The official denial, which helped to appease the correspondents assigned to White Pine Camp, stated:

"The President has made no statement and authorized no interview concerning our foreign debts or trade agreements. Any claim to the contrary is without foundation. He did remark to a social visitor that foreign debtors could pay their debts in part from foreign trade. He has not mentioned trade agreements."

This affair was regarded as an unfortunate incident, probably arising from lack of familiarity with the practice intended to protect the President, but there is clear realization that the correspondents had nothing whatever to do with it. The President on two occasions has uttered words, through his spokesman, which might have been accepted as a suggestion that he was displeased with the way in which he stay was being covered, but official explanations of the incidents show that it would be far from fair or accurate to say that the President was displeased.

Shortly after coming here, the official spokesman suggested that it wasn't proper etiquette to question a fisherman's story and later the spokesman again issued a word of caution about mosquito stories which had been broadcast under the White Pine Camp date line.

It can be stated on reliable authority that when the President came here from Washington he fully realized that the man whose chief recreation since becoming President had been a walk in F street, Washington, accompanied by four secret service men, would furnish news copy if he broke a long standing practice and went fishing for diversion.

The stories of his exploits as a follower of Izaak Walton were fully carried, but could not have become known if it had not been with his approval. The sources of this information are just as communicative as the President wants them to be, and it is stated that Mr. Coolidge, on the whole, was pleased rather than anything else over the way the stories were handled. His reference to fishing etiquette was intended as a pleasantry, partly designed to stop discussion which he thought had run along far enough.

After that blew over and his fishing activities no longer ranked as first rate news, mosquitoes became a subject of discussion. Several stories commenting upon their prevalence came under the

President's attention and his spokesman hinted that such articles, thoughtlessly written, might do irreparable damage to a section which depends for its livelihood and income upon tourist business.

The facts are that there are plenty of mosquitoes here, just as there were at Swampscott. The presidential entourage, marines, correspondents and natives, alike, suffered from them; but Mr. Coolidge didn't want their presence "played up" beyond all proportion merely because he happened to be here and his spokesman in a few apt words dropped the hint which made some of the writers a bit more cautious and considerate.

A year ago numerous stories were sent from Swampscott, which the presidential spokesman promptly denied. There has been nothing of that sort this year, and the President is as appreciative of greater care in sending stories as the editors presumably are. The President has made it plain that he does not object to political speculation; he realizes the interest in it and demand for it. All that he asks is that such stories carry some indication that they are not official.

It is pointed out in official quarters that the President's attitude toward the correspondents is indicated by the fact that last Sunday he invited four of their number, Charles S. Groves, of the *Boston Globe*; Robert L. Norton, of the *Boston Post*; John T. Lambert, of Universal Service, old Massachusetts friends, and Russell Young, of the *Washington Star*, as luncheon guests at White Pine Camp.

In all probability, due to the preference of the correspondents to avoid the more unsatisfactory automobile trip, the President, when he goes to Plymouth, will travel by train. The President hopes to be able to do that as a mark of his appreciation for the fairness of the correspondents.

Since Mr. Coolidge has come here there has been a revival of talk among correspondents and visitors about the White House rules forbidding the use of direct quotations attributed either to the President, or his spokesman, unless specifically authorized. So far as known, there has been only one violation of the rule this year, whereas last summer there were several such cases. This year, it is understood, the quotation from the spokesman was used as a result of misunderstanding.

Efforts were made to have the President grant permission to use direct quotations on the day his spokesman issued the important warning intended to allay international feeling over criticism here and demonstrations abroad resulting from the British debt settlement and the French financial crisis.

The statement of the spokesman was very frank, and that is felt by some at any rate that if the President or his spokesman had been quoted, or it had been issued formally, the government would have been required to cloak it in more diplomatic language which would have veiled the meaning for some readers and not have made such a good story.

NEW A. P. LEASED WIRES

The *Valdosta* (Ga.) *Daily Times*, after a quarter of a century as a pony A. P. paper, has taken on a leased wire service, using the full day report. The *Thomasville Times-Enterprise* has also just joined the A.P. leased wire members.

ILLINOIS GROUP INCORPORATES

The Rock River Valley publishing company has been incorporated with \$100,000 capital to publish a newspaper at Durand, Ill. M. B. Dolan, H. M. Bancroft and Charles A. Bancroft are the incorporators.

PERPETUAL INJUNCTION

New Jersey District Court Gives Decision to Star Ballplayer Co.

Joseph L. Bodine, judge of the U. S. District Court of New Jersey, has handed down a perpetual injunction restraining the Baseball Display Company, Inc., and the Playograph Company, from manufacturing or selling baseball bulletin boards or "Playographs" which embody certain mechanical features identified by the Patent Office Number 1,312,940, the court finding that these mechanical features of the bulletin-board are the property of the Star Ballplayer Company.

S. F. BULLETIN STARTS PICTURE TABLOID

Eight Pages of Full Size With Cross Fold—No Advertising Carried—Public Demand for Cuts Cited

The *San Francisco Bulletin* on July 19 began publication of a picture tabloid as a regular daily feature.

The *Bulletin* announced that the tabloid was being published in response to the wish of readers, the public reception of a mid-week pictorial it was issuing being so pronounced that plans were made to convert it into a daily feature.

"The picture tabloid is an evolution that is readily understandable, two of the factors that have brought it about being the widespread appeal and influence of motion pictures and the increasing use of visual methods of instruction in the schools," said C. S. Stanton, publisher. "The mass of the American people is not only interested in pictures, but virtually clamors for them."

No changes or curtailments will be made in the *Bulletin* with the publication of the picture tabloid. All of its regular features and departments are retained. The price of the paper remains at 3 cents.

The tabloid is eight pages daily, and is devoted exclusively to pictures. The pages are 17 1-2 inches long and 10 3-4 inches wide—the equivalent of the size of the full newspaper folded once. It has five columns. No letter press is used except the picture captions, and no advertising matter is carried, not even *Bulletin* office advertising.

It is making a phenomenal circulation success, *Bulletin* executives state.

Merle Gray, assistant city editor of the *San Francisco Examiner*, has resigned to become director of the *Bulletin* tabloid.

LIBEL SUIT DISMISSED

Oil Man Makes No Case Against Florida Publisher

MIAMI BEACH, Fla., July 28.—Criminal libel charges filed by Horace C. Alford, oil promoter and realty developer, against Kent Watson, publisher of the *Miami Beach Beacon* were dismissed today by United States Commissioner John Spitzer on motion of attorneys for the plaintiff. Attorneys for Alford told the commissioner they had insufficient evidence to make a case.

The criminal libel charges were filed against Watson following publication of an editorial in his newspaper which branded Alford's oil drilling promises as a hoax designed to serve as bait for suckers. Watson formerly was connected with the Associated Press, International News Service and the *New York Herald*.

HIDDEN MOTIVES AIRED IN LIBEL HEARINGS

Dickey Seeks to Attack Credit of Men Buying Kansas City Star, Latter's Attorneys Charge in Fight on Legal Questions

Motives behind the \$3,000,000 libel suit instituted by Walter S. Dickey, owner and publisher of the *Kansas City Journal* and *Post* against five executives of the *Kansas City Star* and former Gov. Arthur M. Hyde, were discussed by counsel in a hearing held before Judge O. A. Lucas this week.

The hearing was on a writ of prohibition sought by I. N. Watson, and Cyrus Crane, attorneys for the *Star* executives and Mr. Hyde, to prevent the taking of depositions by Mr. Dickey's attorneys before the issues in the case had been determined.

Attorneys for the *Star* executives claim Mr. Hyde was not involved in the case for libel. The only possible case against the former governor would be for slander, they claimed, since he had nothing to do with publication of the article.

"There is one clear motive in this suit," I. N. Watson told the court. "It is common and public knowledge and within the knowledge of your honor that the five men from the *Star* have been named defendants in this suit, purchased the *Star*. Mr. Dickey filed this suit for \$3,000,000 to attempt to impair their credit."

"They (Mr. Dickey's lawyers) have come in here with a demand to take depositions at the same time they have filed the suit and before the issues have been made. It was done merely to attack the credit of the men at the *Star*."

P. E. Reeder, counsel for Mr. Dickey, in his argument said: "The bug under the chip in this matter is that counsel (meaning Mr. Watson and Mr. Crane) are seeking to delay the taking of these depositions until after the primaries (August 3). And we have a perfect right to take depositions at this time."

CHEAPER CABLE RATES IN PACIFIC

Commercial Cables Announces a Deferred Press Service to China from New York at 20 Cents Per Word—Press Rates Stand

In response to newspaper demands for cheaper cable rates in the Pacific, the Commercial Cables-Postal Telegraph system announced this week that beginning Aug. 1, a deferred press cable service will be instituted between North America and Manila and China, including Hong Kong.

Deferred press messages, which will be transmitted when the cables are clear of other traffic, will be charged for at the rate of 17 cents per word between New York and Manila, and at 20 cents per word between New York and China. The rate for this service between San Francisco and Manila will be 14 cents per word and between San Francisco and China will be 17 cents per word. Messages filed at the deferred press rate must bear the indicator "CP" in the address, it was stated.

This is the first time a deferred rate has been granted in the Pacific. The present press cable rates in the Pacific are: New York to Manila, 33 cents per word; New York to China, 35 cents; San Francisco to Manila, 27 cents per word; San Francisco to China, 29 cents per word. These will remain the same.

BABCOCK JOINS CARROLL

Raymond A. Babcock has just joined the selling staff of Dan A. Carroll, publishers' representative, New York. Mr. Babcock will confine his work to handling general accounts for the *New York Telegram*. He was recently associated with the *American Weekly* organization.

MELLETT TOLD WHO BOUGHT BOOTLEG BOOZE

Remarkable Daring of the Murdered Editor Told by Eagle Man—Campaign Made Some Enemies and Many Friends—Background of the Social and Economic Situation at Canton

By JOSEPH LILLY

Brooklyn Eagle Staff Correspondent who investigated Canton conditions—written exclusively for EDITOR & PUBLISHER

THE murder of Don R. Mellett, the editor and publisher of Governor Cox's *Canton Daily News*—one of the News League of Ohio—is notice to his colleagues everywhere that to interfere with the bootlegging industry's profits is to make themselves economic obstacles to be removed.

Of course, it was not merely bootlegging against which Mellett fought. It was, really, the grafters in public office, who had their fingers in the notorious "Jungle" where the bootleggers worked hand-in-hand with the keepers of brothels, dope peddlers and Greek gambling houses.

But the principal support of this sordid mass was the bootlegging—through sales made not only to the large foreign population, but to the best citizens—for the best citizens in hypocritical Canton privately drink just as freely as they publicly advocate prohibition.

Mellett's campaigns interfered with the bootlegging industry, for it was necessary to strike at it to hit the "Jungle" and the officials who drew weekly stipends from its operations. Moreover, his highly personal investigations threatened to interfere more severely with the profits.

From the bootlegger's point of view it was as highly desirable to eliminate him as it was to quench a competing hijacker.

Mellett's campaigns had benefited his paper. At the *Repository*, the rival afternoon paper, I was told he had increased the circulation 6,000. From persons not interested in newspaper competition I was informed that he had, moreover, brought his publication up to a position where it commanded universal respect and fairly general admiration.

The News, of course, was Democratic, and Canton is Republican. Until Mellett took charge there had never been any particular aggressive crusading by either paper and his sharp attacks on the trustees of Altman Hospital, a semi-public institution, and the School Board, created such a stir that he made many enemies, as was to be expected.

His attacks on the bootleggers were quite remarkable. He went into the delivery end and named some of those who were receiving bottles and cases. He put in the penitentiary two of the men most active in this trade, and, by doing so, kept there a former Safety Director who had been exposed and found guilty before his arrival.

The Eagle sent me to Canton because it has been in the forefront of the fight against existing criminal conditions and because the murder appeared to be, as indeed it was, an attempt at intimidation. My particular object was the background of the crime.

Canton is a steel and brick center. It is prosperous. A third, at least, of its 110,000 are aliens from southeastern Europe and Asia Minor. Two-thirds don't know how the other third lives. Moreover, two-thirds don't want to know. Until Mellett came along the chief figure in the underworld, "Jumbo" Crowley, was a myth, a bugbear to frighten little children.

Moreover, the town has been active in getting new industries. It had a "good name," and it didn't want a bad one. Mellett's campaigns didn't help its reputation among business men seeking factory sites and locations for stores.

Despite the increased circulation and the heightened prestige, Mellett naturally did not have all the town with him.

The resentment among those hurt abetted the wilful politicians, and his crusades were described among his opponents as political attacks. This, too, was to be expected, since Governor Cox owned the newspaper, though the basis for it appeared to me to extend no

MELLETT'S MURDER AN ATTEMPT BY CRIME TO SUPPRESS NEWSPAPER ACTIVITY

By WILLIAM RANDOLPH HEARST
(Written Exclusively for EDITOR & PUBLISHER)

THE assassination of Mellett is more than a murder. It is an attempt to suppress by crime and violence the activities of the public service press. It is an effort by the criminal elements to deprive the decent elements of the community of the protection which honest fearless newspapers give them. It is a crime against human life, a crime against the freedom of the press, a crime against the safety of the public.



I heartily support Mr. Crist's suggestion of a convention of newspapers which perform the legitimate function of public service to discover and punish the assassins of Mellett, in order to protect honest and courageous editors and to insure to the public a continuance of necessary newspaper activity in behalf of the rights and liberties of the citizenship. The fight against the criminal elements which seek to control Canton and to eliminate by assassination the defenders of the reputable elements of that community should be continued more vigorously than ever. If there is any way in which I can aid in the prosecution of that crusade, kindly call upon me.

further than the Governor's past political activities.

Moreover, there were doubtless many among the business men who had dealt with the bootleggers, as they deal with them everywhere, and the lack of public support perhaps can be found in the fear that there were many who did not wish to be exposed as indirect supporters of "The Jungle."

Perhaps, too, this latter condition accounts in some measure for the extreme apathy which followed the crime. No doubt, the inactivity was due to a number of causes, but the bootlegging industry can be counted as foremost.

Since the murder various accusations are being made against Mellett, as, too, was to be expected. His opponents

allege that he condemned card playing in the Greek coffee houses but favored pari-mutuel machines at the race track, and that he was interested in the installation of slot machines.

These accusations are of significance in showing to what length those whom he fought are now willing to go. At the News I was told that he had taken no public position on the pari-mutuels, but that he considered them desirable at the race track as substitutes for the wily book-makers. Everyone knows that they are used at most race tracks. The slot machine propaganda was flatly denied and there was no proof, anyway.

The Scripps-Howard newspapers, always in the lead when the press is threatened, came into the situation early

EMBATTLED EDITOR WITH SMILING FAMILY



George R. Dale of Muncie, Ind., now fighting for the right to tell the truth in print, surrounded by his family, Mrs. Dale and six healthy children.

and stayed long with a staff of at least a dozen. Surprisingly, only three New York papers had staff men there—the *Times* and *World* in addition to the *Eagle*. The *Chicago Tribune* and *Herald and Examiner* each had a man and the *Cleveland* and *Pittsburgh* papers each had several. The press associations were all well represented.

It seems to me that all of the metropolitan papers should have been more active, for nothing so outrageous in its brazenness has occurred in this country since I can remember. Other correspondents there took the same view and I was told by Walter Reck, the Associated Press chief at Columbus, that he would keep two staff men on the spot until there was clear evidence that the A. P. membership would cease using it.

Nothing in Mellett's personal life—and it has been thoroughly sifted—could account for the murder on personal grounds and the political accusations hardly warrant too serious attention, though conditions in Canton are truly politico-criminal. Whatever others may have done—and there are dark hints which only the trial of the murderer could bring out—there has been no doubt of Mellett's honesty and integrity.

DAILIES DROPPING CASH DISCOUNT AGENTS SAY

Matter Viewed Seriously in Bulletin Sent to Members by A. A. A. A.

—Practice Menaces Agency Credit

That advertising agencies are viewing seriously a tendency on the part of newspapers to eliminate cash discounts on space taken by them for clients was shown this week when a bulletin was sent to members of the American Association of Advertising Agencies, prepared by C. R. Erwin and John Benson, of the finance committee of that body.

"The member financial statements which we review once a year show a very high average of promptness in collection of receivables," it stated. "The overdue items aggregate a very small percentage of the total outstanding. This desirable condition we attribute to two causes: First—the gradual elimination by our members of accounts which cannot pay bills promptly, that is, are unable to take advantage of cash discounts. Second—the prompt payment of bills by all accounts which can take cash discounts.

"The cash discount serves as a warning to our members: if it is not taken by the client, the agent knows there is something wrong, and can take active measures to protect himself. Without that warning agents might have no means of knowing whether the client could not pay or was merely dilatory in doing so, there being no financial inducement to be prompt.

"Since the net profit earned by agents averages little more than 3 per cent of the fifteen paid by the publisher, they cannot afford to allow the client a cash discount unless the publishers allows it to them. Half of the agency net would thus disappear.

"It is extremely important, in the opinion of the Finance Committee, that the system of allowing cash discounts to clients be maintained as a safeguard to credit, and in order to do so, it is absolutely necessary that the newspaper publisher allow cash discounts to the agent.

"If the tendency to eliminate cash discounts should spread, it would have an unfortunate effect upon the credit of agencies and thus endanger the publisher's own collections. This we must avoid in the mutual interest."

CRACKING CROWDED PIPE TOBACCO MARKET

Half and Half Now Competing with Leaders as Result of Intensive Newspaper Advertising—\$500,000 Being Spent in First Drive in More Than 490 Papers—Total Expenditure to Top a Million

By WARREN BASSETT

A FEW months ago Half and Half pipe tobacco was non-existent as far as the public was concerned. It was not in the market, not on dealers' shelves any place in the country.

Today, as a result of intensive newspaper advertising, Half and Half has virtually national distribution and in many sections is running neck-and-neck with old established brands for leadership in sales.

This great merchandising feat was accomplished solely through paid newspaper advertising, and stands on the record as one of the most remarkable tributes to the selling power of newspaper space.

To popularize this entirely new brand of tobacco the American Tobacco Company is spending a half million dollars in newspapers. Further expenditures planned for newspapers, with a sum for magazine color pages, will bring the total amount spent on introducing this brand to more than a million dollars in the first year.

More than 490 newspapers in all parts of the country with a total circulation of between 29 and 30 million are being used in the campaign.

Details of this huge merchandising drive through newspapers were told EDITOR & PUBLISHER this week by Sturges Dorrance, of Dorrance, Sullivan & Co., New York advertising agency which is handling the account.

About a year ago the American Tobacco Company decided to bring out a new tobacco, a blend of their Lucky Strike and Buckingham brands. Both of these were favorites, the former for its smoothness and body, the latter for its aroma. The first step was to select a name and to prepare suitable packages and containers. The second was to survey the various markets and lay definite plans for covering them intensively with advertising and distribution.

"The first advertising work was to run test campaigns in four widely separated cities," Mr. Dorrance said. "The cities selected were Providence, R. I.; Columbus, Ohio; Richmond, Va., and San Diego, Cal. The campaigns ran in these cities one week apart. Dealers were supplied with the new tobacco and a close check kept upon sales. The success of these campaigns warranted the launching of the copy in the 490 newspapers.

"I can say now that there never has been a pipe tobacco which has taken hold as speedily as Half and Half—which has sold in such volume and held up with such large repeated sales."

Mr. Dorrance showed a clipping from the *Richmond (Va.) News-Leader*, which stated that the initial sales of Half and Half were taxing the capacity of the Falk branch of the American Tobacco Company, located in Richmond. The story quoted James A. Powell, manager of the plant, as saying that "less than a month after its introduction, the new blend has created a demand that has left the Falk branch 534,468 cans behind in orders, although the plant is running at full capacity day and night."

Four newspaper schedules are being placed by Dorrance, Sullivan & Co.

Schedule A, which totals 13,000 lines, is being sent to the leading newspaper in each city selected.

Schedule B, of 9,000 lines, is going to the second newspaper. Schedule BB is designed for small city newspapers and calls for insertions totalling about 5,000 lines. The fourth schedule, C, is 8,000 lines, and is for Sunday insertion.

Through these schedules a given trading area is completely covered by advertising. Mr. Dorrance said, and explained its effect by using the illustration of a rock thrown into a pool.

"We use the leading newspaper in a trading area and depend upon it to start the large buying ripples," he said. "The

The only new and different pipe tobacco in a generation

We have sponsored fine tobaccos for a generation.

We know tobacco! And we state with absolute conviction that "Half and Half" is the first really new, different and distinctive pipe tobacco brought out in years.

"Half and Half" is a mixture of two already universally known tobaccos—Lucky Strike, made famous by its exclusive toasting process—and ripe, rich, fragrant Buckingham.

If you love good tobacco and are hard to please—if you seek something different and far superior to the brand you now use, try "Half and Half." We already know the verdict.

You'll agree that "Half and Half" is the greatest pipe smoke you ever enjoyed.

Buy a can today!

"Half and Half" is great for cigarettes—smooth, fragrant, and rolls easily.

Buy a Can Today!

15¢



NOTICE TO DEALERS IF YOU HAVE NOT BEEN SUPPLIED WITH "HALF AND HALF" WRITE OR TELEPHONE YOUR JOBBER

"Half and Half" SMOKING TOBACCO

This large space copy was the opening gun in the Half and Half newspaper campaign which popularized an entirely new brand of pipe tobacco virtually overnight. Original size of this copy was six columns by 280 lines.

second paper starts other ripples in the same market which intermingles with those already in motion, providing a coverage of that central portion of the market. This stimulation, as it might properly be called, is then backed up and pushed along by other ripples, created by advertising in the smaller cities surrounding the larger center. To fill in all the surface of a market we sometimes use a few weeklies, and we are doing so in the present Half and Half campaign."

The Half and Half copy is not running simultaneously in all the 490 newspapers on the list. The campaign is being "stepped along" as distribution is perfected.

How the company swung its large and well-organized sales force into the work of obtaining distribution is an interesting angle. The American Tobacco Company has seven sales divisions, each with a divisional sales manager. The divisions are portioned into five sections, each with a sales manager, and under the sectional managers are state managers and their salesmen. Each salesman is provided with an automobile.

This compact organization was put into action to place Half and Half on dealers' shelves in anticipation of the sales demand to be created by advertising. In Ohio, for instance, thirty-one men were concentrating on the Half and Half sales drive.

The illustration accompanying this article shows the first copy placed in newspapers.

The copy appeal is well stated in ad No. 5 of the series.

"You'll want to try this different tobacco," smokers are told. "No matter whether you have been smoking a pipe for one year or fifty, we guarantee you the greatest smoke of your life when you load up with 'Half and Half.'"

"We're tremendously enthusiastic about 'Half and Half.' And we have good reason to be. Our long experience in the tobacco business convinces us that 'Half and Half' is the first really new and different pipe tobacco brought out in years.

"Half and Half" is the result of mixing two universally famous tobaccos; Toasted Lucky Strike and ripe, rich Buckingham. These two great tobaccos,

as totally unlike one another as daylight and darkness, have blended together as beautifully as do colors under the brush strokes of an artist.

"The resultant flavor and aroma, totally unlike anything you ever experienced, will give you a new conception of genuine pipe satisfaction.

"Try a can of 'Half and Half' today—you'll like it."

Featured prominently in all the copy is the reproduction of the Half and Half can, and the "Half and Half" title. A slogan frequently stressed is "The first different tobacco in a generation."

From the six column, dominating copy, the series scales down to two and one columns by about 105 inches.

A feature of the copy is that in many instances it appeals to women as well as men. Not as possible purchases, however, but as approving of its use.

"Men like the flavor, women enjoy the fragrance" is the recurrent line.

Smokers who "roll their own" are urged to use the new tobacco by inclusion of the following line in nearly all of the copy:

"Half and Half is great for cigarettes—smooth, fragrant and rolls easily."

A highly important feature of the present campaign is that free publicity handouts are not being sent out in connection with advertising schedules, nor used in any way.

"There has been absolutely no free publicity connected with the Half and Half campaign," Mr. Dorrance stated. "The American Tobacco Company doesn't believe in it, nor do I believe in or want it."

"I believe that what we are entitled to from newspapers is what our dollar will buy in the advertising columns. We buy only legitimate trade co-operation from newspapers, not space in their news columns.

"I don't believe in free publicity, don't ask for it and don't want it."

Following the advertising effort in Boston and other cities a careful check was made on Half and Half sales and sales of other brands. To substantiate his statement that the campaign had created a remarkable demand, Mr. Dorrance quoted the Boston figures. In thirty-eight stores checked the leading pipe tobacco sold 135.83 dozen compared with the Half and Half sale of 115.33 dozen, or an average of 3.57 for the leading brand, compared with 3.04 dozen for the new brand.

Through newspaper advertising Half and Half in the space of a few weeks is competing with the leaders in the field.

When the present schedules are run a "maintenance campaign" will start calling for two insertions a week.

GEORGIA EDITORS SEEK OFFICE

Holder Would Be Governor—Others Run for Lesser Posts

Georgia has several editors as candidates for office this year. One of them is John N. Holder who is running for Governor. Mr. Holder has been for many years the owner of the *Jackson Herald* published at Jefferson, Ga.

W. R. Frier, who has owned and operated the *Douglas Enterprise* for a long time is a candidate for Public Service Commissioner. This is the Georgia Board that corresponds with the Railroad Commissioners of most states.

A number of editors in the state are running for the general assembly. E. H. Griffin, editor of the *Bainbridge Post-Searchlight*, who has been in the lower house for several terms is a candidate to succeed himself. W. W. Fleming of the *Blakely News* is a candidate for the state senate, as is Clarence Leavy editor of the *Brunswick News*.

"DON'T MAKE A FOOL OF YOUR NEWSPAPER"

This One Injunction Sums Up All Libel Law, Says Beazell, New York World—Holcombe, Herald Tribune, Declares There Is No Formula—12 Short Instructions Repeated

By PHILIP SCHUYLER

BREVITY may be the soul of wit, but can the whole libel story be told in a set of very brief sentence rules?

"It can," declared William Preston Beazell, assistant managing editor, of the *New York World*, and he offered:

"Don't make a fool of your newspaper!"

This one injunction he believes sums up the whole law of libel as it concerns newspaper men.

Another short rule came in by mail from Harry F. Busey, managing editor of the *Columbus (O.) Citizen*.

"Most libel actions result from poor reporting or bad desk handling, which may be summed up in the one word 'carelessness,'" he wrote, adding:

"Carefulness of facts plus a sense of decency in handling are the best safeguards against libel in Ohio."

A. R. Holcombe, managing editor of the *New York Herald Tribune*, on the other hand, does not believe that any one brief libel preventive formula is possible.

"I don't believe the law of libel can be satisfactorily summed up in any brief formula," he said. "Assuming a newspaper man knows what libel is advice that is applicable to all forms of newspaper work holds true."

This advice is short enough—three words:

"Eternal, intelligent, vigilance."

Here then are four short sentence rules regarding the libel law. Added to them should be the 12 points suggested in an editorial in **EDITOR & PUBLISHER**, July 3.

These suggestions, offered as a basis for general reportorial instructions, are therefore repeated in the accompanying box.

Such rules and suggestions as the foregoing are important for the protection of newspapers against libel, but knowledge of the law, discussion, and further advice are necessary.

"If you don't know what libel is, there is no formula to prevent libel," Mr. Holcombe said in the same interview in which he upheld the advice of "eternal, intelligent, vigilance."

"No one can save an ignorant man."

And Mr. Beazell, although he summed up the law in a single sentence, went further into the subject.

"A reporter's first thought should be of accuracy," he said. "Accuracy is the strongest bulwark against libel there is. But a reporter must also be fair. You can be accurate and still be unfair."

"An ideal newspaper man would never write anything about anyone he wouldn't be willing to say to their face. There is often altogether too much refuge taken in newspaper anonymity."

"A newspaper has a public duty to perform and there are plenty of occasions calling for plain speaking. But it wouldn't hurt a newspaper man to keep this question in the back of his mind: 'How would I say this if I were saying it in the presence of the man about whom I am talking.'"

Then Mr. Beazell came back to his one-sentence rule.

"After all," he explained, "the ideal newspaper is a product of collective intelligence, and when you begin setting up 'don't' you handicap the ideal."

It was "Jake" Dreyfus, late owner of the *New York Civil Service Chronicle*, and one-time noted New York reporter, who first told Mr. Beazell that the one-sentence rule he quoted was the only rule given to members of the *World's* staff.

Mr. Beazell had come to New York from Pittsburgh and had been with the paper of which he is now assistant managing editor for only a couple of days. He was re-writing a Washington dispatch. Dreyfus sat at the next desk.

"What's the rule on the *World*, 'Rep-

"There is so much 'on the other hand' stuff in most libel advice that brevity is needed," John Evans, managing editor of the *Des Moines Capital*, wrote the other day.

Lawyers insist a pamphlet of more than a score of pages at the very least is necessary. What some editors think is told in this the 20th article obtained by **EDITOR & PUBLISHER**, stripping the libel law of legal verbiage.

representative' or 'Congressman'?", Mr. Beazell asked.

"The only rule of this paper," drawled Dreyfus, looking up from his work, "is 'Don't make a fool of your paper.'"

"And it is the only really necessary rule," Mr. Beazell continued. "If you get your paper into a libel suit, you are making a fool of it. If you are not accurate, if you do your job half-way, you are making a fool of your newspaper."

"There just isn't anything that doesn't come under that head. Keep this one rule in mind and you have everything on the subject that can be said."

Mr. Holcombe in discussing libel stressed the important part played by copy readers and editors in avoiding suits, told of an interesting New Orleans case, and explained the *Herald Tribune's* desk system, which provides careful safeguards against damage actions, with frequent consultations with the newspaper's attorney, Harold L. Cross.

"Some libels are so insidious they are sometimes almost unavoidable," he said. "As a matter of fact, every newspaper is constantly printing stories, which, if they were submitted to an attorney would be ruled out. These stories, even though they do not involve a newspaper's duty of criticizing men in public office, do supply information to which readers are entitled, and even though they are technically libellous, they should be published."

A practice of the *Herald Tribune* is to take up all really important and dangerous stories with its counsel, Mr. Cross. He is always available for consultation. He is awakened in the middle of the night to answer questions, if necessary.

Every effort is made to man the desk with experienced men and it is not very often that libels get through. The *Herald Tribune's* desk system provides for divisional supervision. Wire news is first read by the telegraph editor or his assistant before going to the main copy desk, where it is read again. The head of the copy desk passes it on to the night editor who is instructed to be on the watch for dangerous stories.

The same route is followed by city news. It is first read by the night city editor or his assistant and then goes to the main desk, and from there to night editor.

The libel suit Mr. Holcombe recalled involved the old *New Orleans Picayune*, a paper with which he was once associated.

A murder trial was held at Amite City, La. Two men were accused, tried, and convicted of killing an old farmer. After the trial, a reporter for the *Picayune* interviewed one of the murderers, before he was taken back to the jail. The man was quoted as declaring he hadn't had a fair trial, that the jury was fixed.

When the story was turned in, the copyreader wrote a very general head for it, a head that indicated that the man who made the charge against the jury was evidently mentally upset because of his conviction. In other words, the copyreader softened the libel contained in the story's text. The headline, however, didn't save the paper from litigation.

Eleven of the 12 jurors filed suit for libel. Attorneys agreed to consolidate the actions and abide by the decision in one case. The paper lost. It was a small sum, several thousand dollars, but multiplied by 11, it was worth further fight.

So the *Picayune* appealed to the state supreme court, the highest appellate court in Louisiana. Here judgment was reversed. The supreme court declared the article should be taken as a whole, including the headline as well as the text. The headline, it was pointed out, showed that the charge made by the convicted man was not true, and that the paper didn't believe it to be true.

"The man who edited the *Picayune* apparently knew the story was libelous," Mr. Holcombe commented. "Whether he did his full duty by softening it down in the headline is another question."

"In case a story is pretty rough and of necessity must be published, special care should be taken in writing the headline. It is more conspicuous in the first place; and the mechanics of headline writing are such that clear expression is difficult to obtain."

ILLINOIS PRESS CONTEST RULES ANNOUNCED

Prizes to Best Papers in Daily and Weekly Divisions to Be Awarded by University at State Press Meet

Rules for the national community newspaper contest at the University of Illinois have been announced by Prof. Lawrence W. Murphy, director of the event.

Preliminary judging will take place at the time of the sixty-first annual convention of the Illinois Press Association at the University Sept. 30 and Oct. 1 and 2. The judges will then be allowed a longer period in which to compare the papers surviving the first test of strength.

In the weekly field the Franklin award, in honor of Benjamin and James Franklin, will be offered to the paper which, in the opinion of the judges, shows the greatest general excellence. This award was won by the *Bemidji (Minn.) Sentinel* in 1925.

In the daily field the Samuel Bowles award, established in honor of the founder and early editors of the *Springfield (Mass.) Republican*, will be offered to that paper which, published in a community of 50,000 or less, possesses the greatest general excellence. The award for 1925 went to the *Bloomington (Ill.) Pantagraph*. The contest rules follow:

1. A national award will be made for the best weekly newspaper entered in the contest. (Franklin.)

2. A national award will be made for the best community daily newspaper published in a city or community of less than 50,000 population which is entered in the contest. (Bowles.)

3. An entry will consist of two copies, representative and consecutive, of the publication submitted. They should be folded together and sealed in one wrapper.

4. Special editions will not be considered.

5. Entries should be mailed at once to the Journalism Office, 109 University Hall, Urbana, Ill.

6. The wrapper should be marked plainly with the words, "National Contest—Weekly Paper" or "National Contest—Daily Paper."

7. Twice-a-week or three-times-a-week papers will not be eligible for entry.

8. Suburban papers or papers published in large cities which serve limited communities in those cities may be entered if they are eligible as weeklies or dailies under Rules Nos. 1 and 2.

9. No fees will be charged for entry of a publication.

10. Entry may be made by an editor or any person interested in the publication submitted. The name of the editor should be written at the top of page 1 of each issue.

11. Copies may be marked to indicate significant material if the contestant wishes to call attention to certain points.

12. No entries will be accepted after Sept. 25.

13. The decision of the judges shall be final.

14. The basis of judging shall be all around excellence on the basis of opportunity.

15. No letters or special correspondence are necessary. The mailing of the papers in a properly marked wrapper constitutes an entry.

TWELVE GUARDS AGAINST LIBEL

(1) This paper, as a matter of honor and decency, subscribes to the principle of live and let live and has no prejudice or grudge against any person, class, race, party or institution which lives within the law;

(2) Reporters and editors are instructed to act the part of gentlemen in their work and write of persons with full consideration of their rights and interests;

(3) It is the reporter's business to relate to the public through the medium of the newspaper those facts concerning people and things of which society by custom is entitled to have knowledge;

(4) Accuracy of statement, insofar as it is possible to discern and describe truth, is demanded of every writer for this paper;

(5) Any writer who uses his privilege to vent personal ill-will toward any person or institution written about, or for any other selfish end, is disloyal to this newspaper and violates the first tenet of the code of ethics governing American journalism;

(6) The principle upon which this newspaper's editorial conduct is founded is one of service to the public welfare, and your treatment of individuals must be consistent with this policy;

(7) Freedom of the press is not a license, but a grave obligation;

(8) Keep faith with individuals with whom you come in contact, even as you keep faith with the readers of this newspaper;

(9) You are trusted not to invade private rights of individuals without sure warrant of service to readers of this paper;

(10) Investigate before you write and by all means avoid mistakes, but if you do make a mistake and discover it, report promptly to your editor and thus give him opportunity to make such correction as may be possible;

(11) Act and write fairly, impartially, decently, carefully with the sole object of telling the readers of this newspaper what they are entitled to know concerning the world in which they live;

(12) In other words, play the part of a gentleman, good journalist and good American.

PRESS RIGHT TO CRITICIZE IS PUBLIC'S GREATEST SAFEGUARD, SAYS JUDGE

Bribery and Corruption Ask Nothing More Than the Silence of the Press, Missouri Jurist Declares in Address to Editors

By EDGAR WHITE

THE Northeast Missouri Press Association was fortunate in obtaining for its winter meeting at Macon a jurist who has won a wide reputation for the clarity of his decisions, and his views of government as expressed in his charges to the grand jury.

Judge V. L. Drain of the second judicial bench is more than a rural judge. He is a student of history and a most interesting writer on historical subjects. From his reading and experience he is convinced the average man wants to do what is right. The Judge is particularly friendly to the newspaper folks, but has an inbred aversion to getting into print as a personality. It was only after the argument was used that his observations would be of real benefit to the public that he consented to address the press gathering.

An idea as to how Judge Drain looks upon the work of the newspaper may be gathered from his handling of a case that was before one of his courts not long ago. There had been a homicide that created considerable talk. A well known man had shot and killed a popular young woman. When the case came before Judge Drain he was confronted with an application for a change of venue on the ground that the newspaper stories of the affair had inflamed the public mind against the accused.

Judge Drain met the issue by summoning all the newspaper men of the county, and instructed them to bring copies of their papers containing every story they had printed about the shooting.

It was a tremendous job to read the many columns of the story in the various papers, but his Honor held the witnesses to the task until every line had gone into the record. Then he said:

"From beginning to end this court has failed to find one prejudicial line against this accused. From the nature of the case the remarkable thing about it is that all these newspaper men have written with such fairness and with such scrupulous regard for the rights of the man who is to be tried. The motion for a change of venue is denied."

"In the very nature of things the newspapers and the courts could not be hostile," Judge Drain told the editors at the Macon meeting. "Each is a leading and potent institution in close touch with all the affairs of the people. Both are trusted agencies to encompass the welfare of the citizen."

"By their loyal cooperation in their respective channels of service is brought about better government and better conditions of life."

"In one of the early chapters of John Richard Green's History of the English people is a thrilling story of the monks who were going through great hardships to establish an educational system in Great Britain. They sought to bring across the Channel the material to lay the foundation and to build the structure that was to be the start of the educational system of a great nation, but they were swept away in the tides and lost their lives in the attempt to better the condition of the primitive inhabitants of the British Isles.

"The torch they held aloft amid the turbulent waters was thrown to the printing press, to men like you to whom is committed the solemn responsibility to keep burning the fires of education and of civilization."

"The courts, the judicial system of our country depends much upon the attitude of the newspaper for its efficiency. What you say about the administration of justice by our tribunals will be taken by the great mass of the people as true. Their views will be formed from what you write. Hence into your hands is committed the power of a giant, but

remember, he uses such power wisely who uses it like a giant. A giant in judgment, a giant in straight thinking, a giant too great to be moved by malice or personal ill-will to employ ruthlessly the mighty force which he controls.

"There lies the safeguard of the people. But the right to criticize? It is yours. More: it is your bounden duty to point an accusing finger at unfaithfulness in office, at the betrayal of a public trust, at the fishy eyes of incompetency, at the bloated wretch who fattens on graft wrung from the people who think they pay for honest service.

"Bribery and corruption ask nothing more than the silence of the press. They will take their chances on squaring everything else.

"Your criticism should always be constructive—designed for the welfare of the people, and that alone. It avails you nothing to single out some man you dislike and turn your batteries on him. Your readers will quickly sense the motive, and discount all you say. That means loss of influence, prestige, all that a good newspaper man holds dear.

"Now, here is a thing in which I believe all newspaper men can help, the development of the individual citizen to a feeling of personal responsibility in the operation of the courts and of the government. This may be just a hobby of mine, but if my years of practice at the bar and my service on the bench have taught me anything it is that good government and the satisfactory administration of the law depend upon the way you and I—the common people—accept our individual responsibility as American citizens.

"The sheriff goes to the head of a large business enterprise with process summoning him for jury duty.

"But I can't serve!" protests the busy man; "I'm up to my eyes in the work of this concern."

"The judge said to take no excuse but sickness."

"But why do you want me? Why not get some one who has not so much at stake?"

"Weren't you talking about the 'bone-head' verdict of a jury up in the circuit court the other day?" suggested the sheriff.

"It took but a moment for this to sink in; then the merchant said:

"I'll be there."

"There was a contagious disease in a town—a few cases. A delegation of local business men visited the editor.

"You must keep this out," they said; "else people won't come to town and trade will be dead."

"It was a time for individual action, and that editor acted. He learned the truth, printed it, along with careful location of the infected homes. The candid statement silenced exaggerated rumors, and by indicating the homes where the disease was the visitors to town could avoid those places. Instead of being harmful the publication was beneficial.

"As a people we are prone to act in masses. To join societies, meet in public, pass resolutions, go home and forget about them. If nothing is done the meeting is to blame, not me.

"Burn it in, and keep burning it in, that real accomplishment rests upon the citizen. Make him feel it! Tell him he can't delegate to others the duty that is his. Make him get out and vote, take a hand in elections. Pick out the right man to vote for, and be able to give his reasons. I like that old-time ambition the district school boys once had—they wanted to be President, or at least a United States senator or a congressman. And because of that idea they grew into stronger and more patriotic men, and when their country had need of them they were ready."

EDITOR & PUBLISHER CALENDAR

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.
Aug. 12—Wisconsin Press Assn., Meeting, Wisconsin Rapids.
Aug. 12-14—Virginia Press Assn., meeting, Pulaski, Va.
Aug. 13-14—Iowa Press Assn., meeting, Cedar Lake.

DETROIT NEWS RAPS CLUB VENTURE

Says National Press Club's High Building in Bad Taste—Charges Wire-Pulling for Special Privilege

Under the caption "Impudence Extraordinary," the *Detroit (Mich.) News* on July 23, published the following editorial: "Whoever it was persuaded Congress in the closing hour confusion of the last session to permit the building restrictions of the Capital to be abrogated in favor of an alleged national press building deserves the swift contempt of journalism in the United States and should receive a prompt and thorough rebuke from the country's newspapers which, it is grotesquely suggested, are to be 'honored' by this impertinence.

"So far from being a monument to the press, it will be a monument to bad taste, and the newspapers of the nation hold too high the ideals represented in the physical appearance of the District of Columbia to feel anything but resentment at an effort to place them before the country as seeking to impair a lovely and symbolic city by a special privilege accorded, it will be assumed, as a tribute to their skill in wire-pulling.

"The press of the nation centers its finest efforts in the Capital; the monument of the American press is to be found in a fair and intelligent reflection of national government and a stimulation of public interest everywhere in the vital methods and purposes of the people's common business. If it wishes any further monument it can achieve such a monument nobly by insisting on the rigid adherence to the original plan for the City of Washington, and the further development, with the genius of that inspiration, of the finest and most significant capital ever created by a people.

"Washington's charms are many; not least the restricted height of architecture, the relationship of that height to the street-width, and the ensuing relative grandeur of such great monuments as the people, at rare times, wish to erect. Washington is the visible expression of national government, to be refined not corrupted. The press should count it a privilege to insist on this.

"The press exists to serve. The perpetuity of its repute lies in that service. To lend its name, or to tolerate the suggestion contained in the name planned for the building which defies a wise and beautiful city plan, is to permit a monument for which American journalism would need to blush ever after.

"American journalism, we believe, repudiates the suggestion.

"If there is any way to halt such an impudent and arrogant assertion of special privilege that way should be employed, and at once."

INJURED IN PRESS

F. S. Fullerton, editor of the *Orion* (Ill.) *Times*, suffered painful injuries to his right arm when it was caught in a roller of the press last week. Both bones in his wrist were broken and he will be incapacitated for several weeks.

87 STAFF MEMBERS NOW OWN STAR

Formal Transfer to Kirkwood and Associates—Financial Details Announced—Agree to Sell Stock When Situations End

KANSAS CITY, Mo., July 29.—The sale of the *Kansas City* (Mo.) *Star* and *Times* to Irwin Kirkwood and associates was completed today with this announcement from the trustees:

"The deed to the *Kansas City Star* properties was delivered to the *Kansas City Star* Company today and a mortgage of eight and one-half million dollars given the university trustees in addition to the cash payment of two and one-half million dollars.

"Both deed and mortgage were filed in the office of the recorder of deeds.

(Signed) "William Volker,
"J. C. Nichols,
"Herbert V. Jones,
"University Trustees The William Rockhill Nelson Trust."

The *Kansas City Star* Company, capitalized at five million dollars was granted a charter of incorporation yesterday in Jefferson City.

The incorporation papers list shareholders for organization purposes as Irwin R. Kirkwood, August F. Seested, Ralph E. Stout, George B. Longan, Henry J. Haskell, Earl McCollum and John T. Barrons, all of whom were named as being members of the board of directors.

The Company was incorporated to continue for fifty years.

The corporation was formed to own, acquire, establish and operate a newspaper and printing business and to print, publish, circulate and sell newspapers, magazines, periodicals and books. It was formed also to acquire, hold, sell, transfer, mortgage, lease and operate real estate and buildings and personal property as may be required for the purposes of conducting a newspaper.

The capital stock was divided into 25,000 shares of preferred stock (to be held in the treasury of the company) and 25,000 shares of common stock of a par value of \$100 each. The articles stated that 50 per cent of the capital stock had been subscribed in good faith and 50 per cent actually paid. The preferred stock would entitle holders to dividends at the rate of not more than 7 per cent annually and the remaining dividends would be apportioned holders of common stock.

In all there will be 87 members of the editorial and business office staffs who will own stock in the *Star* Company. This stock has been subscribed. Members of the staff were invited to subscribe on the basis of one third cash and the rest over a period of 8 years, deferred payments to be carried by Mr. Kirkwood at 5 per cent. By articles of agreement the stock is pooled and when any stockholder either voluntarily or involuntarily leaves the employment of the newspaper, his stock will be sold back within the organization. This applies to Mr. Kirkwood as well as minority stockholders. In this manner Mr. Kirkwood has insured the control and ownership of stock within the *Star* Organization in the future.

Irwin Kirkwood, who becomes president of the *Star* Company, has been editor and publisher of the *Star* since the death of William R. Nelson, 11 years ago. He was Mr. Nelson's son-in-law and during the period when Mrs. Kirkwood was trustee of the estate, was active in the conduct of the newspapers. A. F. Seested has been general manager of the *Star* for many years. All of the directors were associated with Mr. Nelson during his lifetime.

HAMMOND RECOVERING

Percy Hammond, dramatic critic of the *New York Herald Tribune*, who has been ill for several weeks as a result of poisoning, and who has had several operations, was taken to his home at Easthampton, L. I., from the Southampton Hospital on July 27. Mr. Hammond is reported to be improving slowly.

FREE PUFFS MAY TELL—BUT NEVER SELL

Manufacturers of the Nation Have at Last Learned This Truism, Says Stuart Schuyler, Allied Newspapers—Big Swing of National Copy to Newspapers—Sell What You've Got, His Slogan

FREE puffs may tell, but they never sell.

This truism has at last been drummed into the consciousness of most manufacturers in the opinion of Stuart Schuyler, president of Allied Newspapers, Inc., who, in an interview with **EDITOR & PUBLISHER** this week, reported he has noted a definite reform among both advertisers and newspapers regarding the free publicity problem.

Together with the reform has come a big swing of national copy to the newspapers, Mr. Schuyler said.

"If only 50 per cent of the lists being made up now go into space, national advertising in the newspapers will show a decided increase over last year," he declared. "Reflecting general conditions throughout the country is an increase in national lineage of from 20 to 40 per cent in the Scripps-Howard Newspapers.

"Manufacturers are buying space that actually sells their merchandise," Mr. Schuyler declared. "They are not using weak newspapers that give away free space with every contract.

"Both inside and outside the newspaper business there has been a definite reform in the matter of free publicity.

"Manufacturers have proved to their own satisfaction that while free puffery often tells it never sells, and therefore they are moving into paid space. Radio and automobile manufacturers particularly have thoroughly demonstrated that free publicity doesn't pay.

"At the same time newspaper publishers today are more alert than they used to be. It was not long ago that newspaper publishers grabbed up what they could to fill their papers. Today they are realizing that publishing is a manufacturing business. The cost of publication is being taken into consideration.

"Now the great majority of newspaper publishers realize that they can no more afford to give away free space, than a manufacturer can afford to give away two of his products for the price of one.

"In many notable instances advertisers have proved for themselves that free advertising doesn't sell.

"Not long ago, for example, the American Can Company engaged a publicity woman to write publicity for them about canned goods. The copy was drawn up in the form of an editorial feature, and newspapers from coast to coast fell for it.

"It looked very good. But the American Can Company made a check in all the cities where the free publicity ran and found out definitely that it had not increased sale of canned goods at all.

"The stunt was killed immediately, and chances are strong that it will never be resumed. The American Can Company found out that the space obtained 'free' was the most costly it had ever 'purchased,' and results were nil.

"The most outstanding case of free publicity reform may be seen in the automobile industry. **EDITOR & PUBLISHER** must be given some credit for this.

"Only a short while ago when newspaper solicitors called on automobile advertisers they were greeted with the plea: 'Well, how much free publicity can you give us?'

"Today I don't know of a single automobile factory that has been in business any length of time making this request. Now what they want to know first is circulation and rates.

"Now they don't care whether or not a newspaper runs an automobile section. The Studebaker Corporation, in fact, prefers to have its copy run in the main news section than in the auto section.

"The reform is also noted in the radio field. Two years ago tons of free radio publicity were 'bombarding' newspapers. Today weeks go by without any hand-outs coming in."



Stuart Schuyler

"Sell what you've got—don't ask intelligent salesmen to sell intelligent buyers a product out of character," is the key-note of Schuyler's salesmanship and the basis of his instructions to the Allied staff of newspaper representatives who contact advertising agencies and sales managers and advertising managers throughout the United States in the interests of the Scripps-Howard newspapers.

"There seems to be a tendency to build sales arguments on those points which a product or service lacks instead of on those which it possesses," Mr. Schuyler said. "Tooth paste is tooth paste—and not medicine. Corn flakes are breakfast food and not a drug store product. Yet we all remember the flu epidemic during which tooth paste and corn flakes were offered to the public as preventives of influenza.

"This is not criticism of any advertiser's ingenuity in finding new and effective sale appeal for his product. We all remember the marvelous success of the Halitosis campaign for Listerine and many other clever evidences of effective advertising and selling. But if the Ford car were sold as a competitor of the Lincoln, then I should feel that the Ford salesman was selling what he didn't have. "That is what I mean by selling 'out of character.' It is like introducing 'Hamlet' into 'Abie's Irish Rose.'

"Ginger ale is a product of so general an appeal that it can be readily sold to the great middle class. Yet you have seen brands of ginger ale advertised in a most exclusive and snobbish manner, with a sales appeal intended only for the affluent

buy a dozen sheets of fly paper. It may be the finest fly paper ever manufactured but such millionaires as I have known were more interested in negotiable paper, than they were in fly paper for their own household use. A product which may be purchased by the general public should be advertised in mediums which reach the general public. The manufacturer had a middle class product. He tried to sell it as a millionaire specialty.

"In the publication field we find magazines devoted to financial matters, Wall Street news and so on. They are admirable mediums for financial advertising. Are they equally good mediums for cod fish balls or golf balls or ball bearings? The financial magazine or the golf magazine or any other specialized publication should sell what it has—and audience interested in finances—or in golf—or in whatever it may be. There are other publications still more highly specialized—trade journals for grocers—publications for poultry raisers and keepers of bees.

"A man engaged in raising chickens quite possibly would be a prospect for a motor car salesman. But when the poultry raiser is reading his poultry journal, his mind is on the subject of poultry and not on four-wheel brakes.

"The editor of a specialized publication, through a certain editorial policy, wins to his side an audience of readers interested in one particular subject. Such a publication should be an excellent medium for products related to that subject—but the editorial atmosphere is foreign to unrelated products.

"The newspapers and general magazines are best for the advertising of miscellaneous products of general sale. They are not suitable to sell technical dental equipment to dentists, but they will sell tooth paste to the consumer.

"The family doctor is ready to treat any and all kinds of diseases. But we have also doctors specializing in skin diseases, eye, ear, nose and throat troubles, and so on. The eye specialist does not seek the privilege of extracting your appendix and the stomach specialist does not go in for face lifting.

"Newspapers are suitable as mediums for products of general appeal. Space in them should be sold on the basis of what their circulation and character actually is. They can be successfully used to advertise most products. Specialized publications should keep to their specialty.

"I remember one occasion when one of the men of our own Chicago office came to me for advice. He had interviewed an advertiser who desired to push the sale of an electric flash-light among farmers. His advertising featured the conveniences of the flash-light in farm work at night. The newspaper our man had discussed with the advertiser had comparatively a small country circulation. What kind of a sales argument should our representative use?

"I told him to tell the advertiser quite frankly that our medium was not the most suitable for his purpose in connection with that particular schedule of copy. I told him to point out, however, that the city dweller would also buy flash-lights just as readily as the farmer, although for somewhat different reasons. That special copy should be prepared to run in our publication to reach city people at the same time that the other schedule of copy was running in another newspaper to reach the farm population. I cite this merely as an example of 'selling what you've got.' Sell what you have—and don't claim to have what you lack.

"The far-fetched sale appeal does not win in the long run. On the other hand, straight-forward salesmanship does win, because logic and honesty of purpose shine through every word the salesman utters and make his words ring true and carry conviction."

and socially elect. Some brands of ginger ale may be superior to others—but ginger ale is ginger ale and any one who drinks it straight or in combination with certain unmentionable liquids is able to buy it. Why not sell it for what it is, rather, than for what it is not? Why use specious arguments when real sales arguments are so much better?

"As Leslie F. Tillinghast says: 'Tell a man your spade is a spade; that it is iron—not gold; that it is as good a spade as any 'dam critter' can buy for the money—and let your statement be honest. Then your goods will be sold.'

Mr. Schuyler, as president of Allied Newspapers, holds a position in the publication field similar to that of sales manager in other fields. He says that the business of selling white space for advertising purposes is not greatly different from the business of selling canned peaches or tooth paste or any other commodity. In the sale of advertising space, as well as in the sale of more tangible products, Schuyler believes in selling "what you've got."

"I recall an advertising campaign some years ago designed to sell fly paper. The space for this campaign was bought on what the agency business terms 'the quality appeal.' That is to say, only those mediums supposed to appeal to the very wealthy class were chosen to carry fly paper advertising. A product may be a quality product in the sense that it is made of good materials or ingredients and still be purchased by Tom, Dick and Harry. Personally, I cannot imagine J. Pierpont Morgan coming ashore from his yacht in New York Harbor to

NEW FIELDS OF PRESS TRAINING COLUMBIA'S AIM

Advanced Laboratory Research on Great Problems of General Interest and Instruction in Business Management Desired—Survey of Graduates' Earnings Summarized.

POSSIBLE new fields of training for the School of Journalism of Columbia University are outlined by Acting Director Roscoe C. E. Brown in the 14th annual report of the school, for the fiscal year ended June 30. Two lines of work are suggested by Prof. Brown—the development of research work for advanced students and the study of managerial problems for students who hope to become proprietors of newspapers, particularly small newspapers on which the editor attends to the entire business.

When Joseph Pulitzer established the foundation which made the school possible, Prof. Brown points out, he looked primarily to the education of daily newspaper workers for editorial staffs, and that has been the main business of the school to date. Some advanced instruction looking toward magazine writing has also been afforded and next year, in co-operation with McGraw-Hill Company, a course will be given in technical journalism.

With present resources, Mr. Brown continues, the school is wholly unable to give the training that the country journalist and the editor of the small town newspaper ought to have in the business management of the newspaper, advertising problems, typographical questions, etc. For this purpose, at least \$25,000 above the school's present resources is necessary and to serve the profession to the greatest advantage in this field, \$40,000 in addition to the income from the Pulitzer Foundation would be essential.

In the other field, the plan in Prof. Brown's mind is the development of a laboratory for the study of journalistic problems which no individual newspaper is in position to study, but which are of interest to the profession generally.

Registration for the year 1925-1926, according to the report included 120 candidates for degrees and seven candidates for certificates. Sixty-seven men and 53 women are matriculated for degrees, and five men and two women seek certificates. One male student is non-matriculated. Students are classified in two professional years and as graduate students and were drawn from all parts of the country, only 14 coming from New York City and vicinity. Forty-four students were graduated with the degree of Bachelor of Literature and seven as Master of Science in Journalism.

"Under a grant made in 1925 by the Advisory Board of the School, an inquiry has been made into the employment and earnings of graduates of the Columbia School of Journalism," the report continues. "While general knowledge of the success of many graduates and of the steadily increasing hospitality of newspapers and magazines to them gave the officers encouragement and satisfaction, it was believed that a study of specific results would help to measure the value of the school, throw light on the employment problems presented by present journalistic conditions, and perhaps indicate lines along which the training of the school might wisely be developed. The work of gathering and tabulating the facts and preparing them for publication was undertaken in partial fulfillment of the requirements for the degree of Master of Science in Journalism by Clarence W. Steffler of Pittsburgh, a graduate of the School of Journalism with the degree of Bachelor of Literature in 1925. This work is now in press and soon will be published by Columbia University. Records of employment and earnings at different periods since graduation were obtained from more than two-thirds of the graduates of the school. An extended review in advance of publication of the significant material thus assembled does not belong in this report.

But a few outstanding facts should be noted.

"The records shows as large a proportion of the graduates entering journalism and maintaining themselves therein as would be expected in any profession of the recipients of professional training. A little more than 72 per cent are in pure journalism, or in allied lines of work for which the school course is directly or indirectly a preparation. A considerable number of those not thus occupied are recent graduates carrying on advanced studies, or women who, after some professional experience, have married and retired from regular professional employment. More than 52 per cent of the graduates reporting are in editorial or news periodical work, while nearly 21 per cent have been drawn from editorial activity into advertising, publicity or publishing, or into the teaching of journalism.

"The tendency in this direction appears to increase with the length of time after graduation, and the average earnings in advertising and publicity are larger than in straight newspaper work, a fact suggesting that this drift results from the failure of newspapers, though they offer rather large initial earnings compared with those of business, medicine, or law,

to give progressively increasing rewards adequate to hold many enterprising men and women who find that their training for journalism fits them to take advantage of the more remunerative business activities allied or auxiliary to journalism.

"The graduates of the school are earning in journalism somewhat more than the average salaries of journalists of their years, as reported by a committee of the American Association of Teachers of Journalism.

"Nevertheless, the tendency of graduates after newspaper experience to turn to the business side of publishing should have the attention of all who are concerned for the intellectual and moral leadership of the American press. No literary occupation can hope to compete with business for financial returns. The journalist, like the teacher, goes into his work looking for other rewards. He has them, and in general would not exchange them for money.

"Yet no profession is in a sound position that does not make its attractions continuous, or leaves its able and enterprising workers under increasing temptation as the years go on to capitalize their professional capacity outside the profession.

SALINA MERGER A SUCCESS—JOURNAL OCCUPIES REMODELLED PLANT



WITH its new 32 page Hoe press in operation, and a battery of seven linotypes devoted exclusively to the newspaper, the *Salina Journal* at last is permanently located in the building which has been remodeled for it next door to the postoffice. New furniture has been installed throughout, all old equipment replaced, and today the plant ranks well up with those in cities anywhere of 16,000 to 17,000 population.

The building is 50 by 100 and the newspaper occupies all the basement and first floor and a part of the second floor, in addition to a one story press room specially constructed and attached to the main building. Factory construction has been used as much as possible, and hard wood floors installed in the offices as well as the mechanical room.

The *Journal* is a consolidation of the *Salina Evening Journal* and the *Salina Daily Union*. The two papers were united about the first of the year by R. J. Laubengayer, a Salina business man who formerly was associated with the Booth newspapers, first at Ann Arbor, Mich., and later at Detroit. As a result the *Journal* is now the only daily

paper published in Salina, or in any of the 20 counties of the Northwest quarter of Kansas.

That consolidation has been satisfactory to subscribers and advertisers, Mr. Laubengayer declared. Subscriptions have increased 50 per cent, he said, while local advertising has increased about 25 per cent, and national advertising nearly 40 per cent.

The *Journal* was established in 1888, and for the greater part of the 25 years prior to its sale, was edited by Joseph L. Bristow, former United States Senator from Kansas. For the past 15 years it has been managed by Roy F. Bailey, who continues as general manager, with Mr. Laubengayer as publisher, Fred J. Ludes as managing editor, Earl C. Woodward as advertising manager, C. H. Harper in charge of national advertising and Miss Dorothea Smith as city editor. It has been a Republican newspaper since its establishment, and will continue to support that party, its publisher stated, although a column will be donated to the Democrats in which they will be permitted to present their policies and arguments as they see fit.

"The tables show a gratifying increase in initial earnings of graduates, both men and women, in journalistic and semi-journalistic occupations since the beginning of the school. Among men the reporting graduates of the class of 1913 earned a beginning salary of \$1,076, which rose until the graduates of 1921 made in their first year an average of \$2,002, those of the next three classes earned over \$1,900, while the earnings of the class of 1925 averaged \$1,476. The initial salary of the first women graduates in 1916 was \$910, while in 1919 it was slightly over \$2,000, and in 1925, \$1,410. While these figures are based on too small a number of cases to warrant any sweeping conclusions, it is apparent that journalistic salaries have shared in the general advance in wages since the beginning of the war.

"The reports show that the present average earnings in pure journalism of men who have been graduated ten years or more are \$6,016; while in semi-journalistic work, that is advertising, publicity, etc., they are \$10,330; and in non-journalistic work, \$16,019.

"The significance of the last figure is qualified by the fact that it is swollen by the earnings of a few unusually successful business men. How accurately these reports, either of men or women, reflect the position of the entire body of graduates is open to question, but from what is known of the graduates who have not sent detailed information it is believed that they afford a fair cross-sectional view of the whole. No women have been graduated ten years.

"The average earnings reported for women who have been out five years or more are: in pure journalism, \$2,869; in semi-journalistic work, \$3,476, and in non-journalistic work, \$4,244.

"The earnings reported for men when out five years are: in pure journalistic work, \$4,071; in semi-journalistic work, \$4,865; in non-journalistic work, \$4,528. As the figures for women include not only their salaries when out five years, but also the present salaries of those more experienced, the comparison does not fully reveal the difficulties of women with respect to opportunities, especially in the East, except in the magazine field.

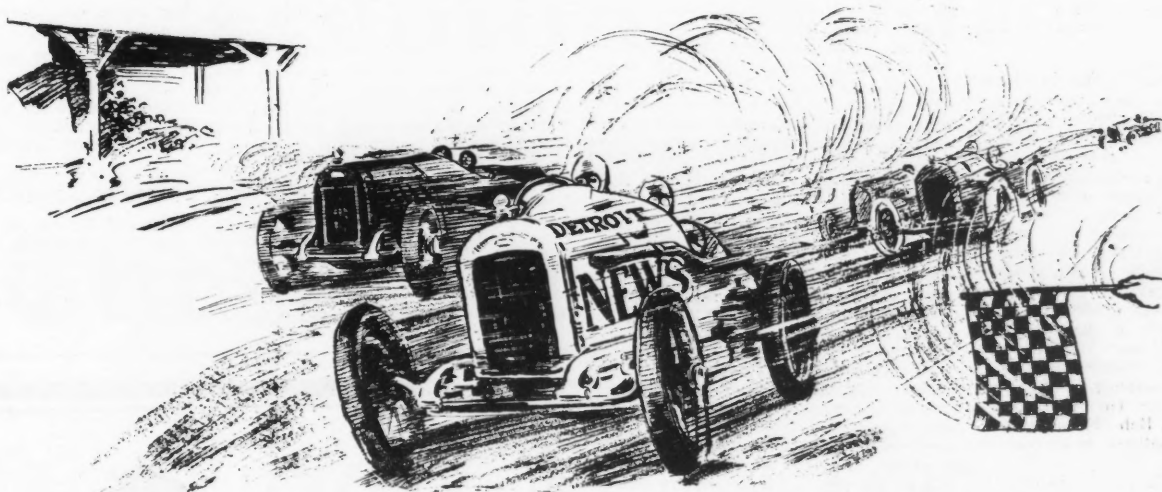
"Women graduates of the Columbia School of Journalism appear to be making a better showing financially than the average newspaper worker of the country as a whole, man or woman, as estimated by the American Association of Teachers of Journalism; but the door of reporting on the great metropolitan newspapers, which is a favorite way for men to enter journalism, opens grudgingly for women, and their opportunity is best to be found in specialized lines of work, in the magazine, trade-paper and house-organ field, and in the small country journals, which offer useful and profitable careers to independent and competent men and women.

"One or more graduates of the school are employed on 32 magazines in the United States and on 68 newspapers in 16 states, including every one of the great New York dailies. Several own papers in whole or in part. They are also doing newspaper work for eleven press associations or syndicates in New York City, are on the staffs of the Associated Press and the United Press in various cities of the country, and are also employed as editors and correspondents in Porto Rico, the Philippines, Cuba, Canada, London, Paris, Berlin and Vienna.

"The detailed report of the places they hold as proprietors, managing editors, publishers, editorial writers, correspondents, desk executives, and reporters shows that the School of Journalism has through the men and women of its thir-

(Continued on page 45)

Detroit News Again Leads All American Newspapers *In Total Advertising Value*



17,427,326 Lines
Published First 6 Months 1926

The Rank of The Leaders

	Lines
Detroit News	17,427,326
Chicago Tribune	16,829,661
New York Times	15,251,876
Washington Star	14,381,584
Los Angeles Times	13,608,084
St. Louis Post-Dispatch	12,689,880

Indicative of the marked prosperity of the Detroit market and the ability of The Detroit News to cover it adequately is this new record of 17,427,326 lines of advertising for the first half of 1926. In 1925 The Detroit News achieved a hitherto unprecedented mark with 16,414,678 lines for the same period. The present volume, however, overtops this mark by 1,012,648 lines and gives The News the advertising leadership of America once more—an honor won by The News more times than any other newspaper.

The signal achievement of The News merits the attention of all buyers of advertising space. The concentration of advertising volume in The News, greater than that of both other Detroit newspapers combined, points to the wonderful economy of selling the Detroit market through the use of its big home newspaper. The Detroit News circulation is the greatest in Michigan and covers Detroit more thoroughly than any other newspaper in a city of Detroit's size or larger.

The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation

320,000 Weekday Circulation

FINDS EUROPEAN PAPERS LAG BEHIND THOSE OF NEW WORLD

Intimate Picture of Continental Journalism Presented by
Australian Writer—Declares Bad Papers
Better Than None at All

By NEVILLE SMITH

(Editor's Note—Mr. Smith is a member of the editorial staff of the Melbourne (Australia) Herald and recently arrived in New York en route to Australia, following an extended study of journalism in Europe, where he accepted temporary employment on newspapers in many cities in the principal countries. His unique experience gave him an intimate understanding of working conditions in England and on the Continent. The following is a summary of his conclusions, written for EDITOR & PUBLISHER).

THE recent general strike in Britain proved that a newspaper was a necessity in modern life. Even though an excellent radio service kept the country informed during the strike the public quickly realized that a newspaperless community was not a pleasant place to be in. During a printers' strike in my own country—Australia—some years ago, the State of West Australia was without newspapers for three weeks, and during that time there was an extraordinary crop of rumors, which nearly threw the whole communal life of the place into confusion. The Prime Minister was assassinated. Dame Nellie Melba (an Australian) died suddenly. The Melbourne Cup favorite (more important "down under" than Babe Ruth is here) went lame, and smallpox broke out in Kalgoorlie.

Consequently it is not surprising to find newspapers even in the least educated communities. During two years of exploring Europe I have come to the conclusion that even the worst paper is better than none. Some papers are very, very bad, but the fact that they exist is a virtue in itself. A whole national press may be inexpressibly poor, but you will find that one cannot afford to neglect it. In Yugo-Slavia, for instance, no fewer than eight different languages are spoken, and the population is largely illiterate. Yet the Yugo-Slavian press is watched carefully by political manipulators. The French, who are angling for prestige in the Balkans, subsidize it. They even publish an afternoon daily in French in Sofia, the capital of its neighbor, Bulgaria. Spain is 64 per cent illiterate, but Primo de Rivera keeps a more than fatherly eye on the vernacular press. The censorship is so strong there that the most reliable information regarding anything but Government-endorsed news comes from the town of Perpignan, north of the Pyrenees, where it is brought by word of mouth across the frontier. Suppose, for instance, there is a rumor of a plot against the military directory, which frequently occurs in fact but not in theory. Paris journalists immediately get busy, and usually the real facts are known to French readers before Spanish.

On the whole, however, European newspapers, Britain excepted, are on a lower level than those of the New World, probably because the latter is so much more progressive in thought. This is particularly noticeable when comparisons are easy, as, for instance, between the Spanish press of Spain and that of South America. There is no paper in Spain that can even approach the standard of *La Prensa* of Buenos Aires. Technically most of the British papers have a good deal to learn from America, and as a native of the Dominions I have frequently been pained by some of the really deplorable errors made by many Fleet-street papers about the Empire. The art editor of a big London daily once said to me: "I suppose you have difficulty with your English pictures in Australia; they must be at least a fortnight old before you get them." Even the quickest mail

takes more than four weeks to cover the distance. It is usually five, or even six.

Continental papers are interesting to the Anglo-Saxon newspaper man. At first sight the average French or Italian paper looks hopelessly bad. It is small (seldom more than 16 pages, usually eight), inaccurate, badly printed, deficient in news and wrapped up in politics. It takes a long time to realize its virtues and the disabilities under which it is produced. Virtues exist, however. The French press reaches a high standard of culture. Classical facts and quotations are constantly used and practically never misused. Literary style is paid a great deal of attention. The French journalist aims at a dramatic story to entertain his readers, and subjugates all other considerations to this requirement. He is witty, irreverent and extremely shrewd. With the exception of the "big five"—*Le Matin*, *Le Journal*, *Le Petit Parisien*, *Echo de Paris* and *Le Petit Journal*—the 28 or so Paris dailies are more or less faction sheets, run to ventilate the views of some particular group or individual journalist. Personal journalism is more powerful in France than in any other country I have encountered. Readers seldom believe what their papers say, but if a man's name appears over an article it is considered that he is personally responsible for the matter contained therein and that he is prepared to stake his reputation on what he writes. Even the "information papers," that is, the papers whose primary aim is to give news, not views, adhere to this principle. Consequently well-known journalists have a good deal of political power in France. Many of the country's best-known politicians started life as newspaper men, notably Clemenceau. Furthermore, some newspapers play an active part in the affairs of the country. Several of the nineteenth century revolutions were engineered by journalists, and *Le Figaro* was the keystone of the Dreyfus case.

Since the advent of Mussolini and Fascism in Italy, with the consequent suppression of the freedom of the press, Italian newspaperdom has become very interesting. Public affairs being practically barred (it is a penal offense to refer to Mussolini except to praise him and to offend Fascism means automatic sequestration) many papers have specialized on a daily magazine section, known as "Articoli di terza pagina." This is very well written, though verbose, and the choice of subjects has spread a little army of Italian journalists all over the world. The foreign correspondent, as a matter of fact, is usually the best man on the paper. His local colleague is a long way behind. Nevertheless, the Italian has just as great an interest in dramatic stories as the Frenchman, and lurid accounts from police stations are thoroughly enjoyed. Domestic slaughters, kickings to death, meaty suicides and other picturesque amenities of Italian social life are reported with gusto. Curiously, Mussolini's own paper, *Il Popolo d'Italia*, founded by him in 1915 and at present edited by his brother, does not stand high in popularity. It has a circulation of only 80,000. Several papers in Milan, where it is published, have a much bigger circulation in the city itself. I understand that such continuous and overwhelming praise of Fascism bores even the Italian enthusiast.

Apart from a surprising turn for in-vective, the German press is quite efficient, though, in my opinion, the German genius is best shown in its periodicals, some of which specialize on curious and very naughty subjects with disconcerting frankness.

Hungary, which is a land of fierce

patriotism, is nevertheless pleasantly humane in its newspaper methods. There is a most salutary law relating to notice of severing the engagement of a salaried journalist. This is fixed with the responsible editor for one year for sub-editors, six months for important members of the staff who have been employed more than five years, and three months for all other editorial men. Religious toleration is also recognized, even in the case of the Jews, who are by no means popular after the horrors of Bela Kun's Bolshevik régime in 1918.

One respect in which European newspaper work varies a little from that of America is in the vogue of long-distance telephony. This is far more popular than telegraphy. Many London papers, particularly the *Times*, get practically all their Continental news by "trunk telephony," and enormous volumes of matter are handled nightly. The *Times* works it in this manner. There is a staff of expert stenographers in the head office in Printing House Square in London. They are in communication about half-a-dozen times nightly with specially employed telephone experts in Paris and Brussels. Paris and Brussels in turn communicate respectively with Milan, Madrid, Geneva and Vienna, and Berlin, several times a night. Milan in its turn "drains" Rome and the rest of Italy, Madrid "drains" Spain, Geneva Switzerland and particularly the League of Nations, and Vienna the South-Eastern part of Europe. Outside these—Scanlinavia, Soviet Russia, the Near East and Portugal—the telegraph is used direct to London, but the French North African col-

onies avoid international complications by telegraphing to Paris, whence the news is relayed by telephone to London. Trunk telephony is good in Europe and especially good between London and Paris, where there are 14 lines. The language difficulty is overcome by employing English telephonists who are thoroughly at home in the languages of the countries in which they work. The actual news, however, is telephoned in English.

HOLDING COMMUNITY "SINGS"

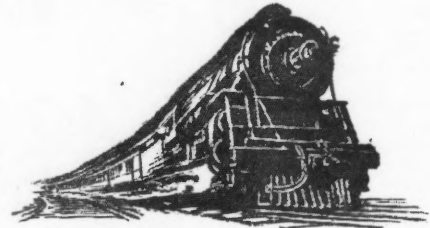
The *Milwaukee Journal* is sponsoring community singing under the direction of Frederick Carberry, song leader. The "sings" are held four nights a week in the city's parks during a nine-week period. A contest has been arranged with groups from five parks entered. At the end of the season a flag or a plaque will be presented the winning chorus by the journal. To date 65,000 have attended the "sings," the journal reports.

DAILY IN NEW PLANT

The *Eugene (Ore.) Morning Register* recently opened its new building with a public reception. A new press and other new equipment has been installed.

PRESS AGENT DECORATED

Edward L. Bernays, public relations counsel, New York, received this week the title and decoration of Officer of Public Instruction from Maxime Mongendre, French Consul-General for New York.



F. E. C. Railway Faith in Florida Is Expressed With \$21,000,000 For Improvements

The officials of this railway, after completing the annual spring inspection trip over the line, announce this huge expenditure for new improvements and new facilities for handling the steadily increasing Florida traffic.

Jacksonville is the terminus of the F. E. C. Railway and the home of the Florida Times-Union. A city leading all other Florida cities in population and a newspaper foremost in state circulation.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000

SUNDAY 70,000

THE STATE GAZETTE

the only morning newspaper in

Trenton, N. J.

Now under ownership of

The Trenton Times

56,000 Circulation

(Morning and Evening)

Absolute coverage of the
250,000 people in Trenton
and the shopping area.
It's done with a single
advertising appropriation.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

NO MORE LAWS NEEDED TO PROTECT NEWSPAPERS, SAYS S. N. P. A. PRESIDENT

Raleigh Publisher Deplores Activities of Legislative Committees—Urges Consolidations to Eliminate Mendicant and Mediocre Papers

By JOHN A. PARK

Publisher Raleigh (N. C.) Times and President, S. N. P. A.

IN the recollection of the present generation's crop of newspaper workers, no activity stands out more conspicuously than the favorite indoor sport of hoping that the next biennial session of the General Assembly will be indulgent toward newspapers.



JOHN A. PARK

Newspapers, like spoiled children eating candy must be humored and petted and they must have consideration the next time candy is passed around.

And so, when the State Legislature convenes there must be a committee on legislation, a large committee including "influential" members from every section who are to buttonhole every official member and earnestly urge an increase in rates for legal advertising and to help induce the federal post office to reduce carrying charges on second class matter and to do varied and sundry things that may aid or please the newspapers.

Surely, those legislators who have answered more than one opening roll call, must be wearied of the incessant cry to "do something for the newspapers." Isn't it about time for the newspapers to do things for themselves?

Do we need more laws to aid and protect newspapers? Indeed we do not. We have too many laws now—of every kind.

The kind of laws that we should have next, with respect to newspapers, would protect newspapers from one another and protect society from the newspapers.

There are too many newspapers in America today, just as in some towns there are too many groceries, drug stores and filling stations. The man who made two blades of grass grow where one grew before may be emulated now by the genius or philanthropist who transforms two makeshifts into one good newspaper. North Carolina fortunately is not as sorely afflicted at the present moment with a superfluity of daily papers as she has suffered from in the past, but there are still some "weaklies" and perhaps a daily or two which have no real claims to existence.

There are several towns and cities in this state that have experienced the annoyances of too many mediocre publications that should have been consolidated, checked or choked. Large cities in other

states have all experienced the evils of too many sheets carrying the names of newspapers. Every city and most of the towns throughout the length and breadth of the land have their newspaper graveyards and their skeleton closets that should forever remain sealed and closed.

The tendency to consider newspapers as public utilities continues to grow. There are those who would classify this great industry of public service along with railroads, highways, telephones, power companies and the like. Newspapers are usually willing to admit that in some communities they are treated as red-headed step-children.

What would be regulated about newspapers if they were placed under state supervision?

First, there would be a shifting around and moving of plants from points of congestion to those very few places that need newspapers.

Next, there would be established standards of practice under rigid supervision demanding satisfactory performance or closing of the doors.

Then, suitable rates for advertising and circulation would be prescribed and stabilized; low enough to attract business and high enough for a legitimate profit.

The results naturally would be the growth and extended service of the deserving publications and the withdrawal of the incompetent ones.

Talk about the "supporting" of a newspaper would be reversed into a respectful request for the newspapers' approval and support of a community and its enterprises.

Moaning over increased postage rates does not reduce the cost, neither does an occasional complaint filed with one's favorite congressman. Action of regional groups and associations collectively seems the best way to arouse interest of post office officials. Possibly the best method of all is the use of competing services, such as express, baggage, bus lines and private delivery. Withdrawal of mail and passenger trains through decreased patronage and increased popularity of bus service has brought a multitude of complaints from patrons in many towns, large and small here in North Carolina, where better highways are bringing many changes in manners of living.

Rates for legal advertising as well as rates for any other kinds of advertising should not require defense. If they are right they should be enforced. If they are too high, patronage will decrease; if too low the business cannot survive.

Why not ask our legislative bodies to so safeguard humanity that the ever in-

creasing number of preventable fatalities may be checked?

Why not ask for protection from the speed demon and the incompetent driver who profane our highways and fill our hospitals and morgues?

Why not forever discard the dingy one-room schoolhouse in favor of the modern consolidated school?

Why not make it prohibitive to erect hospitals, schools and even office buildings and hotels that are combustible?

Why not direct the energies and brains of the great publishing industry of thriving North Carolina into channels of constructive endeavor and militant usefulness?

Yes, why not?

These Utopian conditions may be for future generations; they may be close at hand. The mendicant publication will remain mendicant unless perchance through change of attitude or circumstances it may join the growing group of aggressives.

Some day the great God of the Universe is going to look down on one of his dearly beloved publisher-children and say, "Cease thy slothfulness; rise up and produce a better newspaper or get thee back to the tall timbers."

(The above is as an address delivered by Mr. Park at the annual meeting of the North Carolina Press Association at Hickory, N. C., last week.)

KNECHT GIVES FAREWELL PARTY

Gives Decoration to Publisher on Eve of Return to France

Dr. Marcel Knecht, head of the French delegation to the International Advertising Convention, on the eve of his return to France on the "Paris," July 24, gave a farewell dinner to his friends on the roof of the Waldorf-Astoria, New York. The guest of honor was John A. Penton, iron trade publisher, who for some years has been a simple member of the Legion of Honor in France and who, on this

occasion, was raised to the rank of Chevalier of the Legion. The new medal was pinned on his breast by Dr. Knecht.

Among Dr. Knecht's guests were: Hon. Grover Whalen, Louis and Paul Meyer of the *Theatre Magazine*, E. E. Pidgeon of the *New York Journal of Commerce*, James W. Brown, president, EDITOR & PUBLISHER, H. S. Swartz, Jesse H. Neal, Leon Renier, Robert Remy, F. C. Siegel, I. D. McAlpin, C. K. Woodbridge, John A. Penton, H. H. Charles, and others.

Dr. Knecht thanked his friends of the press and the advertising forces in America for his welcome to the United States and took occasion to declare that no matter what the state of politics was in his native country, so long as the press and the advertising forces of France and the United States were in accord, they would constitute a solid barrier of friendship which no misunderstanding or misinterpretation could possibly break down.

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 188,756.

Everything in Baltimore

Revolves Around

THE  SUN

Morning Evening Sunday

The INDIANAPOLIS

Indianapolis is one city where one newspaper alone can carry any advertising load with maximum results. The News alone has greater circulation in Indianapolis than both other daily newspapers combined. It has reader interest and effectiveness, and an advertising endorsement that have never been even remotely approached in Indianapolis.

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

"The Love Game"

A story of
LOVE and TENNIS

by
Suzanne Lenglen

In 27 daily
illustrated
installments



"Comparable with many of the best sellers. It has interest and a style which carries one on from the first page to the last without any sense of boredom."—*San Francisco Herald*.

"Holds the reader's interest throughout its rapid action."—*New York Telegram*.

"A story of tennis and romance cleverly constructed and charmingly related"—*St. Louis Star*.

LEDGER SYNDICATE



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE

ADVERTISING DEPARTMENT

Results Count!!

The Pittsburgh Press
used Exclusively with wonderful
Results for Advertising Campaign on
DU CO

July 5, 1926.

The Pittsburgh Press,
Pittsburgh, Pa.

Gentlemen:

When we decided to go into Pittsburgh with our campaign on Duco for Handy Home Uses and du Pont Paint and Varnish products, we chose to use the PRESS exclusively for our advertising.

We are very well pleased with the results obtained in your territory, a large part of which we feel is due to your splendid cooperation. This was very definite in character - far beyond mere promises.

We are glad to express our appreciation of your support because, while we know that the public was waiting to get Duco to be applied with a brush, nevertheless we are convinced that the Pittsburgh dealers' confidence in advertising in the PRESS, greatly helped the speed with which distribution and repeat sales were brought about.

Very truly yours,

A handwritten signature in cursive script that reads "Wm. A. Hart".

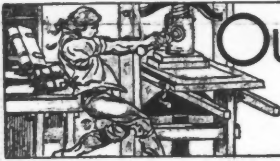
DIRECTOR OF ADVERTISING

Wm. A. Hart
KED

The Pittsburgh Press

A Scripps-Howard Newspaper

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



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

ONE of the leading advertising articles of the month is "The Present Trend in Advertising"—contributed by W. R. Hotchkiss to *The Journal of Retailing*. Mr. Hotchkiss, who is now director of the Standard Advertising Company of Chicago, was formerly advertising manager of John Wanamaker, New York.

At the very beginning of his article Mr. Hotchkiss thus stresses the importance of news in copy:

It should never be forgotten that the real soul of advertising—the live interest-compelling quality or element—will forever be the NEWS factors that it possesses.

The importance of institutional advertising is then taken up and attention is called to the fact that one of the most encouraging phases in the present trend is the increasing number of retail advertisers who "sell the store." To secure this editorials are frequently printed in the store's advertising space. Ways are thus described:

This store-selling advertising policy is operated in varying manner, by various stores. Sometimes the so-called editorial is set in a small rule box, in the corner of the advertisement; again it takes the form of a broad display heading for the page; then we see the editorial take a more pretentious form and require a separate and totally independent position of its own in the newspaper—perhaps being written by outside specialists in advertising. Still another feature of store-selling advertising is provided by store-service organizations who syndicate this type of store editorial writing, thus providing this valuable factor of modern advertising for stores everywhere—large and small—and written by specialists in this work.

One of the best things in the article is the comparison made by Mr. Hotchkiss of realistic and modernistic advertisements. Examples of both types are given in the article.

AN editorial in *The Nation* for July 28 opens as follows:

In an era of commercialized newspapers, when editorial policies are syndicated, it takes more than moderate courage to stand for the old and honorable tradition of independence which once animated the profession of journalism.

Fitting tribute is then paid to the two fighting editors, Donald R. Mellet, editor of the *Canton (O.) Daily News*, who lost his life because he stood by his editorial guns, and George R. Dale, editor of the *Muncie (Ind.) Post-Democrat*, who faces a prison sentence.

EVIDENTLY the World War has had its effect upon cartoonists. A cartoon—"An Unsafe Fourth," by Harding for the *Brooklyn Daily Eagle*—shows flying projectiles without their cartridge cases firmly attached to their stems. Believing this cartoon to be unique, *The Outlook* reproduced it in its issue for July 28. It explained past practices on the grounds that most cartoonists used 22-caliber ammunition as models of all pro-

jectiles up to at least sixteen in diameter.

AN editorial, "Newspaper Values," in *The Outlook* for July 28 in speaking of the sale of the *Kansas City Star* and that of the *Chicago Daily News* remarks that both "brought prices in the market that can be conservatively called colossal." It adds that both Mr. Lawson and Mr. Nelson "were old-fashioned in their notions and sold news instead of monkey-shines." It then goes on to say that while Mr. Lawson's fortune went in the main to the Congregational Church Mr. Nelson's will "cultivate the arts and graces of Kansas City."

JOHN CARTER, who is on the staff of the *New York Times*, contributes to *The Nation* for July 28 "Putting America in a Hole—the Lesson of the Debts" and John Billings, Jr., who is connected with the Washington Bureau of the *Brooklyn Daily Eagle*, is represented in the same issue with "Oil and the Wheels of Justice."

MARY MARGARET McBRIDE is joint author with Paul Whiteman of "Jazz" (J. H. Sears & Company). Miss McBride, who is a graduate of the University of Missouri School of Journalism, started her newspaper career on the *Cleveland Press* and was for several years on the staff of the *New York Evening Mail* to which she contributed daily a signed feature story.

While "Jazz" is Whiteman's autobiography he would doubtless be the first to acknowledge the help he has received from Miss McBride in the collection of material and in the preparation of the manuscript for the printer.

The chapter in "Jazz" which will probably most appeal to newspaper people is "Tin Pan Alley." Even to them it may be news that Handel's Messiah furnished the theme of the well-known "Yes, We Have No Bananas" and that most of the "banana" song "which was not taken from the Messiah" came from Balfe's famous "I Dreamt That I Dwelt in Marble Halls." This chapter also gives the inside story of other jazz songs. In fact, the interesting anecdotes scattered through the chapters jazz up the volume.

MANY of the illustrations used in "Business Ethics" (Ronald Press Company) are the advertisements which the Golden Rule Department Store of St. Paul inserted in the *Pioneer Press* of that city in a running series headed "Ethics of Business."

The author of "Business Ethics" inserts this incident which may possibly interest the readers of *EDITOR & PUBLISHER*:

William Seaver Woods, editor of the *Literary Digest*, once gave me an incident which hap-

pened during the days when he worked on the *Republican* at Springfield, Mass. That paper in order to get the news of a somewhat serious wreck had chartered an engine to carry its reporters to the scene of the disaster. When the paper asked a bill from the railroad company it was informed that the company considered it a pleasure to be able to serve such an excellent paper as the *Republican* and that there was no charge.

The editor of the *Republican* replied that the paper was perfectly able to pay any bill for services rendered, and, in this instance, insisted upon payment. The exchange of letters between the paper and the railroad company continued for some time. But no bill was presented. Determined not to be under any obligation to a public service corporation, the *Republican* finally drew a check for the amount which it thought would cover the expenses for the use of the engine and sent it to the railroad company. This check passed back and forth several times between the paper on the one hand and the railroad company on the other.

Finally the *Republican* sent a notice that the money was in the bank awaiting the pleasure of the railroad company for its disposal. The check itself was framed and prominently displayed in one of the offices of the *Republican*. In commenting about this incident Mr. Woods remarked that this framed check taught a most valuable lesson to reporters about the danger of accepting any courtesies that might possibly suggest bribery.

TOP-OFF-THE-BARREL of the recent crop of books on the art of agricultural journalism is "Agricultural Journalism" (Knopf) by Nelson Antrim Crawford. This book is as satisfying to the reader as a prime steak of Kansas "cake-fed" beef.

Here is a guide book written by one who "knows his potatoes." The author, born in a small town in South Dakota where they raise big crops, is thoroughly acquainted with the sun-browned countryside. A present he is the Director of the Department of Information of the United States Department of Agriculture.

The roads to success in farm press practice mapped out by Crawford in this text are no cow paths. They go straight to their destination and the author follows his own highways.

"In fixing the general policies of a farm paper, the actual reader of that paper is always considered," he writes. "If it is a new paper which is to be started, the publishers determine in advance to what type of reader they wish to appeal . . . Formulating the edi-

torial policy of a paper involves deciding not only what matters shall be treated, but also in what way they shall be treated . . .

The farm paper is not an endowed institution. It can exist only when it can obtain enough advertising. It can get this advertising only when it has enough readers who care sufficiently for the paper to pay out their money for it . . . At the same time any farm paper that deserves to exist is anxious to do its best for farming and the farmer. It wants to make farming more profitable financially, intellectually, and spiritually. It wants to improve the condition of the farmer and his family in every possible way."

How this may be done is shown in detail in "Agricultural Journalism" in such an engaging and crisp manner that the book is a sort of dictionary of ways and means to writer, editor, and student of the farm press. Mr. Crawford has observed the farmer's mind as carefully as the farmer himself looks into the heavens for signs of approaching rain to relieve a stubborn drouth.

(Continued on page 40)

Largest morning and Sunday circulation in the Greatest Market west of Chicago 170,000 Daily 390,000 Sunday LOS ANGELES Examiner

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

thoroughly and alone cover the Oklahoma City Market

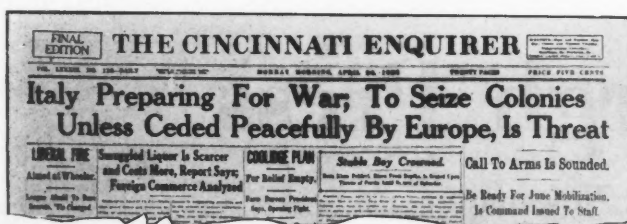
Oklahoma's farm income for twelve months beginning July 1, 1926, is placed by the Brookmire Economic Service at \$345,000,000. This is 117% of the normal five-year average and 108% of the figures for last year.

This farm prosperity is permeating every nook and corner of Oklahoma, affecting all lines of business and creating an expectancy for the greatest fall selling season in Oklahoma history.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

23 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete

These 28 leading Iowa daily newspapers offer a valuable marketing service—uniform co-operation for you over the entire state. Write for the "Iowa plan."



Higher percentage who will *buy*—in Iowa

With per capita, taxable wealth 51% above the Nation's average, with tastes, habits and living conditions correspondingly high, it is only natural for a sales campaign in Iowa to bring unusual returns.

Iowa is lowest of all the states in percentage of illiteracy. Highest of all in proportion of telephones to population.

Another indication of Iowa's high living standard is this fact: The percentage of Iowans 18 years old who have finished high school is **double** that of the nation at large.

Iowa, of course, is famed as the foremost agricultural state. She ranks first agriculturally in many ways, such as production of corn, oats, horses, hogs, and poultry.

Yet, did you know that 59% of her people live in towns and cities?

Iowa's Agricultural standing often makes us lose sight of her industrial wealth. The output of her 3,420 factories in 1925 was estimated at \$775,000,000—more than the value of her total field production.

Iowa has the country's largest factories in the production of: Cereals, Washing Machines, Baskets, Stump Pullers, Wall Plaster, Crackers and Macaroni. Other important Iowa industries are Cement, Brick and Tile and Meat Packing.

Iowa people, wherever they live, whatever they do, have at least one trait in common. They all have the habit of reading their daily papers **every day**.

These 28 leading Iowa daily newspapers offer the ideal way to tell your story to Iowa people. Total circulation—571,151. Families in Iowa—550,000.

If you wish, you may deal with this group as with one publication.

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

CHILE FIRST COUNTRY TO PROVIDE PENSIONS FOR NEWSPAPERMEN

Law Passed at Request of Carlos Davila of La Nacion, Santiago, Sets Aside 2% of Race Track Profits—Newspaper Workers Also Contribute

By RAFAEL FUSONI

United Press Correspondent, Santiago, Chile

CHILE is the first country in the world which through the energy of its newspaper directors has obtained for the newspaper workers, including editors, reporters and printers, the benefit of pensions given by the state after a certain number of years of work.

The law which is the same as that for the employees of the public administration, defines newspapermen as those who belong to an enterprise having a printing shop which regularly issues some paper or magazine. To come within the scope of this definition the enterprise must employ no less than ten men.

The money for the retirement, pension and life insurance is derived from the following payments made to the Bank of Pensions for Public Employees and newspapermen: 5 per cent deducted from the monthly salary of the employes, plus an equivalent sum paid by the enterprises; 10 per cent of the net profits of such newspaper enterprises; 50 per cent of the first month's salary of each new newspaperman; the first month's increase of any salary; the fines which the companies impose upon their personnel; and 2 per cent of the total amount of the profits made by race-track betting throughout the country.

Among other things, the law providing this benefit stipulates that newspapermen after 30 years of work are entitled to retire receiving a monthly pension equal to the average of their mensural salaries during the last two years of service. But in no case must this pension exceed 36,000 Chilean pesos per year.

The bank is authorized to buy property, build or repair houses for the employes coming under this law; it is also empowered to loan money on mortgages for the same purposes. A provision of the law makes possible the creation of a fire insurance department.

The part corresponding to the share of the newspapers in the Bank of Pensions, which is for the most part derived from the 2 per cent of the betting profits, amounts to 1,000,000 Chilean pesos or \$120,000 dollars.

There is also a provision authorizing the Bank to make loans to the employes who have more than five years of service the maximum amount of the loan not exceeding 50 per cent of the year's salary. These loans must be vouched for by two other veteran employes. Provision is made for gratuitous medical service and a subsidy for the sick.

This law, creating these benefits, was passed principally as a result of the efforts of Sr. Carlos Davila, the director of *La Nacion*, San and Sr. Manuel Novoa. It was the constant work of Sr. Dávila,

who is the author of the law, that the strongest opposition to it was finally overcome, namely: the objection of the wealthy men interested in the race tracks.

Sr. Dávila had the law formulated and all ready to be signed when Sr. Alessandri came back from Italy some time ago and took charge again of the presidential duties; but he refused to sign any more decrees. Dávila endeavored to have it passed during the time of the revolutionary government, but Sr. Bello Codecido, who is the Chilean delegate to the League of Nations and who at that time was a member of the revolutionary junta, refused to sign it.

Later Dávila took up the matter with Alessandri who finally gave his signature.

The Bank of Pensions for Public Employees and Newspapermen is presently in full-swing and many of the employes have availed themselves of the advantages, building homes and effecting loans.

The loans thus far made have amounted to several million pesos. The creation of this Bank, with the inclusion of the newspapermen, has met with the general approval of the public.

COAST PROMOTER INDICTED

E. G. Lewis and Associates Charged With Using Mails to Defraud

(By Telegraph to EDITOR & PUBLISHER)

LOS ANGELES, CAL., July 29.—Edward G. Lewis, of Atascadero, promoter of several projects in Southern California during the last four years, notably the *California Illustrated Review*, together with three associates, was indicted yesterday by the federal grand jury on a charge of conspiracy to use the mails in a scheme to defraud.

The asserted officers and directors of his concern indicted with Lewis are Attorney Lewis Cohen, H. L. Kramer and William Ahrens. Bail was set at \$5,000 each.

In the indictment nine counts refer to letters in which the defendants are alleged to have made false representations to prospective purchasers, while the tenth count charges conspiracy.

The indictment is based on the allegation that the defendants received about \$850,000 from investors in the *California Illustrated Review*, one of Lewis' alleged promotions. Government officers allege that the operations of the quartet involve the sending of circulars through the mails soliciting "life memberships." These "life memberships," according to the government men, cost the buyer \$10, and they assert that Lewis and his associates promised every subscriber interest

in oil wells and almond groves that were never realized.

On January 5, 1925, creditors of Lewis filed an involuntary bankruptcy petition against him. He was adjudged bankrupt and filed a list of debts, declaring his liabilities were \$23,000,000 with assets of about \$5,000,000, consisting chiefly of 20,000 acres of Atascadero land and some oil wells. Evidence presented to the federal grand jury showed that the *Illustrated Review* was suspended in August, 1924.

Bankruptcy proceedings revealed that he had also been interested in the promotion of the *Atascadero News*, and eight other projects besides the *California Illustrated Review*.

NEW TIMES TYPE BOOK

Advertisers' Guide to Series Available in Composing Room

The third edition of the *New York Times Type Book*, just printed sets new standards for type books and is an important contribution to the Times' efforts for improvement of newspaper advertising typography.

The book is a guide to the 23 type faces in the Times composing room. The name of the type face, its size measured in points and the number by which the type is known are given. The book has been designed to aid in the selection of effective types for advertising and in estimating the amount of text which can be set in a given space.

In the specimen arrangements the smaller sizes of body type are shown in single column width, the larger sizes in

two-column width. One decorative and very useful feature is the reproduction of a number of small advertisements of attractive typography on many of the pages. The borders available in the composing room are illustrated by a sample line two inches in length. Ornaments are shown and indexed by number.

Special attention to the preparation of the book was given by W. A. Penney, superintendent of the Times composing room; Charles I. Willey, day foreman of the composing room, and William O. Carswell, who set the type.

USES ARMY COMMUNICATIONS

Boston American Reporter Uses New Consolidated System

For the first time under the new consolidated communications now in effect in the United States Army, a *Boston American* reporter used the field communication system to send a message to his paper, July 23, from Camp Devens, Ayer, Mass.

The message was sent by James J. Smith of the American staff, and was made possible through the co-operation of Capt. Lawrence L. Layton, in charge of First Corps Area communications, the army radio station at South Boston, and Lt. William F. Johnson, in charge of the message center at the camp.

Telephoned by Smith from a field telephone to the message center, the message was relayed from there to the field radio station, camp radio station, to the Army Base, South Boston, and telephoned from the latter place to the editorial rooms of the American.

"Circulation" may be newspapers sold to individual readers or sold to families.

In Brooklyn the 80,000 circulation of the "Standard Union" means 80,000 homes.

This has been the "family paper" for generations.

R. G. R. Hunniman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

ONE more prominent publisher accepts our complete checking Proof Service—

PORTLAND MAINE PUBLISHING COMPANY

Evening Express Sunday Telegram

Press Herald

PORTLAND, MAINE

The Advertising CHECKING BUREAU Inc.

538 So. Clark St.
CHICAGO



79 Madison Ave.
NEW YORK

A gain of 55,926 lines of local advertising

IN June, 1926, The Baltimore News carried 55,926 more lines of local advertising than in June 1925. This gain is doubly gratifying because it signifies a definite trend in local advertising favorable to the News. That favorable trend is the result of steady, consistent gain in circulation as indicated in the following figures:

In the six months' period ending with April the News showed a GAIN of 13,322 daily net paid over the preceding six months.

The average daily net paid for the three months of April, May and June, 1926, show a GAIN of 17,945 over the same period in 1925.

The June average daily net paid for 1926 was 118,618,—a GAIN of 17,869 over June, 1925.

At the same time The Sunday American for June showed a GAIN of 23,000 in circulation and 42,936 lines of local advertising.

The Daily Baltimore American in June showed a GAIN of 117,457 lines of local advertising.

These important gains,—steady, consistent, continuous, bear out the point we have been emphasizing:

**YOU CAN'T COVER HALF OF BALTIMORE UNLESS YOU ADVERTISE IN
THE BALTIMORE NEWS!**

You can buy The Baltimore News alone, or you can buy it in combination with the Sunday or daily American or both.

THE BALTIMORE NEWS

**THE BALTIMORE AMERICAN
THE SUNDAY AMERICAN**

National Representatives

In the East

W. G. HOBSON

2 Columbus Circle, New York

In the West

F. E. CRAWFORD

913 Hearst Bldg., Chicago, Ill.

Both under direction of J. C. Dayton, Publisher, New York Evening Journal

ADVERTISING TODAY

Advertising Must Assume New and Heavier Responsibilities in the Re-organization of Production and Distribution

By EDWARD A. FILENE

(Written for Advertising World of London and Editor & Publisher)

SPEAKING recently by request before an organization of business men, I made the statement that the big successes in business in the next ten or twenty years will be made by the big advertisers who put brain and the will to serve the public into advertising.

I have been asked to elaborate that thought and I am glad to do so.

Advertising at its best is a social service and must assume new and heavier responsibilities in the reorganization of production and distribution, which is necessary if we are to maintain our national prosperity and effectively solve the basic social and economic problems that confront us.

The coming conflict for foreign markets, attendant upon the economic recovery of Europe, will place our domestic business under great pressure. American business prosperity depends to a large extent on the ability of the country to export its surplus. We shall face a serious crisis in the inevitable world competition for markets, and must reorganize our production and distribution methods to meet this situation.

The most efficient system of production and distribution is that of mass production and mass distribution. Probably the best known instance of mass production is the Ford automobile. Mr. Ford has produced an article of general need at a lower price than it has ever before been produced—so low, in fact, that when exported it competes against home production in countries where workmen are employed on a far lower wage scale. He has thereby increased the efficiency with which the work on farms and in cities is performed. He has widened the orbit of average people by giving them "new legs." And he has, at the same time—and solely through his service to the public—made, as a producer, one of the largest fortunes in the history of the world.

Not only from Mr. Ford's experience, but from the unmistakable impetus of the times, it is apparent that mass production is the second stage of the great capitalistic era in which we live.

What we need to note is that mass production is inevitably dependent upon MASS SELLING, which in turn necessitates great masses of consumers who can buy—that is, who can earn wages and salaries that will enable them to consume the output of mass production methods. Mass production is impossible without high wages, which increase purchasing power.

The introduction of mass methods will greatly increase the buying power of the people because of two factors which have not actively dominated production until now. The first is that it is profitable to

pay higher wages because of the difference, under mass production, between a high wage and a low wage is hardly measurable in the average sale price. The second is that even the stationary wage is actually increased if its buying power is increased.

If the necessities of life in this country and in Europe are produced as the Ford automobile is produced, the buying power of the masses will be immensely increased and will make possible the successful combating of all those so-called panaceas of radical and revolutionary changes which are being offered as the only solution for the very desperate conditions in Europe—and will be offered in this country if conditions are allowed to get to the point where our people find increasing difficulty in keeping up not only to the standard of the past, but to the new standard that has been created since the war, which includes many of the things we thought were a luxury for the masses.

It is apparent, I think, from what precedes, that mass production and mass distribution will be better prepared to meet the super-competition than production and distribution not on mass lines.

National advertising has performed a real service in the development of mass methods in production and distribution. It is plain that mass production is dependent on mass selling, and it will be an important service of national advertising to educate the public to this vital principle.

Big advertising depends on mass distribution. The units of distribution must be large enough to afford advertising. This means not only large units, but also chains of smaller units. As businesses are aggregated, they can and must advertise on a large scale. The big advertising of chain bakeries and groceries could not be afforded by a single unit.

But national advertising now needs to take the necessary step forward and apply the basic principles more completely. Nationally advertised products produced under mass production can obtain markets incomparably greater than at present, provided they apply the further principle of mass production, namely, the production of articles that are not only desirable, but that will sell at the lowest price. Mass production will sell standardized articles in enormous quantities if quality and prices are right, but in order to sell in enormous quantities, quality and price MUST both be right, so that the article can compete on equal grounds with other similar articles on the market.

If nationally advertised articles adopt these principles—and use creative thinking, that is, of the Ford kind—they will meet and beat competition by offering

a better article at a lower price than ordinary competition can supply. They will also establish a basis where price maintenance is unnecessary. Cutting prices will be a self-defeating measure for any retailer that tries it, because the public will know that the regular price gives only the smallest legitimate profit, and a lower price must be made up by an illegitimate profit on other goods.

I am one of those who believe that big advertising is a social gain. I think it is one of the forces that is bringing about changes in production and distribution which are most advantageous to the progress of our country. I believe that the man who can see this, and who advertises largely, will be the man who will be most successful, not only in the direct results of advertising, but by forcing the pace to keep up the standards which they are obliged to set in advertising.

We have, of course, all heard the claim that advertising is an economic waste; but claims of this kind result from superficial thinking or a study of isolated advertising failures. With the growing consciousness of the close relation of our commerce to our political and social life, advertising will be given the opportunity of explaining many things, and there is no doubt that a continually increasing volume of advertising will be necessary for many years to come.

In my opinion, the signs indicate that advertising will be made to appeal more to reason and less to the emotions. As the new order develops, I think that our large industries will not be satisfied with chance or luck in their advertising campaigns and that more scientific methods will be demanded to eliminate, as far as possible, any advertising waste and loss. In other words, advertising will be used with the idea of furthering the cause of business AS A SERVICE.

At its best it will tell the weaknesses as well as the strength of business systems, it will be one of the principal mediums for the broadcasting of facts, and it will not only describe goods for the purpose of selling them, but will also describe advanced methods and processes for the purpose of proving to the public that they are the best because of the bet-

ter qualities and lower prices they bring about.

This kind of advertising is an aid to the consumer in buying advantageously. In my opinion, supported by all my research and study, the big rewards of the future will go to the big advertisers who back up their up-to-date scientific mass production with that kind of advertising.

This may sound theoretical, but my experience shows it to be entirely practical. If advertising will profitably sell a bad article, or a good article, at too high a price, then it defeats its own legitimate purpose and leads to failure.

If good, truthful advertising will not sell an article, then there is something the matter with the article, and the remedy lies not in changing the advertising by exaggeration to make it sell the goods, but in improving the merchandise so that good advertising will sell it in such large volume that the manufacturer will be able to pass along to the consumer the many benefits of mass production.

Read EDITOR & PUBLISHER.—\$4 a year.

NEWSPAPER

ENGINEERING AND CONSTRUCTION

PROBLEMS

Solved by specialist
eight years with
Boston Post

EDWIN S. PARKER
Structural Engineer

15 Exchange Street
Boston

Am. Soc. C. E. Boston Soc. C. E.

Ludlow -- the Profit Maker

NO matter how otherwise completely equipped your composing-room may be, you'll find the Ludlow System indispensable for producing run-of-the-hook display composition for quality advertisements that print up clear and sharp.

Without let-up the Ludlow clicks out bright, new type in countless strong sluglines that withstand the dry mat process.

With equal ease and speed the Ludlow produces unbreakable free-flowing italics, or bold, heavy display lines. It supplies standard-width faces as readily as it does condensed or extended—in a wide variety of distinctive faces ranging from six to sixty point.

Investigate the Ludlow. Learn how it will prove a profitable investment in *your* plant, by doing faster, better and cleaner work, with less effort and at less cost.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Illinois

San Francisco: Hearst Bldg., 5 Third St.
Atlanta: Palmer Bldg., 41 Marietta St.

Boston: Cummings Bldg., 261 Franklin St.
New York: World Bldg., 63 Park Row

THE MEMPHIS COMMERCIAL APPEAL

has the largest circulation of any Southern newspaper. It prints more general advertising than any other Southern newspaper. It has the circulation because it gives special attention to its territory and the needs of the people in its territory. It has the largest general advertising because the purchasing power of the people in its territory is greater than that of the people in any other Southern territory. Its territory products are long-staple cotton, hardwood lumber, cotton oil products, rice, tobacco, corn, wheat, strawberries, tomatoes, poultry, coal, iron ore, bauxite. Not predated, and no "bull dog" editions. Cheapest rates per thousand circulation of any paper in the South.

Rotogravure

in THE KANSAS CITY STAR

BEGINNING in its Sunday issue of September 5, The Kansas City Star will publish a rotogravure section.

This announcement opens to advertisers for the first time the opportunity of covering Kansas City with roto. In addition, it provides an outside circulation of more than 135,000 copies in a district which is basking in the prosperity of the second largest wheat crop in its history.

The *total* circulation of The Sunday Kansas City Star is 282,631—A. B. C. six-month average for the period ending March 31.

The Quality of The Kansas City Star's rotogravure section in both printing and subject matter will be in keeping with The Star's reputation of producing the best. An immediate and considerable increase in circulation is expected.

Advertisers are urged to make reservations now for the fall and winter season.

Mechanical Requirements and Rates

The roto page will be 7 columns wide by 280 lines deep—1,960 lines to the page. Type page will be 15 inches wide by 20 inches deep. Width of column $2\frac{1}{8}$ inches.

Advertising Rate: Per line, flat85c

Closing date 14 days in advance.

Chicago Office
1418 Century Bldg.

New York Office
15 E. 40th St.

THE KANSAS CITY STAR

EVENING
250,597

MORNING
247,404

SUNDAY
282,631

WEEKLY STAR
397,201

One of These Days—

YOU hope to abandon your flat-bed press; equip your plant for speedier and more economical production; install a modern rotary press.

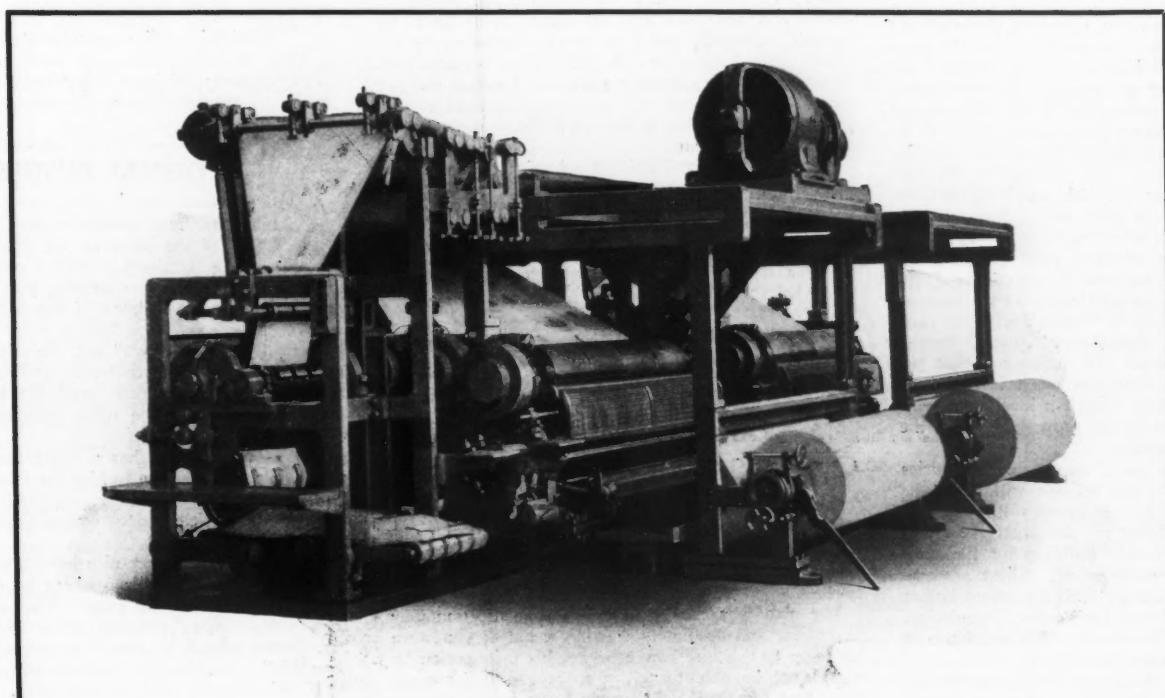
Perhaps *that* day has seemed a long way off for a long time. But is it? Have you very much longer to wait?

The Wood BEE-LINE Press enables the smaller-city daily publisher to modernize his plant much sooner than he ever expected.

That day may be today!

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York



The BEE-LINE Press

is the simplest and swiftest small-city newspaper printing press in the world—printing at the same speed and as handsomely as the larger metropolitan daily presses.

It is easy to operate, easy to adjust and easy to install. From a single location, the pressman may view every operation of printing, folding and delivery.

It meets every requirement of the smaller-city daily publisher—being made in three standard units providing any multiple from 4 to 32 pages with two additional units (16-page and 20-page) to economically care for future requirements.

The BEE-LINE Press relieves the publisher of the many limitations of flat-bed printing earlier than any other existing press.

EDITORIAL

PRESS CLUB BUILDING

WHEN the National Press Club at Washington entered into the promotion of a huge office, theater and club building in the center of the National Capital it invested, as everyone understood, not coin of the realm but credit. The high character of the club, upon which financiers have been trading, is based upon the newspapers which maintain these responsible legislative correspondents.

It has seemed to EDITOR & PUBLISHER that the Washington correspondents were serving a very natural desire when they moved to establish their club in fine quarters under economical conditions, and we have had faith that they would carefully weigh all ethical considerations and attain a legitimate purpose without giving cause for criticism. That there were opportunities for very bad mistakes by the club in this large venture has been obvious from the first, and there are members of the corps who have regretted the building enterprise, preferring to have the club stand on its own bottom, however humble it might be. That is a legitimate view, but no one has cared to press it, and it would be poor sport to indulge it now when enterprising and fully confident members have carried the project through to a tangible realization.

As a member and devoted friend of this club for years we must confess to some palpitation of the heart when the news was published that the building restrictions of the District of Columbia were abrogated by a special act of Congress enabling the club and the building promoters to raise the structure from 11 to 14 stories. Our old newspaper suspicion was instantly aroused—"we-boy" wire-pulling on the hill and at the White House! Could it be? Would the "fellows" be so unwise in their zeal? Had anything been "put over"? We confess to these reactions.

Detroit News, in an editorial published July 23, under the caption "Impudence Extraordinary," denounced the passage of special legislation to increase the height of the building as "special privilege" and charged "wire-pulling" and asserted that American journalism would repudiate the suggestion that the press was honored by Congress when it permitted the National Press Club to "impair a lovely and symbolic city." The *News* took the proposition down the line in unmistakable language.

During the week we have made some inquiries which relieve our minds and perhaps will make the *News* breathe more easily. It appears that various and sundry civic associations in the District of Columbia approve of the higher building for the very reasons that the *News* is objecting. These associations, we are informed, include such competent bodies as the Fine Arts Commission, the Zoning Commission, the Commissioners of the District of Columbia and the Senate and House district committees.

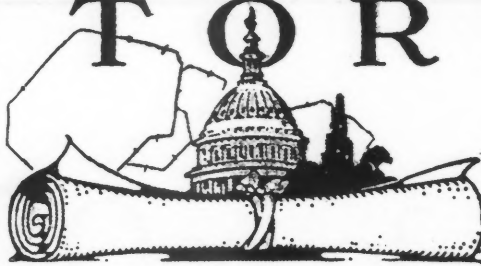
The consensus among them was that to permit the Club building to approximate the present height of the adjacent Munsey and Willard buildings would conserve, not destroy, the symmetry and beauty of the skyline and therefore would more nearly confirm the intent of the height law.

That seems reasonable, and if so, and there was "wire-pulling," it must now be conceded to have been in a good cause.

Then there is the man who knows about everything, but knows nothing.

GREAT GENIUS HONORED

EVERYONE who has studied a landscape through a fly-screen has "invented" the half-tone, but the man who first applied the principle to printing is Frederick E. Ives, of Philadelphia. The Clubs of Printing House Craftsmen this week honored him by presenting a medal, the 21st that he has received for a long list of inventions. Mr. Ives is now 70 years of age. In 1879, while doing some photographic work at Cornell University, he developed his first ideas concerning the half-tone plate. He perfected the process, which is now in universal use, in 1886. He has the further great distinction of having made the first color process plates, by means of which objects are reproduced in natural colors. He also patented the intaglio printing process. This great genius has mirrored the world to itself.



He that is first in his own cause seemeth just; but his neighbor cometh and searcheth him.—Proverbs, XVIII; 16, 17.

CONTROVERSY A RIGHT

IN his remarkable birthday speech Bernard Shaw defined free speech as "the right of speaking controversially." He pointed out that controversy is the basis of all parliamentary government. The English government's refusal to permit radio broadcasting of the playwright's address unless he should agree not to speak controversially he regarded as an insult and a piece of stupidity. Shaw told his audience that governments could not shut off the supply of ideas, and next day the newspaper press gave his speech a hundred times as much circulation as the radio would have permitted. His radical remarks took a leading position on first pages in America and we dare say the speech was the most thoroughly read news item of the day in Europe and perhaps in places as distant as Japan.

Probably only a fractional minority of those who read Shaw's remarks agreed with his views. But every normal person was glad to give a hearing to a witty, intelligent and crystal-clear speaker. It was a contact fit to sharpen any mind. Free speech is an inherent right. All speech is valueless unless people say what they think.

An old-fashioned advertising man is one who bases his talk on the fact that the rival paper has no merit.

A TRANSPARENT FALSEHOOD

SHIFTING his cigar to the other side of his mouth the typical Pullman car orator confidently tells you that the Volstead Act put hard liquor on the hips of the college boys of the nation, that prohibition has debauched our youth and that the old corner saloon was to be preferred to present bootleg conditions.

The man who thus parades his sophistication may be sincere and absolutely convinced, but if you were suddenly to ask him where he got his information he would not be able to tell you, beyond citing some story that somebody told somebody or recalling some incident he had read.

Of course, the charge is not true, and never has been true. It is a fake that should have been nailed long ago. The story has always been suspect since it runs counter to the experience of the average man. This writer, for instance, has dozens of young friends of college age, and not one is a flask drinker; indeed, the idea of trying to mix booze and study is much more repugnant to these lads than it was to our own school mates at a time when a boy could get a drink of whiskey over the bar from a conscientious dive-keeper for ten cents or a schooner of heavy beer for five.

Two hundred college and university heads have recently been questioned by *Literary Digest* and their almost unanimous testimony is that drinking in the colleges and among the younger generation has vastly decreased under prohibition. They prove that the student body of today is of a much higher moral and intellectual standard than any generation in the days of booze and beer. Their statements are based on statistics and indisputable facts.

Young American men and women have been cruelly libelled. For years the abuse has continued. Some newspapers have given color to it by the publication of isolated cases of college drinking coupled with the implication that the evil is general. But this false charge against youth has been mainly spread by irresponsible lips. We are delighted to see that the lie is at last being authoritatively refuted.

FALSE PUBLIC OPINION

FALSE public opinion is a high explosive. Witness the conduct of French street crowds toward American tourists. It is a spark which might easily cause a conflagration. The average Frenchman believes that the shrunken franc is due to the nation's foreign war obligation and therefore Uncle Sam is a Shylock. This flame is fanned by irresponsible politicians, partisan newspapers and ignorant gossip on both sides of the ocean.

France's real financial trouble is not external, but from within. Dr. Benjamin M. Anderson, Jr., economist of the Chase National Bank, of New York, points out that France's unbearable internal debt is 350,000,000,000 francs, whereas only 23,000,000,000 represents external debt. If all external debts were to be wiped clean France's internal debts would swamp her as they outbalance revenues from taxation and other sources. The American debt settlement, which is made the target for sore French sentiment, is a trifling matter compared with the general situation.

It is high time that the French people and the world at large learned the truth. France deserves sympathy and help in her difficult readjustment period, and that requires popular understanding of the facts.

Philadelphia office department has borrowed from the press one of its most efficient tools, the camera; efficiency experts spy on lazy cops and photograph them as they lean against lamp-posts.

A DISMAL BUSINESS

A BUSINESS man in New York is called to his telephone by a strange inquiry. A voice says: "This is the office of the Mumbely Soandso, the city editor speaking. One of our reporters has just turned in a story concerning you and your company and we want to know if the facts are correctly stated. May I read the item to you?"

Curiosity answers "yes" and the strange voice proceeds to unfold some flattering, puffing references to the man and his concern, probably based on some bare fact found in the news columns of the New York dailies.

If the business man has a sweet tooth for flattery and shows a disposition to bite the strange voice tells him that "our syndicate (or newspaper) will be glad to print this article and of course there is absolutely no cost to you."

Well, well, this is very nice indeed, the vain gentleman concedes, and inquires where he may procure a copy of the article in print. This inquiry is the trigger that sets off the real business of the occasion. Mr. Butterandeggs is told it is impossible to get a copy of "our publication" on the newstands, but the retail price is only 15 cents per copy. "How would you like to have us send you 500 copies which you may pass around to your friends or use in your business?" The bargain is made and in a few days a publication printed on news-print in the image of a legitimate tabloid newspaper is delivered to old Vain-glory, with a bill. If the gentleman should balk at 15 cents a copy he is told he may buy "reprints" for a smaller sum, which of course represents merely a little printing job.

This puffing business is almost as old as the "Old Army Game," but in varied form it still makes a living for at least half a dozen old-timers in New York. The representations the sharp-witted telephone solicitors make are often extremely doubtful. Their mumbling about their "magazines" or "syndicates" means much or nothing, according to the perceptions of the vanity "sucker."

But think of this scheme as a business! Could anything be so drab, futile, hateful, soul-corroding? Pity the poor old puffer as he fishes on the telephone for the sale of a write-up sheet, using newspaper patter and mumbling as bait, and delivering a sugary pill which must nauseate any normal person.

Great work! Witness how, during the past two weeks, good newspaper men have been doing the work that poor Don Mellett left unfinished at Canton. It is rough medicine for that city, but needed, and it will cure the ailment.

PERSONAL

CYRUS H. K. CURTIS, Philadelphia and New York publisher, was host to the officers of the Boston Yacht Club last week at Camden, Me., aboard his yacht Lydonia which is now making its annual cruise of the Atlantic coast.

Arthur H. Sulzberger, vice-president of the *New York Times*, sailed Saturday for a vacation abroad.

Ogden Reid, editor of the *New York Herald Tribune*, and Mrs. Ogden Reid, advertising manager, have gone to their summer camp "Wild Air" at Upper St. Regis, N. Y., for the month of August.

George M. Blair, publisher of the *Corona (Cal.) Independent*, is ill in the Franklin Hospital, San Francisco.

C. P. Hasbrook, publisher of the *Rich mon Times-Dispatch*, spent several days in New York this week.

W. W. Milby, publisher of the *Mason City (Ill.) Banner Times*, left last week for his first vacation in 30 years, and plans to spend a year at Tampa, Fla.

M. L. Spencer, former dean of the School of Journalism at the University of Washington, was one of the principal speakers at the recent opening of work on the Kittitas high line irrigation canal.

Daniel W. Hoegg, Jr., managing editor of the *Portland (Me.) Evening Express*, this week received a radio message from Commander Donald A. MacMillan, noted Arctic explorer in charge of the MacMillan-Field Museum expedition off the coast of Greenland. The message, which read "All well and happy," was relayed to Mr. Hoegg through M. L. MacAdam, of Wollaston, Mass., who has an amateur radio station.

William Weeks, editor of the *Norfolk (Neb.) Press*, was struck by an automobile while visiting San Francisco with the National Editorial Association delegation. His injuries were not serious.

Junius P. Fishburne, editor of the *Roanoke (Va.) World-News*, has been appointed a member of the State Conservation and Development Commission, which held its first session at Richmond recently.

C. J. Ingals, editor of the *Corvallis (Ore.) Gazette-Times*, who is also postmaster of Corvallis, has been in Washington endeavoring to obtain a new post-office for his home city.

Major Frank Knox, publisher of the *Manchester (N. H.) Union and Leader*, has filed papers as candidate for delegate to the Republican state convention.

Charles A. Thornbrugh, owner and editor of the *Alexandria (Neb.) Argus* has returned to his desk after a month in a hospital.

John Redmond, editor and publisher of the *Burlington (Kan.) Daily Republican*, is touring the northwest with Mrs. Redmond and family.

John Golobie, editor of the *Guthrie (Okla.) State Register*, who was operated on recently, is recovering slowly.

IN THE BUSINESS OFFICE

NORMAN R. HOOVER, circulation director of the *New York World* is spending a two week's vacation on a motor tour.

Eugene Pugh business manager of the *Newport News (Va.) Times-Herald*, was in New York the past week on a business trip.

S. N. Harrison, business manager of the *Longview (Wash.) Daily News*, underwent an operation for appendicitis recently.

Maurice Bartlesbaugh, journalism student at Fairmount College, Wichita, is a new member of the *Wichita Beacon* advertising staff.

John H. Goetz, classified advertising manager of the *Schenectady (N. Y.) Gazette*, has resigned to join the advertising staff of the *Watertown (N. Y.)*

Standard. Mr. Goetz also served on the *Gazette* as assistant advertising manager, manager of the promotion department and display advertising manager.

Donald F. Grey, business manager of the *Quincy (Mass.) Patriot Ledger*, is spending a two weeks' vacation at his home in Portland, Me.

George S. Smith, business manager of the *Fresno (Cal.) Bee*, is visiting in Long Beach with Mrs. Smith.

R. Frank Nason has joined the classified advertising staff of the *Quincy (Mass.) Patriot Ledger*.

L. H. Shields, business manager of the *West Chester (Pa.) Local News*, was in New York the past week on his way home from a motor trip in the north.

Ellis Van Camp, a graduate of the journalism department, University of Kansas, has joined the advertising staff of the *Wichita Beacon*.

IN THE EDITORIAL ROOMS

MURRAY POWERS has been made managing editor of the *Marion (O.) Star* succeeding Harry B. Kerr, who has returned to his old position with the *Akron Beacon-Journal*.

Harold Goff, managing editor of the *Salt Lake City Deseret News*, accompanied the Mormon Tabernacle choir of 200 members on a ten-day tour of California cities, which began July 22.

Capt. Frank H. Challis, veteran Manchester, N. H., newspaperman, has filed papers as a candidate for re-election as representative to the state legislature.

Joseph Shaplen is covering the Institute of Politics convention at Williamstown, Mass., for the *New York Herald Tribune*.

Paul G. Wapato, a full blooded Indian, was added to the staff of the *Spokane (Wash.) Chronicle* for a week. His assignment was to cover the news of the second national Indian congress held recently. Wapato is regularly on the *Wenatchee Daily World* editorial staff.

Geoffrey Parsons, chief editorial writer, *New York Herald Tribune*, who has been cruising along the coast of Maine with his family, will return to New York Aug. 1.

Ray A. Hoyt, city editor of the *Columbus (O.) Dispatch*, has just taken a trip from southwestern to northeastern Ohio following the trail of the Morgan raiders during the Civil War. He wrote an interesting series for the *Dispatch*.

William B. Timlin, art editor of the *Milwaukee Journal*, is represented in the present Journal art exhibit by four portrait studies.

Edward F. Darrell, of the *New York Herald Tribune* staff, has returned from a vacation in Canada.

Leigh R. Hawley, former managing

FOLKS WORTH KNOWING

E. F. TUCKER, new managing director of the Iowa Press Association, recently chosen to succeed G. L. Caswell resigned, is a printer born.

Beginning in the printing business in his early teens, he has stuck to the trade through many years of lean picking. For nearly 40 years he has lived at Denison, Ia., spending most of that time working for one paper, the *Denison Review*. For the Review, he has been roller boy, cub reporter, compositor, job man, advertising solicitor, foreman, farm news editor, assistant editor and finally general manager.

Mr. Tucker, in work among the farmers, developed tact and judgment, and made many friends. Never a farmer or stockman himself, he studied livestock and became a good judge of pure-bred animals. He was "sent for" and welcomed in his entire community.

He became county chairman for his political party, as well as councilman in his town. For the Chamber of Commerce he did excellent work, and became its president. He was also leader in the local Kiwanis club.

As managing director of the Iowa Press association he makes his headquarters at Ames, Ia.



E. F. TUCKER

editor of the *Middletown (N. Y.) Herald*, and now on the *New York Evening Post* staff, underwent an operation this week at a New York hospital.

Allan Eckman, a Chester, Pa., welfare worker, formerly of the staff of the *Philadelphia Public Ledger*, was seriously injured in an automobile accident July 23. He is in the Media Hospital with internal injuries.

Warre B. Wells of the *New York Herald Tribune's* London bureau, who is on vacation in this country, visited Carter Field at his home in Washington last week. Mr. Field, who is in charge of the *Herald Tribune's* Washington bureau is convalescing from a serious operation.

James P. Bickett, associate managing editor of the *Chicago American*, visited Zion National Park during his vacation in July. Mr. Bickett called on newspaper men in Salt Lake City and Ogden, on his return trip.

(Continued on page 28)

Call For Miss Ella Cinders!

Call For Miss Ella Cinders!

THE ELLA CINDERS SUNDAY PAGE

September 19 And Thereafter

Each page complete in itself, but each carrying the story on to the next week. The page is adroitly hooked up with the strip, but they may profitably be run independently. If your territory is open, however, taking both page and strip is advisable.

Metropolitan Newspaper Service

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

"... now that we have started with you again we hope to stay with Central Press permanently."

Thanks to E. W. Freeman, The Pine Bluff Commercial.

The significant words are

again and permanently

Seventeenth year — Now over 400 clients with

Norman E. Brown, Jess Cargill, Mrs. Mary Morton, Charles Hanson Towne, Jack Sords, Mme. Lisbeth, Mrs. Florence Smith Vincent—"an all-star cast."

And the World's Greatest Picture Page.

Have you seen recent proofs?

The Central Press Association

V. V. McNirr President Central Press Bldg. Cleveland H. A. McNirr Editor and Manager

(Continued from page 27)

Marc Wilkinson, formerly of the *Toronto (O.) Tribune* and recently of the *North Baltimore (O.) Beacon Journal* has returned to the Tribune.

Walter King of the *Salt Lake Telegram* city staff has resigned to go to Pasadena, Cal.

Daniel M. McDade recently joined the staff of the *Portland Oregon Journal* and will have charge of the Journal Juniors, an organization of 18,000 boys and girls between the ages of eight and 14.

MARRIED

EDWIN C. BURNARD of the *Portland (Me.) Press-Herald* news staff, to Miss Mary Avery, also of the news staff, July 24.

Walter Hoots, formerly of the circulation staff, Quincy, Ill., *Whig-Journal*, now promotion manager for the *Baltimore News*, to Miss Lucile Pottle, Quincy, Ill., at St. Mark's Methodist church, Baltimore, July 24. They will reside in Catonsville, a Baltimore suburb.

H. Lee Watson, sports editor, *Decatur (Ill.) Herald* to Miss Helen Aleta Duncan, of Decatur, July 19 in Joliet.

C. D. Graves of the advertising department, *Springfield Illinois State Register*, to Miss Clara Bell Sauerwein, owner of the Progressive Advertising Agency, Springfield, recently.

Joseph E. Berger, editor of the *Overbrook (Kan.) Citizen*, to Miss Iola Black, of Topeka, recently.

PRESS ASSOCIATION NOTES

RICHARD C. WILSON, manager of the Lincoln, Neb., bureau of the United Press, and Mrs. Wilson are parents of a daughter, Madeline. Mrs. Wilson was formerly society editor of the *Oklahoma City News*.

Stanley Day, formerly with the *Winnipeg Tribune* and the *Montreal Star*, has joined the Detroit staff of the Kent Press Service as assistant correspondent. Day will be in charge of the Canadian service from the Detroit bureau.

Joseph L. Jones, foreign editor of the United Press who has been abroad in the interests of the service since last November returned to New York headquarters this week.

Albert Zalamea and H. R. Eakins of the foreign department of the United Press, New York, are on vacation.

NEW PLANTS AND EQUIPMENT

OCEAN CITY (N. J.) Sentinel-Ledger recently completed installation of a Goss Comet Flat Bed press.

Los Angeles Shopping Guide Publishing Company, publishers of the *Los Angeles Shopping News* has purchased a Hoe Linear Quadruple press.

Uniontown (Pa.) Daily News-Standard has installed a Model 14 linotype.

Carpenteria (Cal.) Herald, of which Arthur M. Clark is publisher, is erecting a new building.

Cincinnati Times-Star has just completed installation of three additional Straightline Sextuple Goss Presses.

Spokane (Wash.) Press has installed a 40-page Hoe quintuple press and increased its floor space in the press room by 2,000 square feet.

The fifth Goss high speed straightline octuple press is being installed in the *Denver Post's* pressroom and will be ready for service Aug. 1. This gives the Post pressroom a maximum capacity of 360,000 papers an hour.

CHANGES OF OWNERSHIP

J. COSS, formerly of Denver, has purchased the *Anaheim (Cal.) Press*.

George B. Morgridge and Joseph R. Eastwood have taken over the *Sierra Madre (Cal.) News*. The new owners expect to erect a new modern building.

Ephrata (Pa.) Reporter, weekly, owned and published by W. K. Fishburn for the past 29 years, has been sold to M. A. Beam of Johnstown, Pa., who

will take possession Aug. 2. The paper was founded in 1896 by Mr. Fishburn and John W. Von Neida. Later Mr. Fishburn assumed sole ownership.

John Harris recently bought control of the *Loogootee (Ind.) Weekly Tribune*.

La Jolla (Cal.) Journal has been sold by the Coronado Publishing Company to Will J. Shaw, who has managed the paper for some time.

D. W. Banzett has purchased the *Britton (Okla.) Post* from W. Hale, editor and publisher.

W. F. Turrentine, Jr., former newspaper man, has purchased the *Delphos (Kan.) Republican* from Harry Fleener.

J. K. and M. J. Little recently took charge of the *Francis (Okla.) Herald*.

C. F. Christian of Defiance, O.; has purchased an interest in the *Geauga County Republican*, Chardon, O., and will become editor and advertising manager.

WITH THE SPECIALS

DEVINE MACQUOID COMPANY, INC., New York, Pittsburgh, Chicago, has been appointed national advertising representative of the following publications: *Southern Poultry Journal*, Montgomery, Ala.; *West Virginia Review*, Charleston, W. Va.; *Daily Tribune*, Chillicothe, Mo., and the *Morning News*, Coffeyville, Kan.

Hamilton-Delisser, Inc., special representatives, New York, has been appointed to represent the *Sunbury (Pa.) Item* effective Aug. 1.

D. J. Randell & Co., newspaper representatives, New York, have been appointed to represent the *Yakima (Wash.) Morning Herald*, *Daily Republic* and *Sunday Herald* effective Aug. 12, for the New York and Eastern territory.

ON THE MECHANICAL SIDE

DON. PRIESTLEY, foreman of the *Salt Lake City Deseret News* composing room, and associated with that newspaper for 20 years has resigned. He has been succeeded by J. H. Harrow, machinist foreman.

SPECIAL EDITIONS

CARTHAGE (N. Y.) Republican-Tribune, 28-page Exposition week edition, July 22.

Regina (Sask.) Morning Leader, 60-page Saskatchewan Coming of Age number, July 15.

Boston Transcript, 64-page New Brunswick number, July 24.

Texarkana (Ark.) Gazette, 112-page Selling Texarkana Edition, in seven sections, July 15.

Astoria (Ore.) Morning Astorian, Astoria Founders Edition, with eight-page rotogravure section, July 22.

ASSOCIATIONS

FRED W. KENNEDY, field secretary of the WASHINGTON STATE PRESS ASSOCIATION returned July 21, from his annual tour of the state.

Thirteenth annual convention of the UNITED AMATEUR PRESS ASSOCIATION of America was held in Seattle July 23, 24 and 25.

Rotary and Kiwanis clubs of Pulaski will co-operate in the special entertainment feature for the VIRGINIA PRESS ASSOCIATION, when it meets at Pulaski, Va., Aug. 12 to 14. These diversions will be aside from the regular program arranged by the officials of the association.

Central Coast Counties unit of the SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION has been formed with Fred Weybret of the *Salinas Daily Index*, as chairman and member of the executive committee of the association. Steps have been taken to establish a uniform legal rate for the three counties represented in this group. These organizations, together with the recently formed unit in the lower San Joaquin Valley completes the membership covered by the constitution of the association, with a total of 145 leading newspapers.

STOCKHOLDERS TO BUY LAST VANDERBILT TAB

Declare They Will Buy Los Angeles News at Receiver's Sale in Few Days—Brodx Named Federal Receiver

(By Telegraph to EDITOR & PUBLISHER)

LOS ANGELES, CAL., July 29.—Late last week Corporation Commissioner Daugherty granted permission to the Daily News Corporation of Nevada to sell \$250,000 of its capital stock of \$500,000, marking the first step towards refinancing the *Los Angeles Illustrated Daily News*, only remaining Vanderbilt tabloid.

Officials of the new corporation have announced that they will purchase the newspaper at a receiver's sale within a few days. Commissioner Daugherty issued the permit to sell stock conditional on the payment of local debts aggregating about \$90,000. The use of the stock issue for the purchase of the *Illustrated Daily News*; the compliance of the charter and by-laws of the corporation with the California civil code; that the books of the new corporation be kept open at all times to stockholders and that stock be issued only to stockholders of Vanderbilt Newspapers, Inc.

Yesterday Federal Judge McCormick appointed John H. Brodx as the receiver for the Vanderbilt Newspapers, Inc. Meredith P. Snyder, who was appointed receiver for the *Illustrated Daily News* Corporation some months ago by a superior court judge, has announced that Brodx's appointment would not alter Snyder's control of the local Vanderbilt paper.

The federal receivership was the culmination of a petition filed by O. M. Souden, who asserted that the total assets of the Vanderbilt papers would not exceed \$250,000. He further stated that the liabilities of the corporation exceeded \$1,000,000.

In answering the petition the defendant

corporation admitted all of the allegations in the complaint and joined in the prayer for a receiver.

Promissory notes to the sum of \$901,000 past due, with interest amounting to \$63,000, in favor of I. J. Kresel, of New York City, was asserted to be one of the liabilities of the corporation. Mr. Brodx, who has been appointed receiver by the Florida courts, was appointed in California for the purpose of giving him jurisdiction to adjust indebtedness between the *Illustrated Daily News* and the Vanderbilt Corporation.

FLASHES

A wealthy American is to attempt to swim the Channel this year. We understand that if he fails he will buy the thing and take it back home to practice on.—*Punch*.

In every election some man has the solid backing of all the righteous people who don't vote.—*Duluth Herald*.

According to a Princeton professor, one peanut contains enough energy to type 1,000 words. A handful would probably enable a peanut politician to make a three hour speech.—*Florence (Ala.) Herald*.

People aren't impressed by hell now. Nothing is impressive after you get used to it.—*New York Telegram*.

Obituary report says one man established his fortune by dressing chickens. That's one of the best ways to lose it these days.—*New York American*.

A traveler is authority for the statement that Americans play cards better than the English. London bridge must be falling down.—*Detroit News*.

Man wants but little here below, but he usually gets along on less.—*Little Rock Arkansas Gazette*.

LAREDO, TEXAS

"The Gateway to Mexico"

For 300 years *Laredo* slept, until she was awakened by the roar of the mighty oil gusher, which transformed the city from a sleepy Spanish village to a modern city almost over night. And now—

THE LAREDO DAILY TIMES, one of the oldest newspapers in Texas, has been acquired by the Hanway interests, publishers of the *Casper Daily Tribune* and the *Casper Herald*, the two leading newspapers of Wyoming, and—

A NEW AND MODERN PLANT is turning out one of the best small dailies in the entire State of Texas, with full *A. P. Leased Wire*, complete *State News Service*, colored comic section on Saturday, standard features, woman's page, complete sport section, daily auto department, etc.

THE TIMES IS SUPREME in the Rio Grande Valley, one of the richest spots in all Texas. **LAREDO** was shown on the industrial map of the United States Chamber of Commerce as one of the three white spots on the business map for June.

BUSINESS IS GOOD IN LAREDO, where two eight-story hotels have been recently completed, another in contemplation, miles of paved streets, two oil refineries, and the trade with Mexico combine to make business good the year around.

LAREDO DAILY TIMES

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

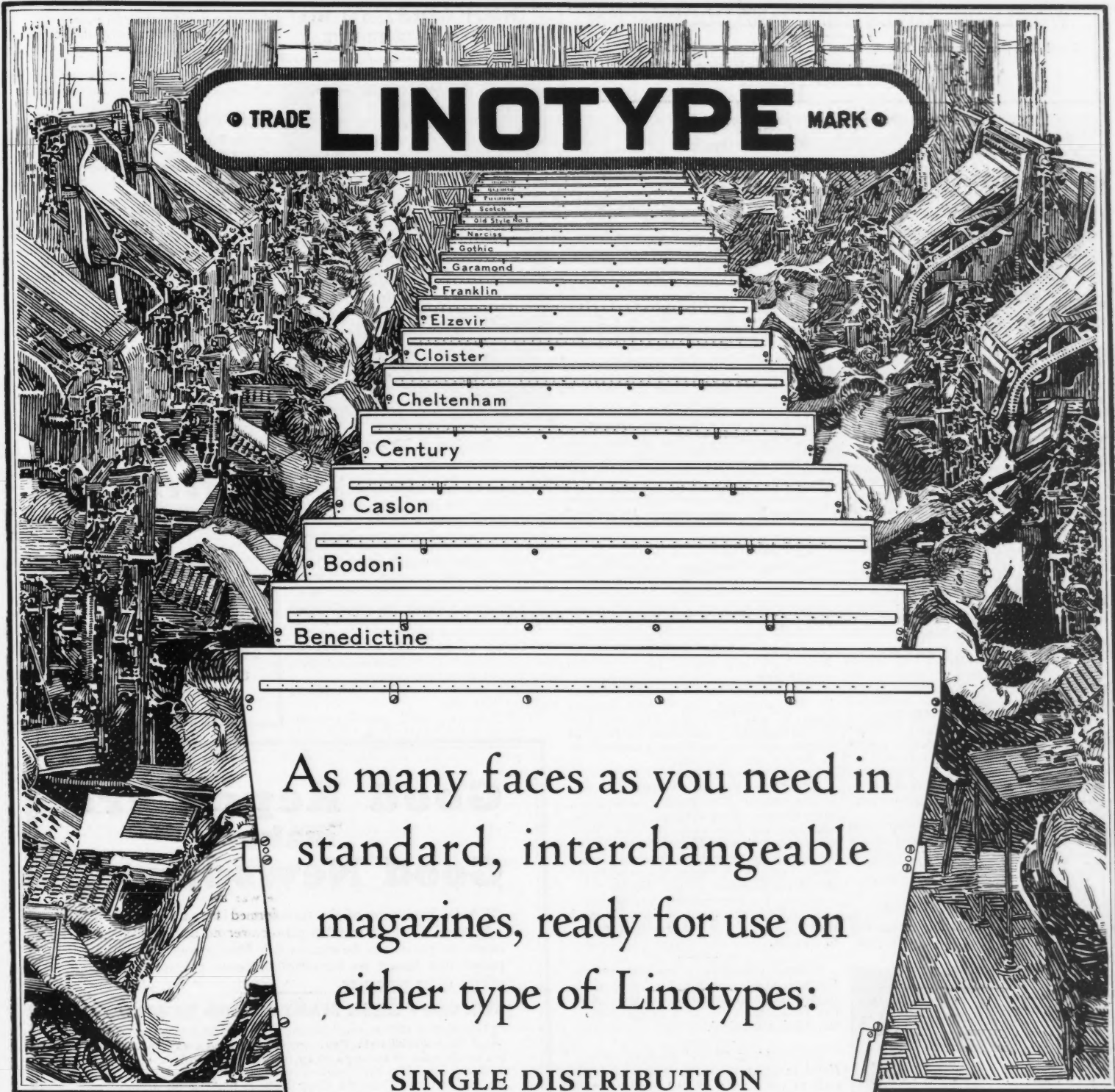
Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California



TRADE **LINOTYPE** MARK

As many faces as you need in
 standard, interchangeable
 magazines, ready for use on
 either type of Linotypes:

SINGLE DISTRIBUTION
 OR
 MULTIPLE DISTRIBUTION

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

SINGLE DISTRIBUTION

One, two or three interchangeable main magazines

MODEL 8 without auxiliary magazine

MODEL 14 with auxiliary magazine

Also built as Display Linotypes
 MODEL 21—without auxiliary
 MODEL 22—with auxiliary

MULTIPLE DISTRIBUTION

Two interchangeable main magazines

MODEL 25 without auxiliary magazines

MODEL 26 with two auxiliary magazines

Faces from all magazines mixed in the same line

WOMEN IN ADVERTISING AND JOURNALISM

Cecil Dorrian, Newark News, Returns from Europe—Mrs. Kuhn Joins New York Mirror—Philadelphia Ad Women Give Banquet to Mrs. Carothers

CECIL DORRIAN, European correspondent and editorial writer on foreign affairs for the *Newark Evening News*, returned from abroad last week, and is now on vacation.



CECIL DORRIAN

It was in 1914 that Miss Dorrian began contributing to the *News*. Prior to that she had been dramatic critic for the *New York Tribune*. She was abroad when war started, and the articles she wrote for the *Newark* paper gave her impressions of the different European countries engaged in the conflict.

About a year and a half later she became a regular member of the staff. During the war she did remarkable work as war correspondent. She spent a week and a half at the front in the sector occupied by the 78th Regiment, telling the people back home about the achievements of the New Jersey boys.

"That was a job well done," was a compliment paid this week by John W. Maynard, her editor on the *News*.

Then, too, she made visits to the Italian and Belgian fronts, going up within the fighting zones. She was also among correspondents covering the Versailles Peace treaty. She was decorated by the French government.

After the war she made a long trip to Warsaw and down across Europe to the Balkans and on to Constantinople, where she spent nine months. She established close relations with the foreign offices of Great Britain and France and with the Turks and made many friends among Continental celebrities, which made her a most valuable member of the *News*' staff. In 1922, she made a trip to Moscow and wrote on post-revolutionary conditions.

Miss Dorrian is author of a play called "The Age of Reason," produced at the Bandbox Theatre in New York in 1918.

Newspaper ink sticks to Clara Sharpe Hough whose romance of the Viking discovery of North America will be published in August by the Century Company. Since being graduated from the Columbia University School of Journalism Mrs. Hough has been in newspaper work. Stories from her typewriter were included in each of the two annuals of newspaper best stories selected by Joseph Anthony.



CLARA SHARPE HOUGH

Mrs. Hough married a fellow alumnus of the Columbia school, George A. Hough, Jr., formerly of the *New York World* staff and now news editor of the *New Bedford* (Mass.) *Standard*. Mr. Hough's brother and his brother's wife are also graduates of the Columbia School of Journalism.

The author of "Leif the Lucky" was born in Monterey, Mexico, and spoke Spanish before she knew English. Her father was a mining engineer whose wanderings took the family to Texas, Arizona, Indiana, and California. Mrs. Hough began to write when she was an undergraduate at Mills College, California.

Her interest in the Vikings was first aroused in her days on the Pacific coast and she brought her first notes on her

novel with her when she came to New York in 1916.

Mrs. Irene Corbally Kuhn, widow of Bert L. Kuhn, who was United Press correspondent in Shanghai, has joined the staff of the *New York Daily Mirror*.

Mrs. Minna Carothers, president of the Federation of Women's Advertising Clubs of the World, was the guest of honor at a banquet of the Philadelphia Club of Advertising Women held recently at the Poor Richard Club, Philadelphia, Pa.

The following local officers were installed: Mrs. Ellen S. Patten, president; Florence M. Dart, vice president; Mary J. Denton, recording secretary; Clare V. Fey, corresponding secretary; Mrs. B. Ewing Kempff, treasurer.

Application for the two advertising scholarships at New York University offered as a memorial for two of their members, Miss Helen Louise Johnson, and Mrs. May S. Thayer, by the New York League of Advertising Women should be in the form of a letter on the subject "Why I Have Selected Advertising as My Chosen Work."

All letters are to be mailed to the Scholarship Committee, League of Advertising Women, 23 Park Avenue, New York City, before Aug. 15. Applicants should indicate in what capacity they are now engaged.

Young women now engaged in any capacity in advertising in Metropolitan New York are eligible for these two scholarships.

Oral examinations for candidates chosen by the committee will be held between Aug. 15 and Sept. 10. The two successful candidates will then be required to pass necessary entrance examinations at New York University.

Miss Grace Kosten, of Juneau, Alaska, a contributor to Alaskan newspapers, after visiting in California and Texas, and spending two weeks in New York City, sailed this week for France. Miss Kosten plans to be in Geneva and Lausanne, Sept. 14-18, during the sessions of the Press Congress of the World.

Miss Katharine Stull, society editor of the *Wichita Eagle* has resigned to go to Florida.

Frances Campbell, a reporter on the *Okemah* (Okla.) *Daily Leader* was adjudged the most beautiful bathing girl in five Oklahoma cities at a recent American Legion carnival.

Miss Mildred Fisher, formerly of the *Emporia* (Kan.) *Gazette*, has joined the staff of the *Lyons* (Kan.) *Daily News*.

STREET NEWSSTAND OWNER INSTALLS TELEPHONE



Harrison F. Waterman

DE LUXE service for patrons was inaugurated this week by Harrison F. Waterman, proprietor of a street news stand at the entrance of the *New York World* building, when he installed a telephone at his stand to permit customers to order papers by phone.

Waterman has a corps of hustling newsies on hand to deliver any paper called for to occupants of nearby office buildings.

Waterman runs his stand in a strictly businesslike manner. He pays his assistants by check. Their bundles of papers are checked in and out carefully.

"That's progress," a *New York World* reporter told him.

"Yeah!" he responded, grinning scorn-

fully. "If I was progressive I'd be a bootlegger and make real money."

"But folks want papers, and sometimes in a hurry too, so this is the way I serve them."

"I keep all *New York* newspapers and all magazines" was his parting boast.

PHOTO ENGRAVERS ELECT

Charles A. Stinson, of Philadelphia, was elected president of the American Photo Engravers Association at the closing session of the annual meeting of that organization in Detroit last week. He succeeds Edward W. Houser, of Chicago. Other officers elected were: V. W. Hurst, of Rochester, N. Y., first vice-president; M. C. Cosinger, Cincinnati, second vice-president; Oscar F. Kweat, Canton, secretary-treasurer. The following were named on the executive committee: Edward W. Houser, Chicago; Adolph Schuetz, New York City; H. C. Campbell, Seattle; Otto Rumpel, Detroit; and Elmer Held, St. Louis.

**Make Your Title
A Mark of Pride
with
Hardened Steel
Newspaper Heads**

— they last forever

••

**A. J. SOSSNER
361 West Broadway
New York**

**Good Reporters
make
Good Newspapers**

THE backbone of the newspaper is its news gathering staff. Lacking intelligently-collected and well-written news, no paper can be successful. Every successful newspaper has based its accomplishments primarily on the efforts of its reporters.

THE COPY DESK MAKES GOOD REPORTERS

THE COPY DESK, the keystone of the City Room, is the preceptor of the editorial staff. The Copy Desk cannot create good stories, but by its work of editing and by its surveillance of the work of the staff, can instill into the reporters its best conceptions of news gathering and writing. Thus the Copy Desk is likewise an all-important factor in the making of a paper.

NEW YORK COPY DESK TRAINING

NEWSPAPER MEN everywhere who wish to avail themselves of Copy Desk Training by the methods in use on the best *New York* newspapers will be interested in the new Home Study Course of the Newspaper Institute. This training in practical newspaper writing and editing in the New York manner was written by a newspaper man of 20 years' experience in the metropolitan field. A dozen *New York* staff writers contribute lectures on various phases of newspaper work.

It is the most complete and most practical training in newspaper work available by any method of instruction outside a *New York* editorial office, and contains many inside stories of how big news stories of recent years were handled. The Course is sold on reasonable terms. For catalog and special arrangements for members of the press, use the coupon.

Newspaper Institute of America, Dept. 90
25 West 45th Street, New York

Send me, without obligation, complete information on your course in Newspaper Writing, also information on Special Press Enrollments.

Mr. _____
Mrs. _____
Miss. _____
Address.....
Occupation.....

Newspaper Institute
of America
25 West 45th Street
New York

**CIRCULATION
BUILDING
SUPREMACY**

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

THOUSANDS OF NEW, PRE-PAID, 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

Why
EDITOR & PUBLISHER'S
MARKET GUIDE
is regarded as the
INDISPENSABLE KEY
TO THE SPACE BUYERS' PROBLEMS

And the problems of all that have to do with the marketing of products and the placing of national newspaper advertising.

**It Is
AUTHENTIC**

All its thousands upon thousands of facts and figures portraying the actual trading conditions in the 1300 cities and towns where daily newspapers are published are gathered from *original sources*—by more than 5,000 picked individuals who are on the ground and have access to the local records.

**It Is
UP TO DATE**

Each year the compilations are made afresh, with all the changes that have taken place in local marketing conditions since the last edition was published. To avoid any hasty slapping together of figures at the last moment or any rehearsing of old data, questionnaire blanks are distributed three and a half months in advance of the publication date.

**It Is
UNBIASED**

These data are absolutely un-biased. EDITOR & PUBLISHER'S trained investigators have no axes to grind. They are cautioned to report only accurate figures, at no sparing of trouble and expense, that will stand up under the rigid verification to which all reports are submitted.

**It Is
COMPLETE**

The Market Guide contains *all* the data needed to determine where national newspaper advertising can be placed to advantage. The 1927 Edition will include, among many new features suggested by users of the Guide, deposits, resources, clearings and other banking information; number of automobile registrations, average monthly total retail sales, all lines, names and populations of most important towns in each trading area, etc.

IN VIEW of the above facts, it is no wonder that the firm members, account executives, research men and space buyers of practically all the leading Advertising Agencies, and the sales or advertising managers of close to a thousand of the largest and most consistent users of newspaper space among national advertisers use EDITOR & PUBLISHER'S Market Guide, day in and day out, throughout the year, and frankly say they don't see how they could get along without it.

AND IN VIEW of this universal use of EDITOR & PUBLISHER'S Market Guide by the very men most influential in the choice of media, it is no wonder that so many newspaper publishers gladly avail themselves of the opportunity to get across to these men in close juxtaposition to the story of their CITY the story of their PAPER in covering their city's market. Publishers who wish to know more about this unrivalled aid in selling space may ask all the questions they please, without placing themselves under the slightest obligations to us.

 **EDITOR & PUBLISHER** 
The Oldest Publishers and Advertisers Journal in America
 1884 1926
 SUITE 1700 TIMES BUILDING, NEW YORK
 42ND STREET AND BROADWAY

WITH THE GENERAL ADVERTISERS

Electrical Refrigeration Group Urging Local Tie-up Copy—Plan to Advertise Sesqui Abroad—Bernet Named Advertising Manager of Wabash

THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC., has prepared newspaper mats on electric refrigeration in four-column and five-column sizes to be used by local dealers in tying-in with a national campaign now being run. Six manufacturers of electric refrigerators have subscribed equal amounts to a co-operative fund of \$100,000. At present copy is running in the *Saturday Evening Post*. A charge of \$1 is being made for the newspaper mats.

Firms joining in the campaign are: Servel Corporations; Delco Light Company (Frigidaire); Kelvinator Corporation; Copeland Products, Inc.; Nizer Corporation and General Electric Company.

An advertising campaign in the newspapers of London, Paris and other European cities is planned by the United Business Men's Association to promote the port of Philadelphia and the Sesqui-Centennial Exposition.

The plan was advocated by Samuel T. Banham, president of the Association, who recently returned to this country from a trip abroad.

An outline of the proposed foreign campaign calls for use of foreign newspapers, establishment of information booths in the principal hotels of the cities and distribution of Philadelphia newspapers at the booths.

Jay W. Dunivan, manager of distribution, Cadillac Company, has been promoted to assistant general sales manager in charge of distribution.

Vincent Webb has succeeded Robert L. Gracemill as advertising manager for Holzwasser's, Inc., a large department store in San Diego, Cal. Mr. Gracemill goes with the Emporium, in San Francisco, in the same capacity.

The board of directors of Dictaphone Corporation, meeting July 21, declared the regular quarterly dividend of \$2 per share on the preferred stock of Dictaphone Corporation and also a dividend of 25 cents per share on the common stock. Both these dividends were made payable September 1.

Simultaneously with the declaration of these dividends, C. K. Woodbridge, president of the corporation, reported a substantial increase in sales, both for the domestic branches of the United States and Canada and also for export.

Milton E. Bernet, formerly general publicity manager for the Southwestern Bell Telephone Company, has been named general advertising agent for the Wabash Railroad. He had served five years in the telephone company's publicity department.

Mr. Bernet is a graduate of Missouri University and Washington University.

He has been a member of the Advertising Club of St. Louis for six years, and has served on many committees. He was secretary of the club under Carl F. G. Meyer.

ing manager. Mr. Erwin will continue sales and advertising manager of the Kearney & Trecker Corporation, Milwaukee, has announced the appointment of A. J. Gerlach as advertising manager, with Joseph Trecker as assistant advertising manager. Mr. Edwin will continue supervision of the department in an advisory capacity.

RECEPTIONS PLANNED FOR PRESS CONGRESS

New York Publishers Will Entertain Party Before Sailing—Genevan Committee Represents Many Nations

With the sailing of the Cunarder "Carmania" carrying the official delegation to the Press Congress of the World sessions at Geneva-Lausanne, Switzerland, just five weeks off, the registration list is being added to daily. Delegates from Canada, Mexico, Cuba and other South and Central American countries, Hawaii and New Zealand will assemble in New York City, August 31, for three days of sight-seeing and entertainment, the New York City Publishers and Allied Trades being the hosts.

Sailing from New York, September 4, the official delegation will arrive at Geneva in time for the opening sessions of the Third Congress on September 14. Sessions of the first two days will be held at Geneva, and those of the last three days at Lausanne. This will give the delegates several delightful rides on Lake Geneva, and give time also for sight-seeing in historic and beautiful towns.

The following committee, composed of the leading citizens of Geneva, is arranging the reception for the delegates from all countries:

- Camille Odier, president of the Association des Interets de Geneve.
- Edouard Chapuisat, director of the *Journal de Geneve*.
- Jean Martin, editor-in-chief *Journal de Geneve*.
- Paul Trachsel, director of the Association des Interets de Geneve.
- Eugene Fabre, editor-in-chief *La Suisse*.
- Edouard Junod, director of the *Tribune de Geneve*.
- Henry Georg, director of *Publicitas*.
- William Rappard, rector of the University of Geneva.
- Mme. G. D'Arcis, president of the World Union of Women for Universal Concord.

Joseph E. Sharkey, *Associated Press*.
Georges Werner, vice-rector of the University of Geneva.

George Brunel, secretary commercial of the United States Consulate.

Louis Favre, professor, member of the permanent committee of the International Peace Bureau.

M. Heartly, League of Nations Non-Partisan Association of America.

Arthur Bullard, League of Nations.

Albin Johnson, correspondent *New York Herald*.

Robert Neville, correspondent *New York Times*.

M. Schweitzer, League of Nations.

H. P. Devitte, journalist, Ireland.

Camille Morel, Vice-Consul of Ecuador.

Angelo Monti, journalist, Italy.

Alfred Nicole, journalist.

M. Cheneviere, author.

M. de Jong van Beck en Donk, Dutch journalist.

Chifeng Isia, Chinese journalist.

Dr. J. Becker, German journalist.

Henri De Ziegler, journalist.

Ferdinand Fournier, editor, *Journal Francais*; E. Smith, Maurice Och, Henri Pittard and Frederick Bates.

Questionnaires have been sent to all who have made registration, asking for definite information on the extension tour

desired; the date the delegate desires to sail from England, and the class of accommodation desired abroad. Information has been given each registrant regarding the securing of passports and visas and other requirements of foreign countries.

The official Press Congress party will tour Switzerland, Belgium, France and England, and the trip being timed for the end of the tourist season, will afford greater opportunity for comfortable travel and sight-seeing.

Editors or any one connected with newspaper business desiring information should write at once to the Tour Department, Press Congress of the World, 1700 Times Building, for reservation on the "Carmania."

EDITORS ATTEND POWWOW

Two hundred visitors attended the annual banquet of the Northeast Nebraska Editorial Association at Homer, Neb., July 23 and were guests at the Indian powwow July 24. O. J. Moore, president of the grocery company bearing his name with headquarters in Sioux City, was principal speaker. H. N. Wagner, publisher of the *Homer Star* was host at dinner given the editors following the Indian ceremonies.

Says Dr. Salov, addressing the editor of the *Newark Evening News*: "It would be easier to read than seven point type."

TRADE LINOTYPE MARK

LINOTYPE

The even-
particulary ad-
of newspaper s
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ation of visior
out is restff
notor

...gives good legibility even when...
...solid. Cast on seven point bod...
...Point Ionic gives the effect of...
...led—and with a de...
...word-count over the...
...The first paper...
...es the Evening...
...N. J...
...a trial of...
...the man...
...enthus...
...and readers...
...was of commen...
...of the most appre...
...Joseph H. Salov, a lead...
...st, and past president of...
...Optometric Association...
...addressing the editor of...
...ing News: "It would be...
...or any one else who...
...unt of good that will...
...recent change in the...
...use in the makeup of...
...is was not recognized...
...so acknowledged by...
...ted in the conservation...
...is the accumulated un...
...on the eyes, due to the...
...and poor type used in...
...bers, that hastens the day...
...aid must be sought. Al...
...versed in the nomenclature...
...you have been using for the...
...ays, it is of a style and charac...
...ster immediately makes itself felt...
...is far more readable and comfort...
...the former style. I am sure...
...that there are many thousands of...
...readers who, possibly unknowing...
...feel the added comfort." After several years...
...of investigation and experimentation...

~FOR PROMPT SERVICE~

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

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

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

American Type Founders Company

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

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters, no "pin holes" or sharp corners to fill up with ink, no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with itabe and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

The International Advertising Association

(Formerly the Associated Advertising Clubs of the World)

Is Serving You—and Your Business

Your advertising and your sales efforts are bringing larger returns because for 22 years this Association has been working year in and year out for the improvement of advertising practice and better selling methods.

It is carrying on a nation-wide program of education among men dealing with the problems of advertising and sales that has meant for increased profits to business. Through organized advertising and the constructive activities that have sprung from it, practices in advertising and selling have been revolutionized in the past quarter of a century, and put on a sound, profit-making basis.

This Association conducts 12,000 fact-finding meetings a year that are bringing to light new information, new ideas and workable plans that are every day increasing the profits made through better and more effective uses of advertising.

Through 40 national and one great international convention held within its membership of many highly organized groups each year, it is focusing attention of the public upon the part advertising plays in the economic distribution of the world's commodities: it is showing how advertising is serving the great buying public and making that service of constantly increased value.

Through 44 local and our National Better Business Bureau, it is eliminating advertising that is misleading, deceptive or fraudulent and thereby making advertising of greater service value. It is giving the public increased confidence in advertising and thereby making it more resultful.

It inaugurated the slogan, "Truth-in-Advertising," and now it is emphasizing that the public may well have "Belief in Advertising." Its slogan, "Before you Invest—Investigate," has saved millions of honest earned dollars to the investing public.

Through the Advertising Club of New York and the Better Business Bureau of New York City, business firms throughout the metropolitan districts are asked to put a few dollars of invested capital into this highly constructive, forward-going movement. It has twenty-two years of accomplishment back of it, the endorsement of leaders in every line, here and abroad, and its possibilities of future service are limited only by its financial support.

International Advertising Association

C. K. WOODBRIDGE, President

For your convenience, use the coupon below and mail today

FRANCIS H. SISSON, Treasurer,
International Advertising Association,
388 Madison Avenue, New York, N. Y.

MY DEAR SIR:

My company and my associates are much interested in the good results being accomplished by your Association. Please consider this as our Company's request to be accepted as a contributing member at the rate of \$100.00 a year.

We are glad of this opportunity to become identified with the progressive and constructive work of the International Advertising Association.

Signed by

Title of Officer

For the

Name of Company

.....

Mailing Address

WHAT'S WHAT IN THE FEATURE FIELD

N. A. N. A. Preparing Series on Elizabeth Austin, Super-Child—
Collier, McNaught Artist, Goes Abroad—NEA Surveys Wheat
Belt—Theodora Bean Suffers Relapse

THE North American Newspaper Alliance has obtained "The Story of Elizabeth" by Anne Austin as a new feature for its members.

In the 15 articles comprising the series Anne Austin tells the story of her daughter Elizabeth Benson Austin, who at the age of 12 has been accepted as a freshman at Barnard College, connected with Columbia University. Elizabeth has always shown remarkable precocity, and in psychological tests has recorded the highest intelligence quotient on record, 214.

Anne Austin, who is only 30, worked on many newspapers in Texas before entering the magazine field as editor of *People's Popular Monthly*, and *Screenland*. She has been free-lancing in New York for the past few years.

Nate Collier, staff artist for the McNaught Syndicate, New York, is in Europe on his vacation. Besides his syndicate work Mr. Collier contributes drawings to *Life*, *Judge*, and humorous weeklies of London.

The New York World Syndicate is handling a series of 30 articles under the title "A Broadwayite Abroad" written by Karl Kitchen, who conducts a daily Broadway column in the *Evening World*.

George Britt, New York bureau manager of NEA Service, Inc., left last Friday for a vacation with relatives at Odell, Ill.

NEA has just sent out a series of four articles under the title "The New Eldorado" dealing with farming conditions in the Western wheat belt. They are written by a staff writer who recently toured the section.

Helen Keller, blind and deaf marvel who writes a daily feature "Into the Light" for Famous Features Syndicate, Inc., New York, has returned to her home at Forest Hills, Long Island, after a vacation in her home state, Alabama.

Theodora Bean, head of the T-Bean Syndicate, New York, who has been seriously ill in a New York hospital suffered a relapse this week. Physicians report her condition grave.

Guy Jones of the North American Newspaper Alliance sailed for Paris last Saturday for a month's vacation and business trip. While abroad he will visit N. A. N. A. member newspapers and confer with the foreign staff.

Jack Callahan, creator of "Freddie the Sheik" and Al Zere who draws "So This Is Married Life" are in Europe en route to Algiers where they will spend their vacations. Mrs. Callahan, the former Helen Carr who became blind as a result of her high diving act at the Hippodrome, is accompanying her husband. Foreign specialists will be consulted in an effort to restore her sight.

Mrs. Mildred Seydell, special representative of the *Atlanta Georgian* and *Sunday American*, after visiting friends in New York City sailed July 29 for Spain, where she will make a study of crime and prisons in that country, following which she will visit Germany, France, England and other European countries. Mrs. Seydell plans her itinerary so as to attend the Press Congress of the World sessions in Geneva and Lausanne, Switzerland, September 14-18. The feature articles by Mrs. Seydell will be handled through the King Feature Service.

W. L. Wardell, vice-president in charge of sales for Famous Features Syndicate, Inc., has just returned from a business trip in the New England territory.

Fanny Fitzwater, fashion artist for the *New York Herald Tribune*, who has been in this country for a short vacation, returns to Paris on July 24th on the S. S. Paris.

STATE MUST ADVERTISE

Missouri to Spend Large Sum for Printing Constitutional Amendment

JEFFERSON CITY, Mo., July 29.—Between \$172,000 and \$230,000 will be spent for advertising of state election matter by the state of Missouri at the coming election. This amount is to be distributed among the papers of the state for advertising one proposed constitutional amendment and three referendums.

Under the state law each county is to have the referendums and the amendment advertised in papers of general circulation. One contract per county is to be made, and for the city of St. Louis, a total of 115 contracts.

The law fixes the maximum of \$1 a square of 250 ems, (about one column inch) for the first insertion and 50 cents for subsequent insertions. The publications are to be five times, making about \$3 per column inch.

The contracts are expected to average between \$1,500 and \$2,000 for each county. There is nothing in the law to prevent advertising in more than one paper, although the law provides for one contract only.

Charles U. Becker, secretary of state, and privately editor and publisher of the *Excelsior Springs Missouri State Journal*, has the distribution of the advertising.

The awards are not to be made until after the primary Aug. 3.

NEW U. P. CLIENTS

The *Pueblo* (Col.) *Star-Journal*, Frank S. Hoag, publisher, is now receiving full leased wire service of the United Press on a new circuit recently established from Denver to El Paso, Tex., via Albuquerque. The *Elkhart* (Ind.) *Truth* and *Ft. Smith* (Ark.) *Journal* are other leased wire clients. *Seaside* (Ore.) *Signal* and *Buffalo* (N. Y.) *Volksfreund* are now taking the pony service. *Huntington* (W. Va.) *Advertiser* is taking the Saturday night wire service.

LAWSON IN TOKIO

D. H. Lawson, formerly with the *Manila Bulletin* and *China Press* of Shanghai, but for the last year manager of the *Long Beach* (Cal.) *Sun*, recently arrived in Japan to join the staff of the *Japan Advertiser*, Tokio. He is in charge of the advertising department.

GIRLS FINED 80 CENTS

American Writer and Friends Violated Italian Law on Train Conduct

Miss Virginia Lee Cox, feature writer for the *Richmond* (Va.) *Times-Dispatch* and several other Virginia girls now on a European tour, violated one of Mussolini's new laws in Italy last week, and two of the girls were forced to pay 20 lire, or about 80 cents in American money, for placing their dainty feet upon the cushions of the compartment in which they were riding.

Miss Cox writes: "It was when we were nearing Milan, the birthplace of Mussolini, that a train guard, big and dark and voluble, appeared at the door with an official tablet of some sort in his hand and began talking much Italian. The seats of the compartment in which we were riding were dusty and dirty at the edges where the people who had occupied it before us had put their feet, but, unfortunately, at the time the guard appeared, two of our party had the tips of their shoes touching the dirty places of the seats."

BELL ADDRESSES WORKERS

Edward Price Bell of the *Chicago Daily News* foreign service was given a

rousing reception by 2,000 workmen at Portsmouth, England's chief naval station, July 25, where in the Wesley church, under the chairmanship of Sir Hugh J. Elles, commander of the military forces at the port, Mr. Bell spoke for an hour on "America's Economic Revolution."

WILSON IN EUROPE

Australian Writer to Attend World Press Congress at Geneva

Charles Wilson, secretary of the Parliamentary Library of New Zealand, a feature writer for the *Dominion*, Wellington, the *New Zealand Herald*, Auckland, the *Lyttleton Times*, Christchurch, and the *Otago Daily Times*, Dunedin, N. Z., accompanied by Mrs. Wilson, has arrived in London en route to Geneva-Lausanne, Switzerland, to attend the Press Congress sessions, September 14-18.

Mr. and Mrs. Wilson will return with the official party to the United States, going home via Vancouver.

P. Selig, New Zealand newspaperman, and daughter, Mrs. Oscar Josephson, of Christchurch, N. Z., will arrive in New York, Aug. 31, to accompany the Press Congress party to Geneva, and will return to New Zealand via the Suez Canal.

The Men Who Make up Editor & Publisher's Great Family of Readers

Paid Subscribers Alone Number

3041 Newspaper Executives

787 Advertising or Sales Managers of National Advertisers

454 Firm Members, Account Executives, Space Buyers and Research Men of Recognized Advertising Agencies

247 Special Newspaper Representatives

1605 Miscellaneous employees of daily papers, executives of publications other than newspapers, teachers and students in Journalistic Courses, Public Libraries, etc.

831 Purchasers of copies on Newsstands

These are the audited figures of the Publisher's A B C Statement for the June 26th issue.

But Paid Subscribers

Represent but a Fraction of its Actual Readers

A recent questionnaire revealed that mighty few of its paid subscription copies are read by less than three individuals—some of them by as high as eight and ten. An average would make it probably about five readers to a subscription—and that is stating it conservatively.

Are YOU

among the 8,000 or the 32,000?

If the latter, it will be immeasurably to your advantage to have your own personal copy from this time forward. Don't you think? The use of the coupon below will place you at once among the subscribers of record, and get to you the weekly news and data which you prize so highly without its passing through any other hands first.

EDITOR & PUBLISHER,

Times Bldg., New York, N. Y.

Send me EDITOR & PUBLISHER every week for a year, including with my subscription at no extra cost all the Special Numbers and the International Year Book and Space Buyers' Guide, as they are issued during the term of my subscription. Enclosed is my check for \$..... (Or, if you prefer, send me your bill.)

Name
Address
Paper (or Company)
Title or Position

Subscription Price, \$4 per year
(In Canada, 50c extra; Foreign, \$1 extra)

Our Customers Write Our Ads

JOHNSTOWN, PENNA., DEMOCRAT Says—

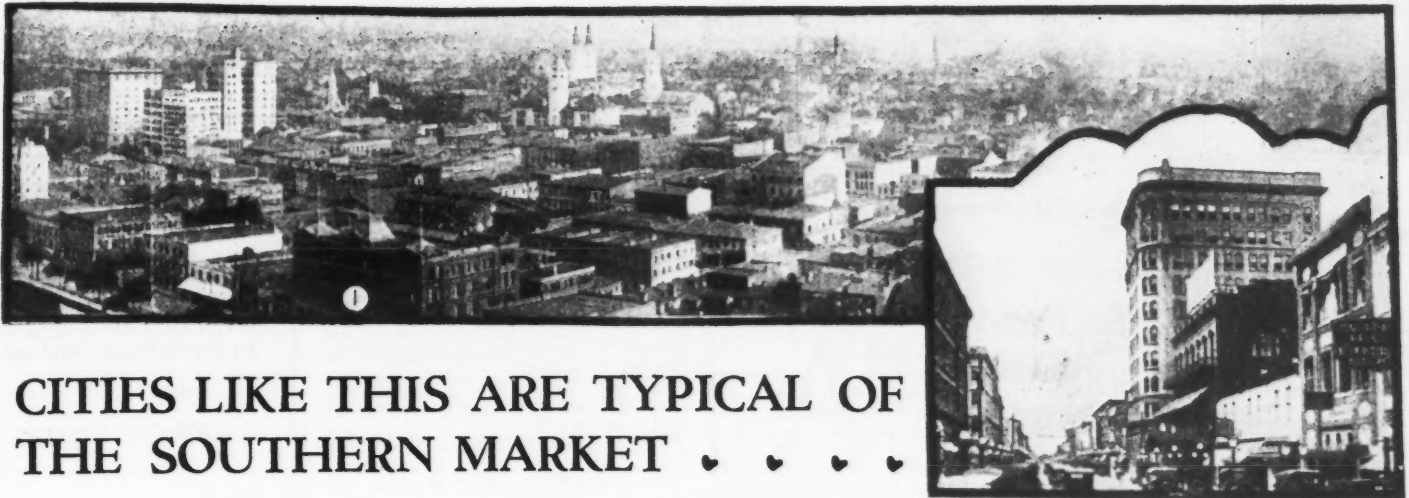
"We have never lost a minute's time since we started our DUPLEX TUBULAR press in 1920 on account of press trouble."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Why Advertisers choose the South for intensive coverage



CITIES LIKE THIS ARE TYPICAL OF THE SOUTHERN MARKET

The slogan of the South, today, is PROGRESS. Every city and town is showing the results of the prosperity which has placed the South in the foremost rank as a commercial and industrial area.

The photograph of Savannah, Georgia, shows a typical Southern City of today. Large office buildings are springing up overnight, as it were; industry is growing everywhere and everywhere in the South the people are enjoying unprecedented prosperity.

The South is the market that you should cultivate today. That is where you can expect the greatest growth in business.

Let the papers listed here give you facts and figures about the South's commercial growth.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
ALABAMA				NORTH CAROLINA			
*Birmingham Age-Herald (M)	34,994	.09	.09	†Greensboro Daily News (M)	27,485	.08	.07
*Birmingham Age-Herald (S)	50,699	.11	.11	†Greensboro Daily News (S)	31,505	.09	.08
*Mobile News-Item (E)	11,993	.05	.05	*Salisbury Post (E)	7,188	.06	.06
*Mobile Register (M)	20,427	.08	.08	†Winston-Salem Journal (M)	13,702	.06	.05
*Mobile Register (S)	32,096	.10	.10	†Winston-Salem Journal (S)	13,730	.05	.05
				*Winston-Salem Sentinel (E)	18,259	.07	.07
FLORIDA				SOUTH CAROLINA			
†Daytona Beach News (ES)	5,791	.04	.04	**Columbia State (M)	23,663	.07	.07
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)	**Columbia State (S)	24,838	.07	.07
*Lakeland Ledger (E)	5,173	.03	.03	**Greenville News (M)	21,704	.075	.07
*Miami Herald (M)	48,108	.11	.11	*Spartanburg Journal (E)	4,613		
*Miami Herald (S)	60,006	.12	.12	*Spartanburg Herald (M) 6,860 (S)	9,856	.06	.06
*Orlando Reporter-Star (E)	8,502	.06	.06				
*Orlando Sentinel (E)	10,655	.06	.06	TENNESSEE			
*Pensacola News and Journal (E&M)	9,805	.06	.06	**Chattanooga Times (M)	30,203	.10	.10
†St. Augustine Record (E&S)	3,382	.04	.04	**Chattanooga Times (S)	30,230	.10	.10
†St. Petersburg Independent (E)	11,917	.055	.055	*Memphis Commercial Appeal (M)	100,894	.18	.18
*Tampa Times (E)	23,325	.08	.08	*Memphis Commercial Appeal (S)	129,219	.21	.21
†Tampa Tribune (M) 34,841 (S)	53,752	.09(.11S)	.09(.11S)	*Nashville Banner (E)	54,519	.11	.11
*West Palm Beach Post (M)	12,243	.06	.06	*Nashville Banner (S)	56,007	.12	.12
GEORGIA				VIRGINIA			
*Augusta Herald (E)	14,246	.05	.05	*Danville Register and Bee (M&E)	14,313	.05	.05
*Augusta Herald (S)	14,547	.05	.05	*Danville Register (Sunday)	9,065		
*Macon Telegraph (M)	24,035	.08	.08	*Newport News Times-Herald (E)	7,968		
*Macon Telegraph (S)	24,439	.08	.08	*Newport News Daily Press (S&M)	5,413	.05	.05
**Savannah Morning News (M), 21,015 (S)	22,204	.06(.07S)	.06(.07S)	*Roanoke Times & World News (M&E)	25,772	.08	.08
				*Roanoke Times (S)	16,076	.07	.07
KENTUCKY							
*The Lexington Leader (E)	19,640	.06	.06	*Staunton News-Leader (M), Leader (E)	6,855	.035	.035
*The Lexington Leader (S)	19,531	.06	.06				
**Paducah Sun (E)	9,255	.04	.04				

* A. B. C. Statement, March 31, 1926.
 ** A. B. C. Statement, September 30, 1925.
 † Government Statement, March 31, 1926.

R. THOMAS, GOSS PRESS EXPERT, DIES

Was for 16 Years Eastern Representative—Learned Printing Trade on Baltimore Sun—Offered Post of Public Printer

Richard P. Thomas, for the past 16 years eastern representative of the Goss Printing Press Company, died suddenly at his home in Brooklyn, Friday, July 23.



RICHARD P. THOMAS

Mr. Thomas was born in Baltimore, the son of Rear Admiral Charles Thomas and nephew of Philip Frances Thomas, former Governor of Maryland. His first position was with the *Baltimore Sun* where he learned his trade as a printer.

Offered the position of Public Printer by Grover Cleveland, Mr. Thomas declined and came to New York as mechanical superintendent of the *New York Journal*. This was 39 years ago and he has resided in New York City ever since.

After ten years with the Hearst organization, Mr. Thomas joined the old *New York News* then owned by Frank A. Munsey. However, the paper failed and he then became associated with the International Paper Company and was with them for about 12 years.

In 1910, Mr. Thomas became eastern representative of the Goss Printing Press Company in charge of their New York office and has been with them until the time of his death.

Mr. Thomas is survived by his wife, Mrs. Christine Keely Thomas and four children: Edwin J. Thomas of Catskill, N. Y., Richard C. Thomas of Hackensack, N. J., Mrs. George Clark of Tuckahoe, N. Y., and Mrs. Otto Applegate of Eatontown, N. J.

ALEX C. FINLEY

Atlantic City Circulator Dies Suddenly of Heart Attack

(By Telegraph to Editor & Publisher)

ATLANTIC CITY, N. J., July 29.—Alex. C. Finley, for 30 years connected with the circulation end of the newspaper business, died suddenly at his home here yesterday afternoon, following a heart attack. Mr. Finley, assistant circulation manager of the *Press-Union* publications, worked until noon yesterday and it was after having lunch at home that he was stricken. His death was a great shock to fellow workers.

Mr. Finley was elected president of the Interstate Circulation Managers in 1924. For a number of years he was circulation manager of the *Atlantic City Gazette-Review*, coming to the *Daily Press and Evening Union* when the *Gazette-Review* was merged with the *Press Union* a little over a year ago. He was at one time circulation manager of the *Chester (Pa.) Times and Morning Republican*. Mr. Finley was born in Philadelphia 51 years ago. His wife, Bessie, three children, Harry, George and Dorothy Finley, survive.

CHARLES P. RANDELL

Charles P. Randell of West Roxbury, Mass., and for more than 30 years a member of the Franklin P. Shumway Advertising Agency of Boston died at his home, July 25, after a brief illness. Mr. Randell joined the agency as an office boy and worked up to head of the accounting department and at the time of his death was a director and assistant treasurer.

FORMER BOSTON EDITOR DIES

Funeral services for Huntington Smith, former editor, were held in Dedham,

Mass., July 24. Mr. Smith was a native of Hudson, N. Y., and was graduated from Dartmouth in 1878. He had been literary editor of the *Boston Traveler*, associate editor of *The Literary World*, and editor and owner of the *Boston Beacon*. His wife, who was Miss Anna Harris, of Dorchester, survives him.

ROBERT W. NELSON

President of American Type Founders Company Dies Suddenly

Robert W. Nelson, president of the American Type Founders Company, died suddenly Wednesday night at his home in Westfield, N. J.

Mr. Nelson was born in Granville, N. Y., and after receiving a common school education became a printer's helper in an office in Joliet, Ill. He later became owner of the *Joliet Daily News*.

He helped organize the American Press Association, of which he was vice-president, and became interested in the Thorne typesetting machine. A dozen or more years ago he became head of the American Type Founders Company, and also was president of the National Paper and Type Company.

Obituary

FRANK E. COVELL, 59, publisher of the *Weekly Mirror* in Minneapolis, died suddenly at his home July 20.

ALLEN D. BROOMALL, 58, for the past thirty years in charge of the linotype department of the *West Chester (Pa.) Daily Local News*, died at his home there recently.

HARRY STEWART, 59, former well-known newspaper man of the San Joaquin Valley, died July 19 at Santa Barbara, Cal. From 1902 to 1913 he was business manager of the *Bakersfield (Cal.) Morning Echo*. After that he published the *Porterville (Cal.) Recorder* for several years.

MRS. MARIE SUESSEN, 88, mother of Charles F. Suesen, advertising manager of the *Springfield (Ill.) State Register*, died July 23 in the family home at Decatur, Ill.

CHARLES H. BERGNER, 72, a prominent lawyer of Harrisburg, Pa., and a former newspaperman, died there on July 23. His father, the late George Bergner, founded a German language newspaper in Harrisburg and later became the editor and publisher of the *Harrisburg Telegraph*. The son succeeded his father in the management of the paper in 1874, continuing in that capacity until 1881.

BUELL ANDERSON, 39, former editor of the *San Jose (Cal.) Mercury*, died suddenly July 15.

SHERMAN W. SEARLE, 63, assistant director of public welfare in Illinois, publisher of the *Rock Island (Ill.) Daily Union* 1908-1917 and for many years previous to that associated with the *Davenport, (Ia.) Gazette* and later the *Democrat*, died July 20 in Davenport.

FRANK BROWN, 65, secretary of the *Grand Forks (N. D.) Herald*, died at his home Tuesday, July 20.

R. B. WHITE, 29, Associated Press telegraph operator connected with the Charlotte (N. C.) bureau, died last week. Blood was offered for transfusions by H. C. Reneger, correspondent for the A. P. bureau, and C. J. Abernethy, a fellow operator.

ADDISON A. CHRISTIAN, 67, general manager of Gimbel Brothers' department store, Philadelphia, widely known advertising man and one of the organizers of the Philadelphia Poor Richard Club died July 24, at his country home in Greensboro, Md. He was buried in that city on Monday.

STANTON W. LORE, 55, former editor of the *Oakland (Cal.) Daily Morning Record*, an official labor paper, died July 7.

JOHN H. McDONALD, 50, night editor and stockholder of the *Walla Walla (Wash.) Morning Union*, died July 13. He was born in Fond du Lac, Wis.

HARRY STUART, 59, pioneer newspaperman of the San Joaquin valley, California, died at Santa Barbara, July 19.

FERDINAND K. HILL, 76, founder of the *Sunbury (Pa.) Daily Item*, and for many years postmaster of the town, died at his home there after a brief illness. For many years he was prominent in musical circles and an opera he composed was performed many times in Central Pennsylvania.

W. OSCAR MILLER, 68, a prominent attorney of Reading, Pa., died at his home there July 20. He served two terms in the State Senate and was district attorney. For a time he was editor of the *Reading Democrat*.

JAMES C. EWING, lawyer of Washington, Pa., and a former newspaperman died there July 16.

MRS. FANNIE C. BEALS, 78, mother of F. E. Cottrell, vice-president and treasurer of the *Toledo Blade*, died at her home there July 19.

MRS. ANNA WELSH JAEGLE, 51, wife of Charles J. Jaegle, publisher of the *Catholic Observer*, died at her home in Pittsburgh, July 21.

EDGAR L. CLEMENTS, 61, formerly assistant circulation manager of the *Leav-*

enworth (Kan.) *Daily Times*, died following a long illness. He resigned in May, owing to his ill health.

WALTER B. ANDRIST, 46, an employee of the *Kansas City Star* for 35 years died at his home in Kansas City. Forced to quit work in the winter, Mr. Andrist recently underwent a blood transfusion, a fellow worker on the *Star* offering his blood. Mr. Andrist was formerly a printer and for 25 years was a proof reader.

JAMES BROMILOW, 51, secretary-treasurer of the Missouri Central Type and Foundry Company, Wichita, died at his home after an illness lasting more than a week.

T. Z. RUSSELL, advertising solicitor for the *Fort Scott (Kan.) Tribune-Monitor*, died last week following an operation.

FRANK WELTER, 46, former editor of the *Oxford (Kan.) Register*, died at a Wichita hospital after several weeks illness. Mr. Welter was postmaster of Oxford for a number of years.

CLINE ELECTRIC MFG. CO. SYSTEM

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

AKRON TIMES
Akron, Ohio

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

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 priced circulation productive of greater advertising returns at lower cost.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

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.

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

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

ARMED GUARDS PATROL CHICAGO HEARINGS

Correspondents Covering Senate Investigation of Illinois Primary Get Startling Change from Capital's Summer Drowse

By J. BART CAMPBELL

Washington Correspondent Editor & Publisher

WASHINGTON, D. C., July 29.—Newspaper correspondents who ventured from the comparative peace and quiet of the National Capital in pursuit of the investigation of campaign "slush funds" being conducted by a special Senate Committee of which Senator "Jim" Reed, of Missouri, is chairman, were provided with some thrills this week at Chicago when the committee began its probe of the Illinois primary.

Plainclothes men armed to the teeth patrolled the Federal Building in which the committee reconvened, but whether on the lookout for gunmen or hijackers, or to furnish the traditional bit of Chicago atmosphere which is creeping repeatedly into the newspapers, was not revealed.

Verbal shots were the only kind fired, however, and the hearings appeared tame after the more dramatic testimony given by the Mellons and the Vares regarding the million-dollar Pennsylvania primary during the committee sessions.

In the jury room outside the court room in which the committee reconvened at Chicago, the Associated Press, the United Press and the International News Service all had special wires set up, while the Western Union and the Postal had their own special wires strung there too. James L. West, for the A. P., Paul Mallon, for the U. P., and William K. Hutchinson, for the I. N. S., followed the committee from Washington to Chicago, as did these other members of the Senate Press Gallery: Elliott Thurston, *New York World*; John Snure, *New York Herald Tribune*; Lewis Wood, *New York Times*; Theodore Huntley, *Pittsburgh Post*, and Charles O. Gridley, *East St. Louis Journal* and other Illinois newspapers.

Other staff men present were Alexander Gaddess, Jr., and Walter Capelli, *Philadelphia Bulletin*; Louis Seibold, *New York Evening Post*; Mark Shields, *Pittsburgh Press*, and the following Chicago men: William H. Stuart and Edward L. Gorey, *American*; Charles N. Wheeler and A. J. Lorenz, *Herald-Examiner*; Joel Wolfsohn and M. W. Strauss, *Post*; Preston Gass and Leo Howard, *Journal*; Paul R. Leach, *Daily News*, and Oscar Hewitt, of *Tribune*.

William J. Collins, assistant custodian of the Senate Press Gallery, was "on the job," as usual, looking after the wants of the newspaper men, and co-operating with Hicklin Yates, Senator Reed's secretary, and the committee clerk, in providing facilities.

STELZLE SUCCEEDS REISNER

Retired Pastor New President of Church Advertising Department, I. A. A.

Dr. Charles Stelzle, retired pastor, now in advertising work in New York City, has succeeded Christian F. Reisner, pastor of Chelsea Methodist Episcopal Church, New York, as president of the Church Advertising Department of the International Advertising Association.

Rev. Reisner resigned recently after long service as head of the department.

James Wright Brown, president of EDITOR & PUBLISHER, has been named to represent the Church Advertising Department on the National Advertising Commission.

AGENCY PHONE LIST OUT

C. J. Anderson Special Agency, New York, has just issued its 1926 Telephone Directory of General Advertising Agencies and Publishers' Representatives.

WOULD FREE CHAPIN

Friends of Former New York Editor Move to Get His Release from Sing Sing

Friends of Charles E. Chapin, former city editor of the *New York Evening World*, have started a movement to obtain his release from Sing Sing prison, where he is serving a life sentence for the murder of his wife.

Chapin, has been seriously ill recently, and according to Warden Lewis E. Lawes of the prison, "is fast slipping."

In a *New York Times* dispatch from Sing Sing the warden said that Chapin was "one of the best workers around the place. He is worth more than any other ten inmates together. He looks after all the flowers and lawns, inside and outside the walls."

Chapin is 68 years old, but Warden Lawes says he looks much older. His story about the murder was that he killed his wife in a fit of discouragement and intended to die with her but lost his nerve. He went to prison seven and a half years ago, his actual sentence being from twenty years to life. He would be eligible for parole in seven and a half years more. He used to edit the *Sing Sing Bulletin*, the prison newspaper, until the warden discontinued it.

REMODELLING PLANT

The plant of the *Riverside* (Cal.) *Press* is being remodelled at an estimated cost of \$15,000. The new building will be thoroughly modern two-story structure with Spanish architecture.

BARRY ELECTS FLORIDA TO PAUL SMITH'S

Survey of After-Boom Conditions a "Paradise Assignment" After Guessing at "Cal's" Piscatorial Skill

By BART CAMPBELL

WASHINGTON, July 27.—"People are tired of reading stories about Cal and the few fish he is alleged to have caught.



ROBERT BARRY

They want to know what is going on in Florida, particularly Miami. Leave Paul Smith's and go to Florida. Make a careful survey of conditions there and send us a series of at least six stories."

Jack Tennant, managing editor of the *New York Evening World*, flashed this message to Robert Barry, Washington correspondent for that newspaper, as "Bob" sat wearily dodging mosquitoes and boredom at Paul Smith's mountain hostelry where headquarters are maintained for the newspapermen assigned to trail President Coolidge to the "summer White House" in the Adirondacks.

Barry read the message and grinned. He could not have appeared happier if he had received a wire that he had won a million on a Derby winner in his native Kentucky.

At the National Capital, he paused long enough to repack his bags and tell the boys at the National Press Club what a "lovely assignment Paul Smith's is," before hopping a train for the Florida real estate fields.

The last heard from Barry was that he had voted Coral Gables and other Florida boom resorts a veritable paradise compared with the guessing contest conducted daily at Paul Smith's as to whether the President's rod held pike or trout, or whether the portrait of Napoleon suspended upon a wall of the President's bedroom is really not a likeness of the French Conqueror at all, but the handwork of a cubist representing in twisted lines the dictionary acceptance of the term, Vacuum!

"LAILA"



(By John Newport)

A TALE OF THE DAYS OF CHRIST WRITTEN ESPECIALLY FOR NEWSPAPERS

Pictures For Every Chapter

NOW READY

Telegraph to



Eugene MacLean
827 Folsom Street, San Francisco

ADVERTISING AGENCY AFFAIRS

**C. C. Green Gets Ferry Company Account—Chicago Agencies Merge—
Arms Joins Edwards, Ewing & Jones—
Brenon Joins McManus Agency**

THE Christiana Ferry Company of Wilmington, Del., has picked the Charles C. Green Advertising Agency, Inc., to place its advertising in newspapers of Pennsylvania, Maryland, Delaware, and the District of Columbia. The account will be handled through the Philadelphia office of the agency.

The consolidation of the Bruce Morgan Company, Chicago, advertising agency, with Floyd Short and Partners, Inc., Chicago, was announced this week. Bruce Morgan has been elected vice-president of the merged firms.

J. E. Darlow, space buyer with the Osten Advertising Corporation, Chicago, has joined the Hawes Advertising Agency, Chicago.

E. T. Howard Company, Inc., New York agency, has been appointed to handle the account of the Standard Rice Company, New York.

John H. R. Arms, formerly with the T. D. Richardson Company, Philadelphia, and recently in charge of dealer service for the Miller Rubber Company, Akron, has been appointed manager of the New York office of Edwards, Ewing & Jones, Inc., advertising agency.

Samuel M. Kootz has joined the New York staff of the George L. Dyer Company as account executive. He was formerly with the Biow Company, New York.

M. St. John Brenon has been added to the Detroit organization of McManus, Inc., to plan and write automotive and specialized industrial advertising.

He has been affiliated with advertising departments and agencies since 1911, when he became associated with the New York Central Railroad in New York. Later he became advertising manager of the Duplex Engine Governor Company, of New York. In 1924 he joined the Caples Co., Chicago, first as a production expert and then as a writing and directing executive.

Schafer Advertising Agency, Rockford, Ill., has filed an involuntary petition in bankruptcy in the Federal Court, Freeport, July 13, 1926, claims of three petitioning creditors amounting to \$9,400.

The Advertising Corporation, Waterloo, Iowa, has opened an office in Chicago. A. C. Barnett is manager. He was formerly with Kling-Gibson Advertising Company.

OHIO EDITORS PROMOTED

Heller Now Assistant to Scripps-Howard Ohio Chief—Place in Toledo

E. E. Cook, editor-in-chief of the Central Group of Scripps-Howard Newspapers, this week appointed Frank Heller to be assistant to the editor-in-chief in the direction of the Columbus bureau of Scripps-Howard Newspapers.



FRANK HELLER

Simultaneously, Harold C. Place was named Heller's successor as editor of the Toledo News-Bee. Heller's work will have to do with all of the Scripps-Howard Ohio newspapers

—Cleveland Press, Toledo News-Bee, Akron Times-Press, Columbus Citizen, Cincinnati Post and Youngstown Telegram.

Heller has been connected with the News-Bee for more than a score of years.

He was associated with the Toledo Bee before its consolidation with the News in 1903 and, following that merger, served successively as city editor, managing editor and editor of the News-Bee. He has been editor since 1921.

Place has for a year and a half served in the Cleveland office of

the Scripps-Howard Newspapers Central Group.

Previously he was, successively, reporter, sports editor, managing editor and editor of the Des Moines News when that paper belonged to the Scripps-Howard organization.

Mr. Place is 30 years old and is a native

of Iowa. He was born into the newspaper business, his father having been a publisher for the past 35 years.

His early training in the daily newspaper field was on the Waterloo Courier and Waterloo Tribune. In 1917 he joined the editorial staff of the Des Moines Capital. A year later he entered the Chicago bureau of the Associated Press. After a brief period with that organization he returned to Des Moines as a reporter on the News.

Heller will take his new office immediately upon his return from a vacation trip in the West. Place assumed the editorship of the paper upon Heller's departure on his vacation.

PUEBLO RESTRICTS STREET SIGNS

More than 100 signs in the business district here have been removed within the last two weeks by local police, because, it was charged, they did not comply with building restrictions. Many signs, it was said, projected over sidewalks in unsafe condition and others were too low. In many instances, according to reports, displays were erected without a city permit. The ordinance requiring permits for these displays will be enforced to the letter hereafter, police said.

if you have something to SELL ~

—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market

then— you must tell them about it through

The Ohio's Greatest Newspaper
Cleveland News
DAILY and SUNDAY

Represented Geo. A. McDevitt Co. by 250 Park Ave., New York 914 People's Gas Bldg., Chicago



The direct line to Illinois' buying power

The most direct medium to Illinois' homes is the daily papers, read and absorbed by the entire family.

The daily papers will give you complete coverage of the home cities and towns and help you in getting your products on the dealers' shelves.

Advertise to Illinois through the list below.

They are ready with data and real service to give you coverage in the quickest and most economical way.

	Circulation	Rate for 2,500 Lines	Rate 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	.085	.07
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

SOUTH'S OLDEST DAILY SOLD FOR \$300,000

Charleston News and Courier Passes from Siegling Estate to J. E. Rockwell, Late of Duluth, and Robert Lathan, Editor

CHARLESTON, S. C., July 26—The South's oldest daily newspaper was sold here today when the *Charleston News & Courier* passed into the hands of James E. Rockwell of Duluth, Minn., and Robert Lathan of Charleston. The newspaper was formerly the property of the estate of Rudolph C. Siegling of Charleston and of other Charleston citizens.



ROBERT LATHAN

The sale, it is understood, involved both the majority and minority interests, and the new owners will control some 90 per cent of the stock, the rest being held by former minority stockholders.

The *News and Courier* was established in 1803 and during its 123 years of continuous publication, it has had but four editors.

The new owners are both experienced newspaper men and will be active in the management of the property. Mr. Rockwell will be president and publisher, and Mr. Lathan, vice-president and editor.

Mr. Rockwell, a Canadian by birth and a former student at the University of Toronto, began his newspaper career as reporter on the *Duluth Herald* in 1902. After 14 years experience in all departments of that newspaper, he purchased a minority interest in the *Fargo Forum* and became its editor. Later he and his associates in Fargo acquired the *Minot* (N. D.) *News*. In 1922 he disposed of his interests in these newspapers to his associates and returned to Duluth to become editor and part owner of the *News Tribune*. The following year he bought out his associates there and became editor and publisher, selling his interest a few weeks ago.

Mr. Lathan is a native of South Carolina and for 16 years has been editor of the *News and Courier*. In 1924 he won the Pulitzer prize for his editorial on "The Plight of the South."

The price paid for the property was not made public, but it is reported that it was in the neighborhood of \$300,000 which includes real estate valued at \$50,000. The transaction was handled through the office of Palmer, Dewitt & Palmer, New York, who represented the Siegling estate as appraisers and brokers.

AD TIPS

George Batten Company, Inc., 383 Madison avenue, New York. Now handling account of Johnson & Johnson, New Brunswick, N. J.
Calkins & Holden, Inc., 247 Park avenue, New York. Placing account of the New Jersey Zinc Company, New York, 40-40-20 paint formula, zinc roofing accessories, etc.
Foote & Morgan, 247 Park avenue, New York. Has secured account of the Amplion Corporation of America, New York City, "Amplion" loud speakers and units.
Charles C. Green Advertising Agency, Inc., Estey Building, Philadelphia. Has secured account of the Christiana Ferry Company, Wilmington, Del.
Hertz-Hadly Company, 646 North Michigan avenue, Chicago. Has secured account of Greenwich Water Waver, Chicago.

Livermore & Knight Company, 42 Pine street, New York. Now handling account of the Silver Lake Company, Newtonville, Mass., "Silver Lake" braided sash cords and clothes-lines.

Loomis Potts Company, 1012 Baltimore avenue, Kansas City, Mo. Orders are being issued generally to newspapers by this agency, on Dr. Paddock.

Morse International Agency, 449 4th avenue, New York. Placing account for Longman & Martinez, New York, "L. & M. Semi Paste Paint."

Ridge Advertising Agency, 1006 City Trust Building, Indianapolis. Issuing orders to newspapers in the middle west on Dr. Schuiling's Kupture Institute.

Stalker-Elwell Company, 2107 Jefferson avenue, Toledo. An advertising campaign has been started by the Perfection Biscuit Company, Fort Wayne, Indiana, on "Sweetie," a new cracker confection.

St. Paul Advertising Company, 100 Wabash street, St. Paul. Now handling account of Chester-Kent, Inc., St. Paul.

FORD'S NAME ON CIGARS

Patent Office Denies His Attempt to Have Name Eliminated

Henry Ford lost a fight to have the name of his automobile eliminated from a brand of cigars and stogies when the U. S. Patent Office denied his request, July 24.

In denying the application of the Ford Motor Company to cancel the registration of the brand by John A. McAdoo of Charlotte, N. C., the Patent Office held that a corporate name may be registered as a trade-mark when used on goods differing from those manufactured by another corporation of the same name.

"It must be remembered that the word 'Ford' is not necessarily confined to the corporate name of the petitioner," the decision said. "It is a common word of our language, used not only as a name for many persons but also as a common noun and as a verb."

The decision also held that even though the Lincoln Products Company, manufacturing automobile parts, might be confused with the Lincoln Motors Company, owned by the Ford interests, it should be permitted to keep its name inasmuch as its products do not compete directly with the products of the Lincoln Motors Company.

SPOKANE PRESS BUYS MACHINERY

Because of increased circulation and business, the *Spokane Press* has discarded its old equipment and installed a 40 square Hoe quintuple press. Over 2,000 square feet more were required to accommodate the new equipment.

GATINEAU FINANCING

\$12,500,000 Bond Issue for International Paper Subsidiary

A second phase of the financing of the power development of the Gatineau River in Quebec was introduced with the offering this week of a new issue of \$12,500,000 Gatineau Power Company 6 per cent sinking fund gold debentures by a syndicate headed by the Chase Securities

Corporation, Bankers Trust Company and Harris, Forbes & Co., and including several other financial firms. The debentures are priced at 99½ and accrued interest, to yield 6.05 per cent.

The company's first financing consisted of a \$25,000,000 issue of 5 per cent bonds, which were oversubscribed on the day of offering last week. The Gatineau project includes four plants now being constructed, which will develop a total of 397,500 horsepower. Net earnings available for interest are estimated in excess of \$5,400,000 annually, or more than three times the requirements on the entire \$37,500,000 of the two issues. The Gatineau company is a subsidiary of the International Paper Company and is developing one of the largest power projects in Canada.

NEW RADIO NEWS AGENCY

Mukden, Manchuria, Station Will Communicate with France and Germany

The North-Eastern Wireless Station at Mukden, equipped with a German Telefunken Company's bulb-sending apparatus of 10 kilowatts, having a wave-length ranging from 2,000 to 7,000 metres, has extended its activities and become a News Exchange, according to an article in the *Tokio Trans-Pacific* of July 10. Hitherto it had been used exclusively for military purposes.

The station has now commenced the exchange of news with the Tientsin and Tsinan wireless stations, and also receives the news broadcast by the Bordeaux station in France, the Nauen station in Germany and the Iwak station in Japan, the latter broadcasting news prepared by the Toho News Agency, the Teihoku News Agency and others.

The North-Eastern Station also plans further expansion of its activities, with the aid of the Siemens Company of Germany, and for this purpose five Chinese engineers, including Mr. Kang Te-pu, started for Germany on July 4.

have
you been
following the
remarkable
growth
of the
Detroit Times

FIRST — By Preference!

Herald dominance and the prodigious expansion of the Miami market are clearly indicated by the following crescendo of Herald national advertising lineage, first six months each year, 1923-1926, inclusive:

1923, 827,596—1924, 1,011,199—1925, 1,400,735—1926, 1,898,722.

Comparative national lineage, first six months, 1926, shows:

THE HERALD 1,898,722
Second Paper 925,085

—or a Herald lead of 105%.

The Miami Herald

"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

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

Noozie Says:

CHEER UP IT'S GOIN' TO GET WARMER THAN THIS



By Courtesy of Int. Syndicate, Balit.

120° or 86°?

The Clarksburg (W. Va.) Telegram recently installed the Certified cold process of stereotyping. In writing us how well pleased they are, Col. Viskniskki, General Manager, had this to say:

"Because of the heat generated by the steam tables and the hot forms coming therefrom, under the wet mat process, the temperature in the mechanical departments frequently rose in the summer time to one hundred and fifteen and one hundred and twenty degrees. The first day we went to dry mats, the temperature in these departments did not exceed eighty-six degrees, and the day was a hot summer one, with a temperature of about ninety outside.

"At no time since the installation of the dry mats has the temperature in the mechanical departments exceeded ninety degrees, and I do not need to point out to you what a great relief this lowering of temperature, which is directly due to the dry mat, has been to our mechanical force, and neither do I need to point out to you how this has increased the working efficiency of every man concerned."

Certified cold stereotyping not only betters working conditions in the foundry, but it improves the reproduction of half tones, is every bit as good for type, and saves real time and money besides.

Of course, it's going to be warmer, but why worry about that when it is so easy and economical to "keep cool with Certified."

Now is a good time to get the facts.

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.

AMERICANS PLAN NEW SHANGHAI PAPER

Preliminary Organization Complete Report States—To Capitalize at Mex. \$500,000—Plan to Start Publishing Jan. 1, 1927

Shanghai is to have a new "all American" newspaper which will appear about January 1, 1927, according to information given the United Press Bureau in city.

Preliminary organization work has been completed, according to backers of the project. Machinery will be purchased in the United States, where bids for equipment already have been asked for, the report states.

The prospectus of the company calls for organization of the American Publishing company, Federal Inc., U. S. A., with Mex. \$400,000 in common stock and Mex. \$100,000 in preferred stock to pay 8 per cent dividends. It is planned to make the new publication an afternoon newspaper, with two editions, one at 2 and one at 4 o'clock. The promoters expect to make the newspaper a general organ for the American Community in Shanghai, which numbers more than 3,000 and the general organ of American interests in Central China. Complete cable reports of American news will be featured.

It is understood that J. B. Powell, former editor of the *China Press* and editor and proprietor of the *China Weekly Review*, will be editor, while nearly all important American business interests in Shanghai will be represented on the Board of Directors.

It is proposed to form the publishing corporation under the China Trade Act and for the first period attention will be centered purely on publication of the daily newspaper.

Persons prominent in the movement for the organization of the newspaper include Carl Crow, president of Carl Crow, Inc., advertising agency; W. I. Eisler, representative of the United States Shipping Board; C. W. Atkinson, of the Standard Oil Company; C. M. Wentworth, W. S. Fleming, J. B. Powell, O. G. Steen, of the Dollar steamship interests; F. F. Friedman, George Fitch, E. C. Stocker, Leon Friedman, H. H. French, W. H. Bolton and R. Lang.

NEW IOWA WEEKLY

The *Sloan* (Ia.) *Leader* appeared this week for the first time with Louis N. Duchaine, editor and publisher. Mr. Duchaine has been associated with the *Sloan Star* and other local papers for the last quarter of a century.

REPORTERS SAVE YOUTH

Two Boston reporters, Edwin B. Inglis, *Boston Post*, and William H. Taylor, *Boston Herald*, saved an Italian youth from drowning at Hampton Beach, N. H., while visiting there a week ago with the press delegation from 44 states.

OUR OWN WORLD OF LETTERS

(Continued from page 18)

BACK in the days when Walter Williams was editing the *Boonville* (Mo.) *Advertiser*, he had a voluntary and unpaid helper in the mailing department by the name of Emile R. Paillou. The latter is now a physician in St. Louis but his heart has evidently remained back in Boonville where he and Williams worked together on the *Advertiser*.

Lately he has been contributing to the *Advertiser* "Home Town Sketches"—often pen portraits of such village characters as Riley Holman, Major Hanna, Capt. Beard, Col. True Hickox, Dr. Charles Swap, Copernicus, Jr., "Heavy" Lee, Poor Old O'Connell, Rabbi Sonnenstein, Judge McFarland, and, to bring the list somewhat arbitrarily to a close, Walter Williams. These sketches under the same title have just been issued in book form by the Stratford Company of Boston.

In his pen sketch of his lifelong friend Dean Williams of the Missouri School of Journalism, Dr. Paillou prints the following:

This is apropos of an incident that took place at the *Advertiser* office when Walter Williams was editor. The paper had published an item saying that a young man, whom we will call Henry James, Jr., had been in Boonville, "hobnobbing with his many friends," Henry being the son of a farmer of substance, living about five miles from Boonville.

Now Henry James, Sr., had a fixed definition in his mind for "hobnobbing" and his idea was that it meant bacchanalian carousal—in other words, drunk and disorderly. So Mr. James hied himself to Boonville and called on the editor with blood in his eye. For had not his steady, sober son been "written up" in an outrageous manner?

In vain did Mr. Williams by soft answer endeavor to turn away his wrath, as he explained that hobnobbing was a perfectly innocent procedure. No, sir! Mr. James came for an apology and he would have that or blood. So the editor, having no blood to spare, had to agree to straighten things out in the next issue.

Do you know Walter Williams? Ever read or hear one of his apologies? Well, this time he just had to square himself and this is how he did it. The next edition of the *Advertiser* carried in a prominent position this item: "Henry James, Sr., was in Boonville this week hobnobbing with his many friends."

A good time will be had by all—to use the pet phrase of the country weekly—who read these delightful sketches by Dr. Paillou. Those of us who were born and brought up in the country will, as the pages are read, live the past over again in a sort of Indian summer of the heart.

THIS department was one of the first to call attention to the Indiana author, McCready Huston, who sits in an editorial chair on the *South Bend Tribune*. Frequent mention has been made of his

short stories in the leading magazines and of his novel "Huling's Quest." His second long story, "The Big Show," will appear as a serial in the *Pictorial Review* before being put out in book form by Charles Scribner's Sons.

ERIE C. HOPWOOD, editor of the *Cleveland Plain Dealer*, chats about the morals of college journalism in *Scribner's Magazine* for August. In speaking of the passing of the so-called literary monthly the undergraduate with the itch—or to be more academic, the urge—to write has no medium for his burning thoughts or his martial songs but must "either write news, editorials, 'funny stuff,' or quit."

Of the undergraduate type Mr. Hopwood speaks as follows:

In his college newspaper the student is a highly moral, law-abiding, God-fearing young man. As interpreted by his humorous publication he would have made a sensation at the profligate court of Charles II.

Going a little farther into his analysis of undergraduate newspapers Mr. Hopwood continues:

To one studying the college newspaper press without any preconceived notions about it and without any theories to prove or disprove, it leaves several things to be desired. It has been said that as far as form in the handling of news is concerned, the college newspaper is often as well or better done than the general newspaper. But no matter how well done as to form, college newspapers give the impression of lack of inspiration. Here are publications which are issued by staffs of young men at the most emotional, enthusiastic, and impressionable time of their lives, and still the divine fire is not in them. The work of the editors and reporters reminds one of the tricks of trained animals in a circus who go through a number of complicated evolutions with surprising fidelity and accuracy, but apparently without having the vaguest conception of what it is all about. The greatest things in the world go on in the college campus—most wonderful and beautiful things—but they go on unseen, like Conan Doyle's fairies, for all the editors tell the readers about them in the college newspapers.

The observation just quoted reflects on the college press. Unfortunately such a condition too frequently obtains in college towns.

An explanation and also a suggestion may be found in these words by Mr. Hopwood:

It may further be said that the college newspapers show too many evidences of the dead hand of the faculty. It has tended to make the newspaper editors a class of Round Heads, while the editors of the so-called humorous publications have been permitted to become the gay Cavaliers of college journalism. If the college newspapers have suffered from too much restraint, the humorous publications have, as it will appear, suffered from too little. An equalization of faculty effort might wisely be effected.

Mr. Hopwood finds data for comment and consideration in the following table of the contents of several of the leading college humorous magazines:

Girl items	123
Off-color girl items	21
College and faculty	63
General items	174

Safe and sane—to use a trite phrase—is Mr. Hopwood's concluding comment:

To judge college life at all intelligently by its journalism is a problem. Estimated by its newspapers, college morale is quite too good to be true. Estimated by its humorous publications, it is so extreme as to be disturbing. The truth is somewhere between the two.

LARGEST WEEKDAY CIRCULATION in the City
The Item Tribune
NEW ORLEANS

MERCHANT & EVANS CO. PHILADELPHIA

Producers of
SPARTAN TYPE METAL
Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

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

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

THE TELEGRAM

now has the largest paid circulation in
CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday
guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

The 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

From the Linotype Mailbag

Delivered next day, 400 miles away

"On June 21 we telegraphed here at 11:20 A. M. for a part for our No. 8 machine:
"Rush parcel post BB No. 165, No. 8 machine." At 9:15 A. M., June 22, we received this part.
"We wish to acknowledge with thanks your promptness in sending us this part. Despite the fact that we are some 400 miles from Chicago, service like this is almost like having a stock room of parts of our own."

The Collier Printing Company
Wooster, Ohio.

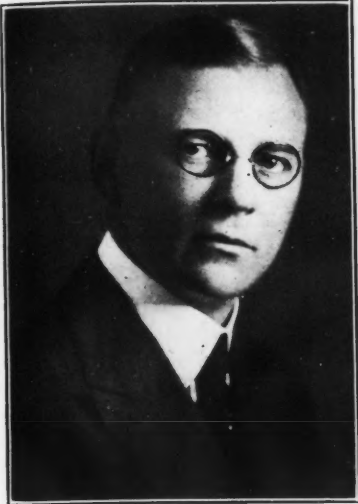
LINOTYPE

RALPH TURNQUIST DIES ON CANADA TRIP

Advertising Manager of Milwaukee Journal Stricken While Fishing with Fellow Executives—Well Known in Milwaukee

Ralph O. Turnquist, for the past six years advertising manager of the Milwaukee Journal, died in a hospital at Espanola, Ont., Monday.

About ten days previously Mr. Turnquist had accompanied a party of Journal



Ralph Turnquist

executives who motored to the north woods for a fishing trip. He was taken ill on the following Thursday.

Mr. Turnquist, who had been a member of the Journal staff for about ten years, had been connected with the old Milwaukee Free Press, Minneapolis Journal and St. Paul Pioneer Press.

He was born in Minneapolis 42 years ago and was graduated from the school of law of the University of Minnesota. He was a member of the Delta Theta Phi legal fraternity and was one of a party of Delta Theta Phi members which went to Washington to initiate President Calvin Coolidge in 1924.

Mr. Turnquist was a member of the Milwaukee, Press, Athletic, Tripoli Country, Blue Mound Country and Rotary clubs. The funeral was held in Minneapolis.

Mr. Turnquist is survived by Mrs. Alma W. Turnquist, his mother, and Miss Myrtle Turnquist, his sister, of Minneapolis, and two brothers, Vern W. Turnquist of the St. Paul Pioneer Press and E. W. Turnquist of Vancouver, B. C.

McDONALD WITH ST. LOUIS STAR

Former St. Louis Times General Manager Named Business Manager

F. D. McDonald, until last week general manager of the St. Louis Times, has joined the St. Louis Star staff as business manager. The position is newly created, and there are no personal changes on the star.

For fourteen years before joining the Times, Mr. McDonald was general manager of the Dayton (O.) Journal-Herald and for many years was connected with the Scripps-Howard newspapers.

Mr. McDonald is a native of Ohio, and has been in the newspaper business since 1892, when he began as an advertising solicitor with the Cleve-



F. D. McDONALD

land Press. While with the Scripps-Howard, he established the Akron Press, which was first published in Cleveland and then in Akron. He was with the Press for ten years.

In 1896, Mr. McDonald's duties with the Scripps-Howard organization brought him to St. Louis, where they operated the Chronicle, which passed out of existence about 1905. He also was connected at one time with the Clover Leaf group of papers as general manager of the Omaha News and later of the Duluth Star.

EDITORS TOUR COLORADO

State Editorial Association Holds Three Day Summer Meeting

One hundred and fifteen members of the Colorado Editorial Association began their midsummer meeting, Friday, July 23, at Alamosa, Colo. They chartered a special train from Denver, returning to their homes Sunday evening. Friday and Saturday, the party visited Monte Vista, Colo., and made an automobile tour of Wagon Wheel gap, Center and Creede, Colo., under direction of John F. Reardon, chairman of the transportation committee.

GAVIN TAKES CITY POST

N. Y. World Sports Editor Named Director of Accounts for Jersey City

John H. Gavin, sports editor of the New York World has been appointed Deputy Commissioner of Revenue and Finance and Director of Accounts of Jersey City, N. J., by Mayor Frank Hague. The post pays \$7,000 a year. Gavin succeeds J. F. Fitzpatrick who has been appointed secretary of state by Gov. A. H. Moore.

Mr. Gavin will take up his new duties Sept. 1. His successor on the World will not be named until that time.

UNION CONFERENCE CONTINUES

No Settlement Reached on New Contract for New York Compositors

Negotiations between the Publishers Association of New York and President James M. Lynch of the International Typographical Union and other I. T. U. officers regarding a new contract with the New York Union continued this week.

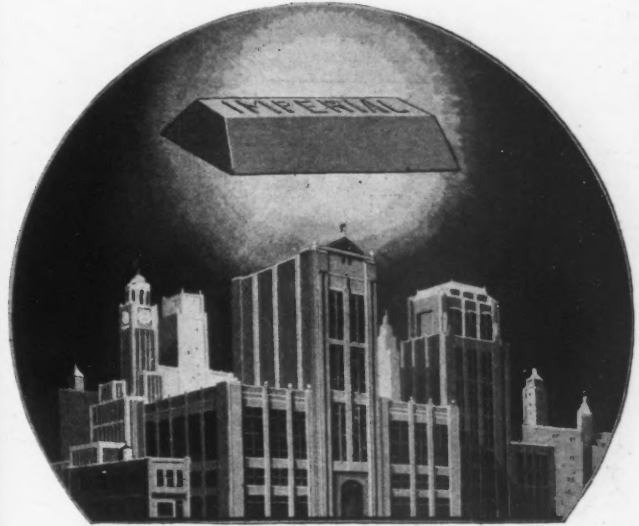
No settlement had been reached at the time EDITOR & PUBLISHER went to press.

PARK REAPPOINTS COMMITTEE

President John A. Park of the Southern Newspaper Publishers Association has reappointed the following Postal Committee: Col. Robert Ewing, chairman, New Orleans (La.) States; Maj. E. B. Stahlman, Nashville (Tenn.) Banner; Col. Urey Woodson, Owensboro (Ky.) Messenger; H. Galt Braxton, Kingston (N. C.) Free Press; E. K. Gaylord, Oklahoma City (Okla.) Oklahoman.

The New York Times combines in the metropolitan market the advantages of the largest circulation of any standard sized morning newspaper—average daily and Sunday in excess of 392,000—the largest circulation daily and average daily and Sunday in city and suburbs of any standard sized morning newspaper anywhere—the prestige of the unquestioned advertising leader—the strongest confidence of its readers—an advertising rate low by any comparison, and lowest of all when judged by actual results.

Imperial METAL



Thousands Now Use The Plus Plan

IT'S a matter of pride with us that the Plus Plan is now in operation in thousands of newspaper plants. If you will recall the number of newspapers in this country and then consider that we are serving thousands of them, you will realize that the Plus Plan is rapidly becoming the standard practice for taking care of type metal.

This widespread use of the Plus Plan is based on its adaptability and reliability. It is used by the metropolitan newspaper and village weekly alike. It renders a definite, reliable and economical service to publishers. That's why it's so popular.

The Plus Plan was devised by type metal specialists after years of study and experimental work in an endeavor to find a definite system that would keep type metal in working condition at all times, thereby adding years of working life to the metal.

That this study was well worth while has been proved by the thousands of publishers who use the Plus Plan and stick to Imperial.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

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



BEST BY ACID TEST
TRADE MARK REG.

BUILDING NEWSPAPER CIRCULATION

El Paso Herald and Times Telling Public About Their Carriers—
37,000 Attend Daily's Picnics—How New York Sun
Promoted Vacation Subscriptions

THE El Paso (Tex.) Herald and Times take great pride in their carrier boys and want the public to know about them. To accomplish this a series of advertise-

Business Generals

TEN YEARS A CARRIER

THEO ADDRESS has a service record unparalleled by any carrier in our organization. There has been serving THE HERALD to subscribers living on his route for over a period of ten years. They was taught at a very early age the value of experience received through the many lessons of life obtained from carrying a newspaper route.

When Andrew, Thomson's able helper, carried a HERALD route for many years before his departure for university. Both the Andrews boys have grown themselves very successful business men. They have paid for their high school and part of their college, having bought all of his own clothes and met the usual expenses incurred by a boy of his age. Thomson is contributing toward the University of Texas and a normal.

The major portion of the money made on his route is paid for his education. Up to the present date, Thomson has no debts by the bank over \$200.00, which is itself a great fact, that as a business man—This route high.

FRIENSHIP—EDUCATION
"One of the greatest features and benefits derived from the act of carrying a newspaper route is the opportunity to make friends. These friends are not only valuable in the home, but also in the business world. It is through the help of these friends that many carriers have been able to secure the best of education. This is especially true in the case of those who are unable to attend school in their own homes. The carrier boy should be so fortunate as to have a friend who is a student in a college or university. This friend can help him in many ways, such as by sending him books, papers, and other materials that he needs for his studies. This is a great benefit, and one that should be taken advantage of by every carrier boy who has such a friend.

FUTURE PROFESSOR
There is many a carrier who has a bright mind and a high ambition. They want to be a professor in a college or university. This is a noble ambition, and one that should be encouraged. The carrier boy should be so fortunate as to have a friend who is a professor. This friend can help him in many ways, such as by sending him books, papers, and other materials that he needs for his studies. This is a great benefit, and one that should be taken advantage of by every carrier boy who has such a friend.

OPPORTUNITY
When asked what he would like to say about his route, Willie responded, 'I know of nothing that gives a boy such an opportunity for a business training as a Herald route. I have learned to save money, it has taught me to be thrifty—it keeps a boy occupied, which, by the way, keeps him off the streets and out of things he has no business being into.

'A paper route helps you to make friends and none ever has too many friends. I have learned to be polite, and your success, as a carrier, depends largely upon your manners and treatment of your subscribers.'

Then follows the paper's comment under the caption "YOUR BOYS:"

"There is really only one thing on which a boy can build his reputation. He may have a reputation for good service, for good manners, and all his other habits, but they must be backed by character. Character is the greatest asset in the world—the El Paso Times and Herald is assisting in the moulding of over 250 characters in its boy organization daily. Have you a boy—bring him down to the office and let us start him in on a business of which he can really call his own. Circulation Department, A. J. Biggar."

motion and research department of that newspaper.

"The customary way for newspapers

to go after summer vacation subscriptions is to frame a small ad, incorporating a coupon and to run it as a filler whenever space allows through the summer months," he said.

"Very seldom is there a definite campaign. Usually the same ad is used over and over again through the entire season. Oftentimes it gets into one or two of the less important editions of the day only. Frequently the insertions begin too late in the season—weeks after people have made their summer vacation plans. In many cases, the advertisements are unattractive in their appearance and unimpressive in their copy.

"Newspapers, as a rule, have been ignoring the summer vacation. They have been going after him in a half-hearted, mechanical way—hardly considering him worth bothering with.

"The Sun has been using in rotation a series of 15 different advertisements calling the attention of its readers to the

Typical copy used by New York Sun in vigorous campaign for vacation subscriptions.

Where are you going for YOUR VACATION

WHETHER you go for your vacation, whatever you do—the rest of the world will go on just the same.

Keep yourself informed on the latest political and general news, the latest sports, or even, market reports, society announcements—the latest developments in whatever interests you most—by having the Sun and to you every day you are away.

Get your business address in your newspaper—no mail, phone or being it to the Subscription Department of The Sun, Address 200 Broadway, Telephone, West 1000.

SUBSCRIPTION RATES:
One month, \$2.50
Three months, \$7.50
Six months, \$12.50

The Sun

HALF A STATE COMPLETELY COVERED at one Combination Rate EVENING COURIER POST MORNING

Two Great Newspapers—Published at Camden, N. J. National Representatives STONE, BROOKS & FINLEY

URBAN E. DICE, Nat. Adv. Mgr. GAZETTE SQ., PITTSBURGH, PA. National Representatives:

E. M. BURKE, Inc. 42nd and Broadway, N. Y. 122 S. Michigan Blvd., Chicago. Constitution Bldg., Atlanta, Ga. E. J. BIDWELL CO. 742 Market St., San Francisco, Cal. Times Bldg., Los Angeles, Cal.

Use the COMBINATION RATE OF The Gazette Times (Morning and Sunday) AND Chronicle Telegraph (Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

Peoria The Try-Out City

THE PEORIA JOURNAL Transcript

puts Tryouts Over!

CHAS. H. EDDY CO. New York - Chicago - Boston

The Morning Telegraph 50th St. & 8th Ave., N. Y. City

AMERICAN BIROTADRUCK CO., Inc. 120 West 42d St., New York City

J. E. Woodward Woodward & Kelly 110 E. 42d St. 360 N. Mich. Ave. New York Chicago

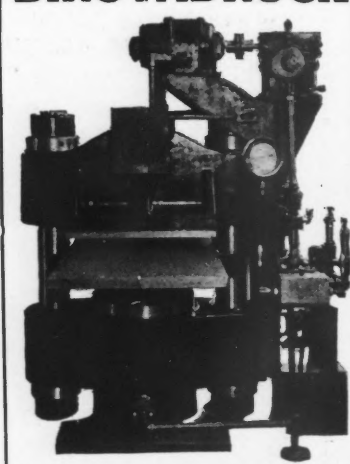
creating Impression!

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. E. Woodward Woodward & Kelly 110 E. 42d St. 360 N. Mich. Ave. New York Chicago

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

J. E. Woodward Woodward & Kelly 110 E. 42d St. 360 N. Mich. Ave. New York Chicago

J. E. Woodward Woodward & Kelly 110 E. 42d St. 360 N. Mich. Ave. New York Chicago

advantages of vacation-time subscriptions. The first advertisement appeared on May 27—early enough to attract the earliest vacationer. From that date on there has been an advertisement in the Sun nearly every day. The ads are small, one of them being three columns by 115 lines deep and the rest being two columns width and varying in length from 95 to 135 lines.

"Each ad is given a good position, usually on page two or three or on the Summer Resort page. The advertisements are not treated as fillers. They appear usually in all editions of the day.

"A unique feature of the campaign is that each ad is addressed to those who have a particular vacation land in mind. The titles are 'Are you going to Maine for your Vacation?' 'Are you going to Canada for your Vacation?' 'Are you going to the Jersey Coast for your Vacation?', etc. This specific appeal has the advantage of attracting the attention of not only those who have decided where to go but also those who are still to make up their minds and are therefore considering many different resorts.

"Each ad carries a large illustration showing a scene from the territory to which the title is devoted. The copy in each ad is simple and short.

"We cannot fairly judge the success of the campaign as yet. It is too early in the season in the first place. In the second place, the weather has been so unseasonal this year that many people have postponed their vacations—making it difficult to compare vacation subscriptions this year with the same period of last year.

"The present campaign is the most extensive which the Sun has conducted. We feel confident that the results will be satisfactory.

"We have devoted considerable time and space to these advertisements because we feel that summer vacation subscriptions constitute a neglected field and one which offers worthwhile returns.

"I don't believe that the average American wants to stop reading newspapers during his vacation. Newspaper reading is too firmly established a habit with him. I think that with a little effort he can be persuaded to have the paper he reads every day during the rest of the year sent to him on his vacation.

"Vacation subscriptions offer newspapers an opportunity to cut down to some extent the summer slump in circulation. In addition, they build prestige, because the man who gets a paper from home is usually obliged to let several other people read it. And so hundreds of people from Chicago or Cleveland or Boston may read a New York newspaper for the first time in a summer resort."

The Burlington (Ia.) Hawk-Eye is meeting summer circulation apathy with a "Thoro Readers" contest which has roused unusual hot weather interest. Each week theater tickets are distributed to readers submitting the best answers to a group of 10 questions based on news stories, advertisements, feature articles and local topics appearing in the Hawk-Eye during the week. The contest is a Sunday morning feature.

Four Virginia school teachers, winners of prizes in the Richmond (Va.) News-Leader's free summer tours campaign during the spring and early summer, are in Canada on a two weeks' tour at the expense of the paper.

**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

Thirty-seven thousand persons attended the St. Louis Star's three picnics this year at Forest Park Highlands, local amusement garden, previous attendance records being broken at the third and last event held July 22 when 15,000 passed through the gates. The Star's annual series of picnics is for local youngsters, and the crowds accordingly included but a sprinkling of elders. A total of 14,000 attended the first picnic and 8,000 were on hand for the second. The attendance at the second picnic was reduced by rain.

Carrier boys of the Richmond (Va.) Times-Dispatch recently were given an exhibition by Hadji-Ali, "Egyptian Miracle Man," who appeared at the Lyric theater, in front of the Broad street office of the newspaper, through the courtesy of the theater.

Much interest has been aroused in Minnesota over the "Gopher Trail" series of

articles run in the St. Paul Dispatch and Pioneer Press. A month ago the papers sent a reporter among Minnesota towns and villages to write a story of each. On arriving in a town, he usually visits the newspaper there, and from the editor gets a tip on what sort of an article would interest the townfolks most. Fully 90 per cent of these stories, including pictures, have been reproduced in the towns mentioned and so well did they take with the communities that the papers decided to give them a novel turn. Recently they invited the inhabitants to write their own "Gopher Trail" story for the Dispatch, offering \$50 as a first prize.

W. M. Armour has been promoted from assistant to circulation manager of the San Antonio Express and Evening News, succeeding W. P. Allen, who resigned to become a stockholder in and general manager of the Laredo Daily Times, recently sold by the Penn Publishing Company to J. E. Hanway of Casper, Wyo., and associates.

CLASSIFIED ADVERTISING

H. J. Harrison, Coast Classified President, Started On New York Herald—
New York Times Starts New Classification—Halifax Herald
Using Adams' Editorial on Classified Page

H. J. HARRISON, classified advertising manager of the San Francisco Daily News, who was recently elected president of the Pacific Coast Classified Advertising Managers' Association, began newspaper work in 1908 as a counter boy for the old New York Herald.

After learning the A. B. C.s of classified advertising there, he joined the New York World, leaving this paper after a time to take a better position on the old Philadelphia North American.

"I was ambitious to see more of the country and so I worked successively on the New Orleans Times, St. Louis Post-Dispatch and the Spokane Spokesman-Review," he told EDITOR & PUBLISHER.

He remained with the latter paper five years, being advanced eventually to classified manager. On this paper he made what is believed to be a record by obtaining 110 new classified accounts in 110 consecutive working days.

Later he joined the Oakland (Cal.) Enquirer as classified manager, remaining there four years before joining the San Francisco Daily News four years ago.

Mr. Harrison is a graduate of the University of Pennsylvania.

"Horses and Equipment" is a new classified division in the New York Times.



H. J. HARRISON

The department is run on Sundays only in the sports section, and carries advertisements from riding schools, of horses and ponies for sale, saddles and harness.

Four short paragraphs on "How to Write Better Classified Ads" were featured in the Seattle Star recently. The display ad instructed:

- 1. Never write hurriedly. The well-written classified ad gets results because it is complete.
- 2. Put yourself in the reader's place. Tell the facts YOU would wish to know if you were buying instead of selling.

**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
CHICAGO 123 West Madison Phone Central 3021
PHILADELPHIA Widener Bldg. Phone Rittenhouse 9698
DALLAS, TEXAS 606 Mercantile Bank Building

Regional Advertising

**at
Regional Rates**

**The Christian Science
Monitor**

An International Daily Newspaper
Publishing SELECTED ADVERTISING
**ATLANTIC, CENTRAL and
PACIFIC Editions**

Rates and Circulation Data
Supplied on Request

ADVERTISING OFFICES

Boston New York Kansas City
Philadelphia London San Francisco
Chicago Paris Los Angeles
Cleveland Florence Seattle
Detroit Portland

"Buy What You Can Use"

DOMINANT!

in
Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsell

**America's Biggest Tabloid
Florida's Fastest
Growing Newspaper**

To be assured of Complete
Coverage—

USE THE NEWS

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1916 Hartford Building

3. Omit nothing that is necessary, but do not waste words.

4. Telephone Main 0600 and ask for an Ad Taker. She will gladly assist you.

The Dallas News is running page one boxes to promote its want ads. A recent box was headed: "A Sound Investment For Your Savings" and stated that real estate, purchased through the classified columns was a safe, substantial investment. The promotion followed through with an eight column streamer head over the real estate offerings saying "Many Attractive Dallas Homes Are Advertised Here."

The first classified page carries as a promotion feature a one column cut showing the location of the uptown offices of the News and Journal at 112 Stone street.

The Halifax (Nova Scotia) Herald runs George Matthew Adams' daily editorial centered at the top of its first classified page to attract readers.

**Argentina's per capita
wealth of \$1,633 is the
world's highest**

LA PRENSA

of Buenos Aires is bought daily by approximately one of every 40 persons in the entire republic. Your advertisement in La Prensa reaches the world's wealthiest (per capita) audience.

For Information and rates
apply to

JOSHUA B. POWERS

Exclusive Advertising Representative,
250 Park Avenue New York
"South America's Greatest Newspaper"



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.



Pulitzer Building, New York
Tribune Tower, Chicago

first! 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 23,666

Total Daily Circulation.....106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

JAPANESE NEWS AGENCY SENDING TEN JOURNALISTS ON WORLD TOUR

Nippon Dempo Tsushin Sha Sponsoring Project in Honor of 25th Anniversary—Men Picked from Largest Dailies—All Under Thirty

FOR the purpose of studying newspaper problems as they are met and solved in the United States and Europe, five Japanese newspaper men are soon to depart on journeys around the world. They are the first of ten working journalists who are to be sent on such journeys during the present year by *Nippon Dempo Tsushin Sha*, one of Japan's leading news and advertising agencies, which is sponsoring the project in commemoration of its twenty-fifth anniversary.

The first five to leave Japan were selected by a committee representing most of the leading newspapers of the Empire.



TOSHIHIDE HARA



SEIFE KATAYAMA



POSHIO NIHO

They are Yoshitide Hara, *Fukuoka Nichi-Nichi Shinbun*; Seiji Katayama, *Kobe Shinbun*; Shu Sano, *Tokio Hochi Shinbun*; Toshio Niho, *Tokio Kokumin Shinbun*; Temin Suzuki, formerly of the



POMINI SUZUKI



SHU SARO

Osaka Asahi Shinbun but now with *Nippon Dempo*.

All five are men less than 30 years old, who were selected because the committee believed them to be specially qualified to observe methods of newspaper production abroad and bring back for the use of

Japanese publishers reports which will be of value in efforts to eliminate waste and increase efficiency here. Each of the five speaks the language of at least one of the foreign countries to be visited and all of them possess a reading knowledge of English, which is studied by compulsion in all Japanese schools.

Hara and Katayama, two members of the first group to be selected, are to sail from Yokohama on the *Taiyu Maru* Aug. 4 and are to arrive at San Francisco, Aug. 23. They intend to go from San Francisco directly to Chicago and, after a few days in the Illinois metropolis, will proceed to New York, which is to be their headquarters during a visit of several months in America.

Suzuki and Niho are to go first to Europe, travelling through Siberia and Russia. Their first stop will be Berlin, where they are to spend several weeks. Later they will visit other European capitals before sailing for America.

Sano, the fifth member of the group, is from the mechanical department of the *Tokio Hochi Shinbun* and is the only one among the five who is not a representative of the editorial rooms. It is expected that the advertising and business offices will be represented among the second group of five to be selected later this year. Sano is to travel alone, sailing from Kobe for Marseilles, visiting France, Germany and England and later going to the United States.

It is practically certain that Suzuki and Niho will attend the Geneva sessions of the Press Congress of the World.

The fine spirit of public service displayed by *Nippon Dempo* in choosing this means of celebrating their 25 years of existence has aroused the great admiration of the press of Japan. H. Mitsunaga, president of *Nippon Dempo*, was the host early in July at a reception for the five travelers. On this occasion many of the Empire's leading public men praised the project and the vision which had inspired its sponsors.

BENNETT'S STORIES IN BOOKLET

The booklet containing the *Chicago Tribune* stories of James O'Donnell Bennett on the Eucharistic Congress, held here June 20-24, has already gone into the second edition. Five thousand copies comprised the first edition, and 10,000 more have been placed on sale at the Tribune's Public Service Bureau. The booklet is priced at 15 cents, is profusely illustrated and is fittingly bound in a cardinal red jacket.

EDITOR & PUBLISHER'S classified ads do business quickly.

TO ENTER DAILY FIELD

Edward S. Tike, owner of the *Warren (O.) Western Reserve Democrat*, has sold a half interest to W. W. Major of Chicago, former city editor of the *Chicago Evening American* and L. C. Martini of Oshkosh, Wis., advertising man. At the same time application was made for an Ohio charter for the *Warren News Company*, with a capital of \$62,000. The publication, now a weekly, is to be made into a daily.

SCRANTON SUN PLANT NEARS COMPLETION

Afternoon Daily Will Start Latter Part of August—Backed by Local Business Men—Pattison Is General Manager

SCRANTON, Pa., July 28.—The Hoe sextuple press which is to be a part of the equipment of the *Scranton Sun*, new afternoon daily, arrived here this week. Other machinery purchased is also in the city and within two weeks or so it is expected that most of it will be installed, permitting the *Sun* to appear the latter part of August. The plant is to be located in a 3-story building at 314-316 Adams avenue, which is being remodeled. The *Sun*, an independent Republican paper, has the following directors: W. F. Hallstead, President; T. J. Duffy, secretary; W. J. Pattison, Mark Edgar and Bernard L. Connell.

The company is to start with \$200,000 in preferred stock and 2,000 shares of common stock with no par value. Mr. Pattison will be general manager, Mr. Edgar, editor, and Mr. Duffy, advertising manager. W. H. Ward, formerly of Buffalo, has been named circulation manager. Mr. Hallstead, a young capitalist interested in banking and public service corporations, in addition to serving as president of the publishing company, will

head the business department of the paper and edit a special column, it is announced.

Among other stockholders are Mortimer B. Fuller, president of the International Salt Company; Ralph A. Amerman of the Lincoln Trust Company, and some eight or ten other prominent local men.

John E. Schanz, formerly city editor of the *Reading Tribune*, is one of a number of out of town news men engaged for the *Sun's* local staff. The paper will start with a battery of 8 or 10 linotypes, a Ludlow and a monotype.

A letter to every home in the community, full page ads in the local papers, and 200 solicitors on a straight commission basis are being used in the preliminary subscription campaign.

Messrs. Pattison and Duffy were formerly connected with the *Scranton Republican* and the former was also at one time publisher of the *New York Evening Post*.

You can't run a shoe store without shoes—or succeed with a classified medium that isn't really classified.

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

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.

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.

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

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

SERVICE

THE CHARLES PARTLOWE COMPANY

America's Largest Circulation Building Organization

RESULTS COUNT

6th Floor OCCIDENTAL BLD
INDIANAPOLIS, IND.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE, KY

NEW FIELDS FOR COLUMBIA SCHOOL

(Continued from page 12)

teen classes, who have been out at work, established an influential and vital relationship with the American press.

"The increase already noted in the number of graduate students encourages further development of the courses offered for the degree of Master of Science. In the coming year the school will give an additional course in the study of editorial problems and policies. The work in literary and dramatic criticism given by Prof. Will is to be divided.

"Prof. Will will give a graduate course in literary criticism and book reviewing running throughout the year, and Prof. Joseph Wood Krutch, Ph.D., will give a course in dramatic criticism in the winter and spring sessions.

"A course in industrial and trade journalism will be given in the winter session by Chaplin Tyler, M.S., assistant editor of *Chemical and Metallurgical Engineering*. This course has been arranged in co-operation with the McGraw-Hill Company, which, after experience with a school for junior employees of trade and technical publications successfully conducted by publishers themselves, has reached the conclusion that in the long run such instruction can be more satisfactorily afforded by a university. The company is offering encouragement to the junior members of the staffs of its several periodicals to attend courses at the school, and it is expected that the chief editors of these publications will supplement the general work given by Mr. Tyler, with lectures and instruction directed to specific requirements in the different fields of industrial journalism. A course in scientific and technical journalism is also in process of arrangement for next year.

"This expansion of advanced teaching comes to meet a clearly observed demand on the part of students, and is called for by the rapid spread of the more elementary teaching of journalism in the colleges and even secondary schools.

"That question is no longer debatable. "Schools in all parts of the country are more or less efficiently giving initial instruction in the technique of news gathering and news-writing. A smaller number are insisting on a broad cultural preparation for newspaper work. The more prevalent notion that a smattering of technical dexterity may be made to serve as an entrance to journalism, the more imperative it is that the Columbia School of Journalism should concern itself, not merely with making reporters, but with offering a broad culture, and opportunities for research and special study directed to enable students to meet with knowledge and power the professional and community problems of an increasingly complicated society. They must be equipped for the practical work of their calling, but also with that something beyond that marks cultured leadership in a profession.

"From the beginning the Columbia School of Journalism has firmly adhered to the ideal of laying deep foundations for professional leadership. Joseph Pulitzer when making plans for the school was looking, not to turning out skilful newspaper journeymen, but to

developing a body of intelligent, conscientious statesmen. His purpose was a social one. In furtherance of that purpose the school has devoted itself to training for the editorial staff. That must remain permanently its chief aim; for chronicle and comment, not circulation or advertising, are the vital elements of journalism. Nevertheless, with the increasing number of newspaper workers who have received some technical training in a school of journalism, there has come a demand for more advanced study, not only along editorial lines, but also into questions of newspaper management.

"Students seek light on advertising and circulation methods. They wish to acquire a correct taste in the art of typography, and to know something of mechanical operations and costs, which it may become their duty to supervise. This is especially the case with those men and women whose ambition is directed to the ownership of small papers. Mr. Pulitzer's endowment naturally made no provision for such teaching. In his day the opportunity for it could hardly have been foreseen; and if he had foreseen it, he would still rightly have concentrated his efforts on editorial education for the support of high standards and professional spirit in journalism.

"The aim of the proposed teaching is as far as possible removed from that of the business course in salesmanship, or the trade school course in printing; and for that reason it belongs in the professional school of journalism itself. Its purpose is not to make advertising men, or printers, but to help the editors to be the masters rather than the servants in journalism. Instead of being a departure from Mr. Pulitzer's ideal, it is a development of that ideal to meet the new conditions that appear with the firm establishment of journalism as a department of university instruction.

"One of the great needs of this country today is the strengthening and improvement of its rural and small town newspapers. We are swayed too much by the great standardized journals dealing with things from the point of view of mass circulation. Prosperous, intelligent, independent, forward-looking, enterprising small papers are wanted to give voice to autonomous communities and foster—if not indeed in some measure restore—that intellectual self-dependence that lies at the foundation of safe popular government. The editors of such papers must be more than writers. They must, like the old journeymen printers, like Franklin, Greeley and Weed, who were leaders of American journalism, be masters of the whole enterprise of newspaper making. The school has already turned out some men and women who are doing this work, and in the broadening of such teaching an opportunity of significance for American journalism and American life is before it. It should also offer facilities for special research into questions both of editorial and business policy to students and persons already experienced in journalism who want preparation for high executive posi-

tions, or for the supervision of their own newspapers. Journalism to be independent must be successful, and the editor who thoroughly understands all phases of his paper's problem is the independent editor.

"In a recent letter to the writer, commenting on some remarks about such teaching, Dr. Louis Wiley, business manager of the *New York Times*, said:

"Publishers of metropolitan as well as small city newspapers should welcome any attempt by you to train students in managerial problems. It is from the training school of the smaller city papers that the metropolitan journals will probably always continue to draw a large proportion of their executive staffs. The breadth of experience obtained in such offices is a valuable foundation. As for the nation's need of strong, independent local newspapers, there can be no argument. You will be making a real contribution to our national life in serving the smaller cities' newspapers. I am aware that you cannot, under the terms of Mr. Pulitzer's bequest, pay the expenses of any business office training. But it is important that the journalism students should have some insight into the problems of the managerial side of the newspaper, business and mechanical."

"However desirable such training may be, it cannot be undertaken on any satisfactory basis by the school with its present resources. Occasional free lectures by public-spirited experts, though interesting and instructive, cannot take the place of regular, systematic study. Neither can advantage be taken by the school with its present endowment of the chance to make here, at the newspaper center of the continent, a research department and clearing house to deal with new problems of newspaper method, such as changing technique, or economic or social developments that may alter the habits of the reading public and force newspaper transformations. These are of interest to every newspaper, but they are difficult to appraise from inside a newspaper office and are generally be-

yond the scope of any single newspaper's study. At present the school has before it the suggestion of a public organization that it, because of its combination of impartiality with knowledge of newspapers, should undertake a study of crime news and the possible effect of different ways of publishing it in stimulating crime. For these purposes of advanced teaching and research an additional income of not less than \$25,000 a year could profitably be used. If Mr. Pulitzer's great bequest could be supplemented to that extent, an important work might be done, not only in opening new opportunities to students, and in supplying larger needs of newspapers, but in strengthening the influence of independent, highly trained editorship over the press of the country, urban as well as rural. Such an adventure may make an appeal as at once a professional and a patriotic service."

E. F. S. Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.

1819 Broadway, New York Allied with Johnson Features, Inc.

RADIO

PROGRAMS NEWS NOTES FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE

326 West Madison St. Chicago

Wheeler-Nicholson, Inc. Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.

Malcolm Wheeler-Nicholson, President 373 4th Ave., New York City

The Significance of Department Store Advertising

There is no greater test of the selling power of a newspaper than the volume of Department Store advertising it publishes. Advertisers in all lines who want to develop the New York market should remember that the Department Stores of New York use more space in The Sun than in any other newspaper—seven day morning or six day evening.

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

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal
Detroit News
Toledo Blade
Omaha Bee
Peoria Star Journal
Newark Jersey Transcript
Philadelphia Sun
Buffalo Times
Louisville Courier J1
Oakland Post Enquirer
Memphis News Scimitar

Why Not Join This List of Papers Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC. Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myron F. Lanber, Vice-President and General Manager

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation Get the Money For It Get It Quickly Get It Right



Conducted on THE KENDALL PLAN
We would like to know more of your circulation building methods and charges. Without obligation to us, you may submit details, terms, etc.
Our last Campaign was run: _____
Name of paper: _____ City: _____
By: _____ Title: _____ State: _____
Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE. LOUISVILLE, KENTUCKY

MASONIC GROUP CELEBRATES

Fourth Estate Square Club of Philadelphia Is Two Years Old

The Fourth Estate Square Club, of Philadelphia, said to be the first newspapermen's Masonic club to be organized in this country, will celebrate its second anniversary all next week. An elaborate program has been arranged by William Young, president of Typographical Union No. 2, and president of the club, which includes the setting aside of a special day at the Sesqui-Centennial Exposition.

The club was founded by George J. Zacharias, police reporter of the *Evening Public Ledger*, and Charles B. Reed, mechanical superintendent of Curtis-Martin publications. It now has a membership of 200 which includes Masonic newspapermen, publishers, circulation men and composing room men as well as men who formerly were in the newspaper business.

Mayor Samuel Turner, former owner of the *Chester (Pa.) Times* is a vice-president.

Jacob Ginsburg, editor and publisher of the *Jewish World*, daily, and C. C. A. Baldi, publisher of the *L'Opinion*, an Italian daily, also are vice-presidents.

Frank Hickey, managing editor of the *Chester Times* is one of the board of trustees.

William Rocap, sporting editor of the *Atlantic City (N. J.) Times*; Ted Ven Ziekursch, sporting editor, *Philadelphia Daily News*; Charles Duke, Sunday editor, *Public Ledger*; George Seltzer, assistant city editor, *Philadelphia Evening Bulletin*, and Lee Solomon, political reporter, *Philadelphia Inquirer* are directors.

Mr. Ramsey recently visited Chicago and began the organization of a similar club of Masonic newspapermen in that city. Another club has been organized

among employees of the *New York World*.

ISSUES ENGLISH SUPPLEMENT

Asahi Publishing Company, publishers of the *Tokio* and *Osaka Asahi*, has just issued a special English supplement of 140 pages on industrial and commercial conditions in present-day Japan. The edition has a handsome lithographed cover and is profusely illustrated throughout.

The number containing highly informative articles by well-known Japanese authorities.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

FOR BETTER PRINTING

use
Herrick Inks
Cost more. Worth it.

No substitutes. Made from the best materials. Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., Inc.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.

THE
MARGACH FEEDER

for
Linotype, Intertype,
Monotype, Ludlow, and
Elrod machines
\$75.00 each

Further inquiries may be directed to the

N. Y. Times Phila. Bulletin
Chicago Tribune Boston Herald
or several hundred other
publishers upon request.

Margach Mfg. Co., Inc.
211-215 Centre St., New York

PRESS CONTROL

"Safest System in the World"

For large and
small plants

Cutler-Hammer Control-
lers for presses of every
size and for every type of
motor-driven machine.

Address all communications:

The **CUTLER-HAMMER Mfg. Co.**
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

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., 1487 Broadway
Chicago Office.....Monadnock Block

GOSS
STEREOTYPING
MACHINERY
Carried in Stock



THE GOSS PRINTING PRESS CO., CHICAGO

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

RESULTS

Are responsible for the high quality of Equipment Advertising appearing in every issue of

EDITOR & PUBLISHER

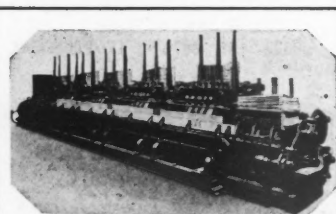
**Don't "Pig" Metal
It Wastes Money**

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
MELTING FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City



**Halvorsen Newspaper
Stuffing Machines**

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. G Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

Modern
**Composing Room
Furniture**

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

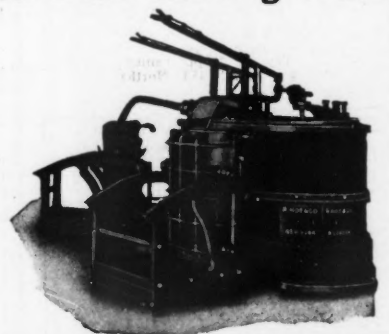
Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

If it's a Hoe, It's the Best



R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

- 1 Time — .40 per line
 - 2 Times — .35 per line
 - 3 Times — .30 per line
- ALL OTHER CLASSIFICATIONS (Cash with Order)**
- 1 Time — .60 per line
 - 4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Something Entirely New. Individual comic want ad strip for your classified ad pages. Weekly, semi-weekly, daily. Write for samples and cost, etc. Guido D. Janes Service, Quincy, Ills.

BUSINESS OPPORTUNITIES

Brokers

Best Opportunity in California—Daily in exclusive field, average annual business last six years over \$44,000. Very satisfactory net returns. Plant invoices \$21,000. Offered at \$35,000; terms \$15,000 down. Prop. 1476x. The H. F. Henrichs Agency, Litchfield, Ill.

County Seat, Exclusive Field, Virginia weekly and job plant well established; good circulation; earning good dividends; plant with inventory \$15,000; price to quick buyer \$12,000, half cash. J. B. Shale, Times Bldg., New York.

Newspapers Wanted

Daily Wanted in small city, with future, by editor and a business manager. P. O. Box 382, Green Bay, Wis.

My Hunt for the One Owner or Publisher is still on. See Editor & Publisher of July 17, p. 51, under "Newspapers Wanted." My ad stood alone. A-659, Editor & Publisher.

Printing

Have Available for use of any kind of newspaper, complete modern newspaper plant. Will sell outright or make arrangements long time contract for printing of publication. Address P. O. Box 28, El Paso, Texas.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Build Circulation—Try our "Opportunity Club" Plan. Sherman & Eckert, 353 Northampton Street, Easton, Penna.

The Canton Ohio Daily News is producing circulation of quality and at an extremely low cost through our plan. Certain fields covered without cost. Write us today. The Albright China Co., Palmyra, N. J.

Equipment

Newspaper Display Racks—The Steel Co., Box 203, Palmyra, N. J.

EDITORIAL

Syndicate Features

Hudson, New York, Daily Star and Lorain, Ohio Times Herald are the new customers this week. For samples of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Brainy, Energetic, Young Advertising Man with selling ideas, wanted to develop department on daily newspaper in growing western city of 20,000. Would also have direction printing sales fine plant. If applicant acceptable and desires, may acquire interest, though not necessary. If ambitious and equipped, this presents fine opportunity. A-686, Editor & Publisher.

Business Manager wanted for weekly; Northern Ohio. State experience and salary wanted. Save stamps if your record as a producer is not A. No. 1. Excellent prospects. Address Publisher, 5700 Train Ave., Cleveland, O.

Experienced Magazine Man wanted to take complete charge poultry publication, 40,000 circulation, and invest \$5,000, for substantial interest. Position will pay good salary. A man of editorial experience preferred. Give full particulars in first letter. G. M. DeMent, Montgomery, Alabama.

If Capable of Making Survey of newspaper mechanical departments you may acquire interest. A-687, Editor & Publisher.

Live Wire, Capable, experienced newspaper man wanted to invest some capital and his services in A-1 newspaper proposition in El Paso, Texas. Full details first letter. P. O. Box 28, El Paso, Texas.

Re-Write Man and Copy Reader wanted. Must have reference. State salary desired. Courier-News, Plainfield, New Jersey.

Salesman who can sell a business service to represent an old established daily paper in Philadelphia and New York, on a commission basis. Must be able to meet and sell business executives. In answering, state age and past experience. References required. A-680, Editor & Publisher.

Situations Wanted

Advertising Manager, with fifteen years' successful record as organizer and producer, wants to connect with live organization where intensive effort and results will justify permanent connection and assure future. Experienced large and small cities. Prefer second or third paper where initiative and thorough knowledge of all classes of newspaper advertising are essential to success. Young, married. Write for complete record and interview. A-691, Editor & Publisher.

Advertising Manager—Classified Manager, now employed. National and local accounts, soliciting, out of town, etc. Over 12 years with metropolitan newspapers. Experienced magazine man, soliciting, promotion, publicity, merchandising. Seasoned go-getter. An individual a busy publisher and executive could rely upon. Excellent credentials. A-696, Editor & Publisher.

Advertising Salesman, age 35, experienced local, national and special page newspaper advertising, desires permanent connection. Prefer special page selling on salary and commission basis. References. A-688, 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.

Boxing Writer—Have you an "Honest" boxing writer, not on any "list," who writes truthfully what he sees, learns, and believes, on your staff? One such awaits your call. Confidentially. A-697, Editor & Publisher.

Business Manager—Complete, well-rounded newspaper experience; 4 1/2 years present position, gain over 50% advertising income; nearly 20% increase circulation. Prefer city 20,000 to 75,000. Age, 35 years, college graduate, married, two children. A-674, Editor & Publisher.

Business Manager or Assistant to Publisher, now employed, seeks change. Experienced in accounting, classified and display advertising, circulation and all branches of newspaper work. Familiar with large and small cities. A-680, Editor & Publisher.

Circulation, Promotion, Business Manager, with excellent record on New York City daily newspapers; at present employed, desires to make connections in New York City with any size paper in field of promotion or improvement in any departments. A-675, Editor & Publisher.

Circulation Man, young, experienced, seeks position. Roadman, crew manager, promotion. A-644, Editor & Publisher.

Circulation Manager on newspaper of 40,000 desires a better connection as circulation manager or assistant; 25 years' newspaper circulation experience. Can furnish recommendation from past and present employers. A-689, Editor & Publisher.

Circulation Man, young, ideas. Wants position in city over 25,000. Well worth inquiry. A-681, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager wants change. Practical experience in all branches of the work. Served in every position from carrier boy to circulation manager. City circulation manager of Northwest's greatest paper for four years. Circulation manager of large Central States Evening paper for four years. Best of references. Now employed. Address A-685, Editor & Publisher.

Circulation Manager wishes change. Experience in all lines of circulation. Have a very good record; first class reference. Good reason for leaving. Married. Willing to come for interview at my expense. Prefer Middle or Eastern States. A-683, Editor & Publisher.

City, Telegraph or News Editor, now employed as News Editor with important eastern paper. Fast, accurate copy reader, head writer and makeup man. Desire connection with Southern daily. References, present and former employers. A-692, Editor & Publisher.

Copy Reader seeks position. Experience, reporting, re-write and copy desk. Available at once. A-693, Editor & Publisher.

Editor or Managing Editor for a country weekly. Young, married, wide awake, has new ideas, knows what the people want. Will locate anywhere; can build up paper. Hard worker and has had experience. Excellent references. Albert R. Beatty, P. O. Box 72, Washington, New Jersey.

Editor or Managing Editor—Want permanent connection with daily afternoon paper in South. Now employed in responsible position with morning paper in Northern city of 70,000. Recently given promotion by present employer, and only reason for change is desire to return to native section. If you contemplate change this year, communicate with me. Best of references. Am willing to sign contract. A-682, Editor & Publisher.

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, City Desk and Feature Experience; capable in make-up, magazine direction; age thirty-four, married; on this job six years; trained in business management; credentials of the best; write A-695, Editor & Publisher.

Editorial Writer; also syndicated features; considerable sold 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.

Financial Editor—Ten years' experience; college education; 3 years' professional training in banking and finance; able economist; wide knowledge of business; age 36; able writer. Will make page vital, interesting, authoritative and profitable. Prefer small city. Address Apt. 401, 5601 Blackstone Ave., Chicago.

Foreman of Composing Room will be open for position about September first. Best of references as to character, ability and loyalty furnished. Address A-694, Editor & Publisher.

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.

News Editor—28, employed for last five years Sunday, telegraph and makeup editor on metropolitan dailies, desires similar position with wider scope of responsibility and opportunity. Would consider executive place on smaller daily. Salary must be adequate, but is secondary consideration. Am prepared to remain in present position until suitable opportunity is offered. B-666, Editor & Publisher.

Pressroom Superintendent with several years experience in charge of metropolitan papers with large circulation, would like to make permanent connection with publisher who desires a well printed newspaper. Will furnish good references as to character and ability. A-676, Editor & Publisher.

Reporter—Young woman, university graduate with 3 years' newspaper experience desires reporting position in city of 500,000 or over. Excellent references. A-650, Editor & Publisher.

MECHANICAL

Equipment for Sale

Duplex Tubular Printing Press, 16-page, for sale. Due to purchase of Journal by Sun, this fine machine will be released about July 10. Prints modern column paper any size up to 16 pages including 14 pages in perfect condition. Specimens of work sent. Also other newspaper machinery, including Hoe Saw & Trimmer, Hoe Mat Rolling Machine now used on dry mats, Proof presses, etc. For prices and terms, address Lewiston Daily Sun, Lewiston, Me.

MECHANICAL

Equipment for Sale

Duplex 8-page flatbed angle-bar press, complete, with 16 chases, for sale; in good condition; also Model C Intertype and Model 5 Linotype. Times, Okmulgee, Okla.

Goss Straightline Press, two four-page, with complete stereotype equipment, all in fine condition. Current issues sent. Cheap for immediate sale. The Lima Morning Star, Lima, Ohio.

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. Corner Fender Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Newspaper Properties

Bought, Sold and Appraised. All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

- Reporters
- Copy readers
- Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Go-Getters—

We have a number of them on a preferred list.

Mr. Publisher, let us put you in touch with a live wire who will "pep" up the department that you realize is slipping a trifle. Write to the Classified department of

Editor & Publisher

<p style="font-size: 2em; margin: 0;">DOLLAR</p> <p style="font-size: 1.5em; margin: 0;">PULLERS</p>	<p style="font-size: 1.2em; margin: 0;">ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED</p>
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MOST small town banks only advertise savings accounts and safety deposit boxes. A Huntington, Ind., bank, however, has organized an insurance department with one of the town's agents as its head. Then they advertise automobile, life, accident, etc., insurance over the agent's name as head of the bank's insurance department. It builds up quite a good insurance business and wins the bank many new customers. And it means another steady advertiser for you!—Ralph Gibler, Huntington, Ind.

Get after the local merchants to get their share of the business available about the last of August in outfitting children for school. Many families run into the larger cities for this buying, but usually because the local goods aren't widely enough advertised. Advise the stores to get in early on this business.—R. M. C., Lowell, Mass.

Some persons can express the same thought in a telegram in much fewer words than others. Realizing this, *The Morning Journal* requires all telegrams to be checked by a "dispatcher" in each department before they are sent to the telegraph office. The "dispatchers" are selected with a view to their qualifications for properly "boiling" telegrams. Since the plan was first placed in effect, it has saved several hundred dollars and speeded service, the management believes.—B. A. T., Springfield, Ohio.

A page headed "Who Buys Used Cars?" divided into equal sized advertisements, the owner of the automobile firm having his picture in the space and each space being the answer to this question. One firm says, "The Best People Buy Used Cars"; another, "Mother—she drives the children to school, etc."; another, "The Average Man," and, still another, "Wise People Buy Used Cars." *The Evening Mail*, Halifax, made a very attractive looking page with this form of advertising recently.—V. G. Dawson, Halifax.

You probably have a cleaner, coal dealer, dairy or some other advertiser who is always looking for a new idea. These men probably receive most of their business over the telephone and naturally want to impress their telephone number on the minds of their customers. Lay out an advertisement and have the telephone number in various sizes of types from 8 point to 72 or 120 point. The more times it appears, the better. At the bottom use this wording: "What is it?—That's our telephone number. Remember it. Blank—the Cleaner."—Donald O. Ross, Washington, Iowa.

Is there a grocer in your city who makes his own mayonnaise salad dressing, 1000 island dressing, peanut butter? A grocer in Huntington, Ind., uses small space—two-inch double column—several

Traveling
with Gillilan

A series of letters by this well-known humorist, covering a six weeks' trip to Europe—illustrated with sketches by the author.

The International Syndicate
Baltimore, Md.

times a week to advertise his salad dressings. It not only brings him more salad dressing sales, but increases the number of his steady customers. And it's a good way for you to start a non-advertiser into a regular advertiser. Look around for such a grocer, and get him to try this.—Ralph Gibler, Huntington, Ind.

A paper in Pasco, Wash., is running co-operative "Buy Across the Counter" ads, emphasizing the reasons why people should trade in their home town stores.—A. N.

If there is a music store in your city which offers free lessons on various musical instruments to purchasers of such instruments, get the store to make a special drive for the purpose of obtaining more pupils and get the store to put on this drive by means of using big advertising space in your paper.—F. H. Williams.

<p style="font-size: 2em; margin: 0;">HUNCHES</p>	<p style="font-size: 1.2em; margin: 0;">ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED</p>
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FOREIGN consuls, generally overlooked in beat assignments, offer dozens of good feature stories if the right kind of reporter goes after them. In many cities this offers a chance for stuff that is sure to be exclusive.—C. M. M. Paterson (N. J.) *Morning Call*.

Perhaps this is an old one, anyway it has been worked by the *Rocky Mountain News* and *Denver Times* for many months and has stimulated widespread interest among readers, especially women. Daily, a small amount of space on the women's page is devoted to "Twenty Years Ago in Denver Society."—M.S.M.

A half-column box of "Where to Go" and "What to Do" is specially arranged and published by the *Vancouver* (B. C.) *Sun*, to be clipped from paper and recommended to be kept in office for casual visitors or friends. It lists trips by water, motor, rail, hiking trips to near-by places, bathing beaches, theatres, amusements and club luncheons.—C. M. L.

Vacationists are glad to tell of their trips on their return and many have interesting experiences to relate. These

The *Seattle Times* recently had a very attractive, timely page called "Outings—Where to Go and How to Get There." The boxed, feature head, with outings standing alone on the first line, was large enough and black enough to stand out distinctly. A large cut, at the top and center, was flanked on one side by a story of the place where the picture was taken. And on the other by appropriate reading matter, calculated to entice the vacationer. It was a very profitable looking page with its variety of advertising. For the *Times* had obtained ads from many camping grounds, bus lines, summer resorts, parks, ferry services, railroad companies and steamship companies.—M. L. F., Seattle.

Try this, you newspapers that have been established 50, 75 or 100 years: Issue an anniversary special edition, including with each copy of the regular paper a 4-page insert showing a replica of the first page that number of years ago, and filling the other three pages of the insert with advertisements of long-established firms, listed in the chronological order of their entry into business. Let these "ads" be, in the main historical, and lead off with two or three that have been doing business ever since, or even before the newspaper was started. Where this has been tried with sufficiently tactful and intelligent handling, it has "gone over big." The insert folder makes a souvenir well worth keeping.—S. A. W.

may be obtained by interviews or by conducting contests.—Yandell C. Cline, *Columbus* (Ind.) *Republican*.

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

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO

"If you had (?) \$ where would you go for a vacation?" Use this for a subject and start a prize competition offering say \$5 for the best daily letter and \$10 for the best weekly letter. You are sure to start up quite a bit of interest and get some real material as well.—C. E. Pellissier, Boston, Mass.

For some time, each Sunday the *Dallas Morning News* ran a page devoted to the origin of names of villages and towns in the newspaper's territory, together with a short history of the places. Several towns were covered in each Sunday edition and the plan served to create favorable interest in the places mentioned.—Ruel McDaniel.

The *Provo* (Utah) *Evening Herald* has started a tiny feature called "Hoo's Hoo In Utah County." There is a photo of some prominent man in the territory covered by the paper and his story is told in clever rhymes written as prose.—Fred L. W. Bennett.

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

*Says Frank Sullivan in
The New York World—*

"Ring Lardner is the
author of the funniest
piece that has ap-
peared in any news-
paper in Lord knows
when . . ."

He is referring to one of the
chapters in Lardner's autobi-
ography—why don't you buy
this splendid weekly service?

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 manufac-
turers, industrial plants, job-
bers, wholesalers and other
concerns in your city who
are now spending their ap-
propriations 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.

"Such 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



EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America



Vol. 59. No. 10

TWO SECTIONS
SECTION TWO

NEW YORK, JULY 31, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

ENTERPRISE NOW RULES NORTH CAROLINA

Unparalleled Program of Building Highways and Improving Schools Is Physical Expression of State's New-Found Spirit, at the Same Time Reaping Tremendous Social and Economic Results

By ARTHUR ROBB

SOME five years ago the people of the State of North Carolina suddenly realized that its newspaper editors and its statesmen had been telling the truth for the past two decades when they declared and hinted that the State was far behind the leaders of the Union in some essentials of modern civilization. The revelation came in 1921, though there had been premonitory stirrings in several prior years, and despite the general depression that marked business in that period, North Carolina proceeded with the awakening in dynamic fashion.

First of all, the legislature pledged the state's credit to the extent of \$50,000,000, the proceeds of the bond issue to be used for state-wide roadbuilding. Two years previously the same body had gingerly put forward another program, which provided for construction of roads by a partnership of the counties, state, and Federal governments, the funds to be expended under county supervision. Only 200 miles of road were built and it was apparent that the road program was getting nowhere quickly.

All was changed with the new scheme. The initial bond issue of \$50,000,000 has topped \$85,000,000 now, and counting the Federal aid, the total spent on hard surface roads since 1921 is more than \$100,000,000.

No state ever made a better investment. Not only have the 4,500 miles of new first-class road supplied a want that was urgent; they have given the North Carolinian something tangible to talk about and point to as evidence of the new enterprise spirit which animates the entire state.

Enterprise is the only word which describes the present mental condition of the "Tarheel." Throughout the state, from Manteo on its Atlantic sandbar to Murphy in the lap of the Appalachians, one finds an air of

business and activity that was not associated with things Southern ten years ago. Everybody is going somewhere, even if the destination is not always certain. Everybody in the state, farmer, manufacturer, and merchant, is better off than he was before the road program stirred the dormant depths.

Yet, there is no boom. Some efforts have been made in the Western mountains to develop that matchless region of rest and play along the lines of high-pressure salesmanship, but the North Carolinian likes to make up his own mind on such matters and the boom has not been permitted to disturb any of the sound elements which give the mountains a normally high value as real estate. Considerable real estate activity is now noted also in the southeastern part, where the coast bathed by the Gulf Stream is being advertised as a vacation place.

The big factor of the advance of North Carolina is psychological rather than physical. It can be measured to some extent by the statistics of road-building and the amount spent for roads. A partial measurement is also afforded by the great increases in money spent for schools during the years 1921-1925 and the results that that expenditure have brought. Similar development in a similar period is unparalleled in American history. Another index to be noted is the growth of the remarkable small cities, some of them emerging rapidly from the small class. Hydro-electric power has played no unimportant part.

Politics has also had its share, for the Tarheel maintains a Southern interest in all phases of the governmental art. His newspapers, too, keep a vigilant eye on the conduct of public officers and on public policies of the present and future.

Editorials have lost none of their force—many newspapers of circulations that the North would call small maintaining a force of three editorial writers—and every phase of North Carolina's present development was aired in the news and editorial columns long before its inception. Not all of the projects favored by the editor are yet part of the program. None that a majority of the press opposed have a chance of enactment, you will learn at Raleigh. Some of the "progressive" ideas that have issued from political minds in the present era have been laughed into abandonment by the newspapers—for instance, the project to put the state into the coastal trading business. On the whole, however, the proposals of North Carolina's governors and legislators have been highly intelligent and their execution has been remarkably efficient and free from corruption or graft. The road program, the visitor hears from every side, has been carried out without any waste or dishonorable expenditure.

This borrowing of more than \$85,000,000 for roads by a state which had hesitated to spend a twentieth of that amount in a year since the war has some other unique aspects. The new taxation system of North Carolina exempts real and personal property from levies for state purposes, leaving the revenues from this source for county and city expenses. The state's funds come from income, privilege, and excise taxes. That meant new taxes to pay for the roads and the existing structure of automobile registration fees was used as the foundation. Funds from this source were augmented by a gasoline tax, first of one cent a gallon, now three cents, and the money available for debt service and the road bonds, maintenance of the highways, and provision of a



Development of the state's great latent water powers has been an important factor in the growth of the textile industry in recent years. Above is one of the newest hydro-electric plants of the Southern Power Company on the Catawba River. This installation can generate 80,000 horse-power.



Airplane view of Winston-Salem, the largest city of North Carolina in population and value of manufactured products. In the foreground is the old Salem section, founded by the Moravians in 1766.

sinking fund, totalled more than \$12,000,000 for the fiscal year which ended June 30, 1926. There was a small surplus.

Actually, according to business men in half a dozen cities, the roads have cost the state nothing. The per capita consumption of gasoline has dropped (20 per cent, some said) since the hard-surface roads ramified; wear and tear on automobile chassis and tires has been considerably reduced. The farmer now finds it convenient, rather than a hardship, to take his wares to market town and to drive his family in for a day's buying and recreation.

Not a town in any part of the state has so little traffic that it doesn't need at least one officer and a supplementary elaborate system of flashing lights and block signals of the best metropolitan type. Every little town has its streets paved with concrete or asphaltic concrete from curb to curb, often 40 feet, with parking spaces that looked liberal when they were laid out but are now sprinkled with signs that limit the privilege to as little as 10 minutes in some sections! On some large farms, there are as many cars as there are families. One finds it difficult to believe that the estimate of 300,000 cars in use on July 1 is not a bit too low.

Mechanically, the road program has produced some marvelous achievements which have had direct commercial reflexes. Take the fertile region about Albemarle Sound in the northeast section. Geographically it has been almost an

island and its people until a few years ago led their work-a-day lives, not demanding much, not receiving much more than they demanded, and enjoying the historic memories with which the region abounds.

When the roads came, they sought their portion. One old road leading north from Elizabeth City to Norfolk, Va., led through an arm of the Dismal Swamp. It was scarcely a path and the bogs on either side quaked to footsteps and menaced with sure death the man or beast who strayed from the beaten line. Soundings were taken without finding bottom. Piles were driven 100 feet with the same vain result. Finally the engineers decided to float a 16-foot concrete road, several miles long, on top of the morass, to rise and fall with the tide. They did it, at several hundred thousand dollars' expense, and most of the road did their bidding. A few stretches still defy their efforts and are covered with several inches of water at high tide, but the road is always easily passable.

In the same region, a little to the west, are the thriving towns of Williamston and Windsor, 17 miles apart, but for birds only until 1922. Human beings from either town who had business in the other had to travel 140 miles until a bridge and a causeway through a swamp reduced the distance to the air-line space.

Just between the two examples cited is Edenton, overlooking Albemarle Sound, with the opposite shores either 30 minutes or an hour distant by motor ferry.

Work has started on a bridge across the Chowan River a short distance above the town—a bridge which will have few equals in length the world over. It will traverse the river and the low ground that fringes its banks for 2½ miles and will connect at both ends with wide concrete highways.

Further west, between Greensboro and High Point, whose textile mills, general commerce and furniture manufacture make Guilford County the richest in the state, the citizens decided that they wanted a new and modern highway. Their present road was the first stretch of hard-surface highway laid in the state and as roads go the country over, it is still excellent. Its 18 feet are being widened to 30 and the program calls for further broadening to 100 feet within the next ten years. From city line to city line the work is the state's, but the necessary property has been turned over voluntarily by every owner along the route. Already magnificent manors, dwellings, country clubs and golf courses are springing up along this 20 miles of city street through the country.

In Winston-Salem, with Durham the tobacco capital of the world, they tell you of developments that bring Roaring Gap, far up in the mountains, within two hours' drive of the city for the business man who wants to spend a week-end or a vacation at a luxurious hotel remote from city activity.

Near Asheville, which is on the far side of the Blue Ridge Mountains, the

road lifts the motor by grades which never exceed 6 per cent through a new playground development which includes the creation of a 1,500-acre lake 60 feet deep, its banks lined with home sites, anchorages for seaplanes and motor boats and all the other trimmings that *homo Americanus* wants when he plays. Many similar projects are predicted for the mountain region.

All these are evidences of the great material development which observers have marked and warmly commended, but they are not to be taken as indicating that North Carolina has neglected the mental and spiritual values. If the \$100,000,000 that has been spent on roads is stupendous, what can be said of \$125,000,000 spent during the same five year period on public education? What can be said of figures which show that the value of school property for each rural white child was \$81.34 in 1924-1925, compared with \$4.79 in 1904-1905? In 1905 all school property was valued at \$3,182,918. For 1924-1925, the last period for which figures are available, all school property was valued at \$70,705,835, an average increase of more than \$3,000,000 each year.

Expense of operating the schools, including salaries of teachers and supervisors, administration, and operation and maintenance, totalled \$21,030,810 in 1924-1925, against \$4,215,178 ten years ago. Two-thirds of the present amount is spent in rural schools, the cost of which includes the transportation by bus of chil-

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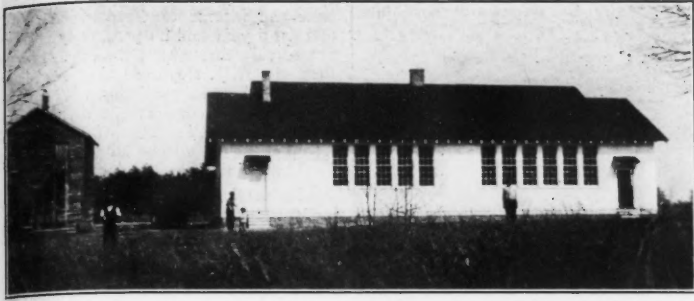
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The old and the new in North Carolina schools. At the left is the log cabin which served as a rural negro school for many years and now abandoned in favor of the modern roomy and well-ventilated and lighted stone building at the right.

dren from distant farmhouses. In Granville county alone, 84 trucks are operated for this purpose.

One-room buildings, the rule until the present program became effective, have been displaced by \$50,000 schools, usually uniting under one roof the children who had been quartered in two or three scattered, dilapidated structures. Over and above the \$21,000,000 mentioned as expenses, the state put out in 1924-1925 almost \$13,000,000 for new buildings, equipment, trucks, libraries and repairs—and this amount exceeded the entire school budget for the 1919-1920 period, when the total cost of education was \$12,214,258.

Colored children have fared quite as well as the white in the renaissance. Their buildings are of the same type as the white schools, their teachers are paid, as are the white teachers, whatever the locality can afford to pay, and they are comfortably housed in many places in "teacheries" provided by the citizens.

The per capita expenditure for public education, which was \$2.87 in 1900-1901, and \$11.44 in 1919-1920, was \$41.96 in 1924-1925.

That covers merely the elementary and high schools, taking no account of the higher institutions. High Point a little while ago decided to get itself a college, raised the \$100,000 needed without difficulty, and donated a site. Three large secondary schools and more advanced institutions have come into existence and eight more are planned for the near future.

The Duke Foundation at Durham for education is in a class of its own and will receive extensive mention elsewhere in this issue. The State University near Raleigh and a number of other colleges and universities have national reputations for scope of curriculum and liberality of instruction. It might be remarked in passing that while North Carolina is de-

voutly fundamentalist in religion, it is not fanatically so, and it has not fallen into the custom of censoring textbooks by statute. The lynching of ideas no longer has any more standing with the people at large than has the lynching of Negroes.

It was noted a few hundred words to the rear that two-thirds of the educational budget went into rural schools, an apportionment which accurately reflects the distribution of the state's population and activities. Industry has made an empire in the Piedmont with an annual product approaching \$1,000,000, and, though agriculture's total contribution is about one-third of that sum, the farmer remains supreme. Disaster to him means trouble for all.



Bright-leaf tobacco is one of North Carolina's oldest staple crops, last year's harvest being valued at \$83,000,000. The plants, whose nurture requires ideal weather conditions and great care, thrive in the sandy loam of the Piedmont.

Cotton farms dot almost every section of the state, except a comparatively small area in the central north. But though cotton is the principal crop, its failure does not carry with it the import of destruction that it did a few years ago. Last year's product totalled 1,132,877 bales, valued at \$102,887,888. Closely pressing it in value was the tobacco crop, totalling 360,431,808 pounds, with a value of \$82,899,316.

Corn, which thrives everywhere, was produced to the total of 46,454,536 bushels, with a value of \$51,099,991. Smaller crops, whose value ran from \$2,000,000 to \$10,000,000 each, included wheat, grown in the foothills and the western counties; rye, field peas, soy beans, peanuts—they grew 226,172,951 pounds of the goobers last year; Irish potatoes, sweet potatoes, and hay, the latter crop being worth \$14,194,611.

These crops, with those of the truck farms and the peaches of the eastern sand hills, some curious Chinese vegetable farms near Wilmington, and the growing apple and grape culture, brought the total crop value to \$318,000,000 in 1925. What the future holds may be estimated from the fact that the 7,289,000 acres under crops in 1924 were barely more than 20 per cent of the state's land area and about 25 per cent of the farm land. The value of the production per acre for that year was \$56, compared with \$37 for Iowa, leading farm state of the union, in the same year. These factors, combined with the major element that North Carolina imports practically all important foodstuffs and even a large



Children of rural homes are carried to their new school-houses by county-operated buses, of which the above is an excellent type.

amount of fodder for animals point to a great unconquered opportunity for the Tarheel farmer.

Another opening through which prosperity will soon pour for the agriculturist was pointed out recently by W. A. Graham, the veteran commissioner of agriculture, in discussing the future of western North Carolina as a great pleasure resort:

"The farmer bears the same relation to the multitude of pleasure-seekers as the supply train bears to the army. Every available acre is rapidly turning itself into a vegetable garden to produce food for the tourist population. Here is already our leading dairy section, and more poultry is produced here than in any other part of the state. The apple orchards in various parts of these mountains are already famous and grapes and other small fruits are occupying more and more of the farmer's attention.

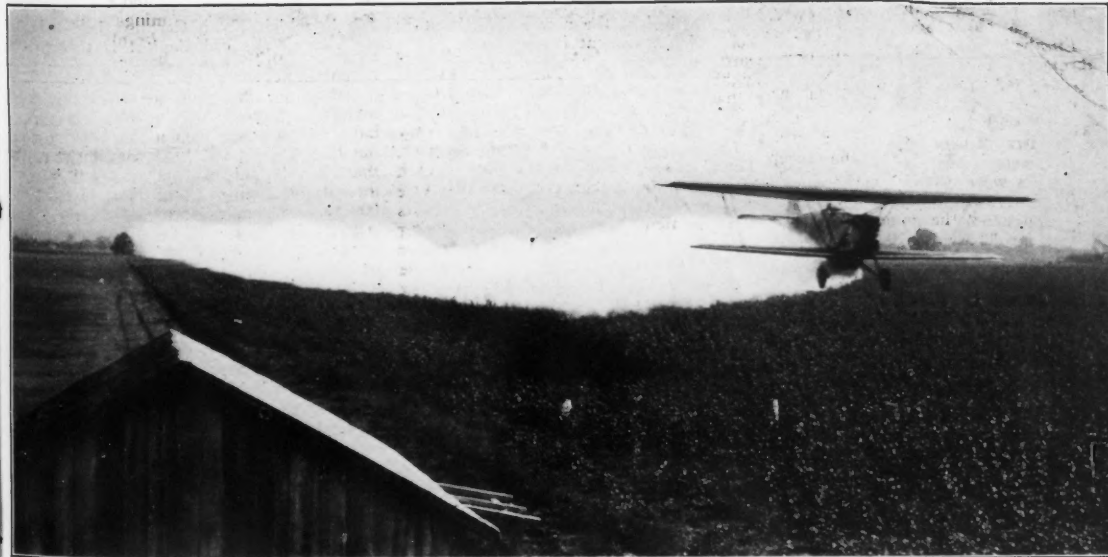
"Just as is the case in New England today, the public highways in this park section will be supplied with conveniently located food-stands offering tourists fresh fruits and vegetables taken direct from the farms, and the number of tourists calling for these products will be legion. I predict that in ten years western North Carolina will have a floating population of 10 times what it is today, requiring for its subsistence, all the poultry, eggs, milk, fruit and vegetables that can be produced in all the valleys among the mountains.

"I know of no brighter future for the small farmer than now exists in western North Carolina. He will have to produce a high quality product and present it in an attractive manner. Because very critical and exacting customers will call upon him; but as these customers are well able and willing to pay the price, he will be all the better off financially for any extra efforts put forth."

The good roads are having a beneficent effect upon the effort of the state to feed itself from its own garden, keeping the immense wealth of Charlotte and Greensboro, Winston-Salem, Durham, and other industrial cities circulating in their own communities rather than among the farmers of the Mid-Western corn and wheat belts. Fortunate was the farmer a few years ago if the roads permitted him to market his produce more than 10 miles away from his land. Today many cities have a farm-produce radius of 1,200 square miles or more, and the farmer with the wider outlook has turned from a one-crop establishment to raising what his new market will consume. In the Piedmont it is not unusual to see growing on one farm cotton, corn, tobacco, potatoes, wheat, oats and vegetables, with possibly a few fruit trees in addition.

A lesson has also been learned from the West in the raising of hogs, thousands of which are now fattened and shipped every year, converting low-price field crops of corn, peanuts and soy beans into high-priced pork. During 1925 North Carolina truck-farmers shipped out of the state 15,555 carloads and 490,000 express packages of truck, which brought to them nearly \$12,000,000.

Systematic assistance by the Department of Agriculture has been given the small farmer in marketing his crop, sav-



Chasing the boll weevil! The old laborious hand to hand fight of the cotton farmer with this pest, often to the latter's advantage, has given way during the past two years to whole-sale exterminative methods. Airplanes whose fuselages carry large quantities of the arsenic compounds which destroy the bugs, skim over the cotton fields five to ten feet from the ground, with excellent results.



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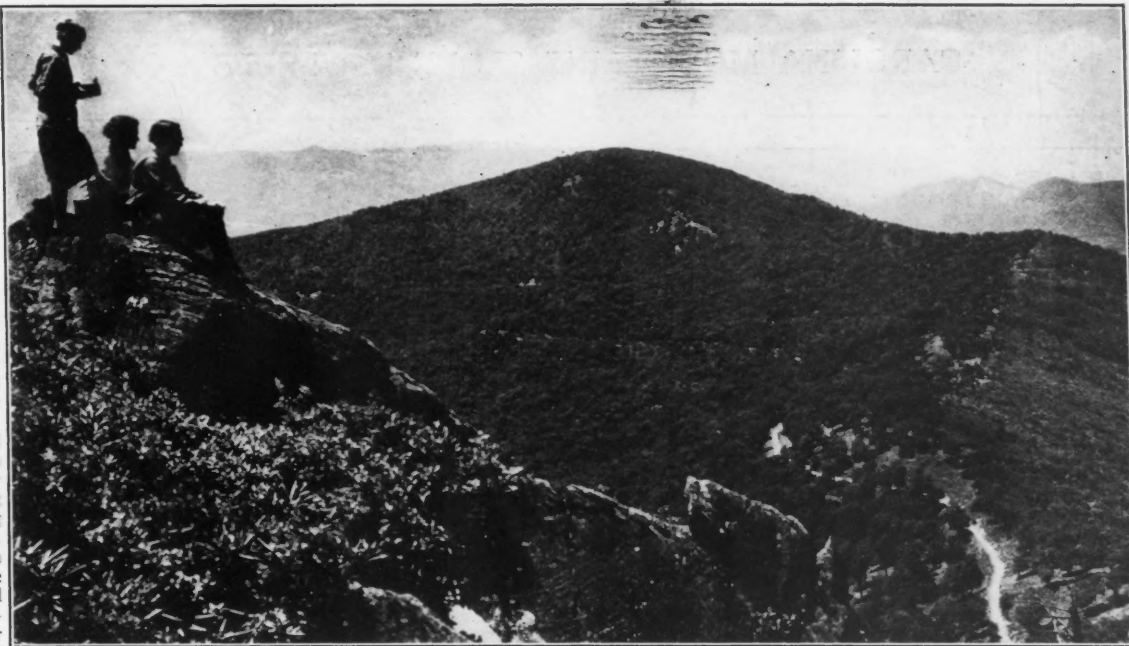
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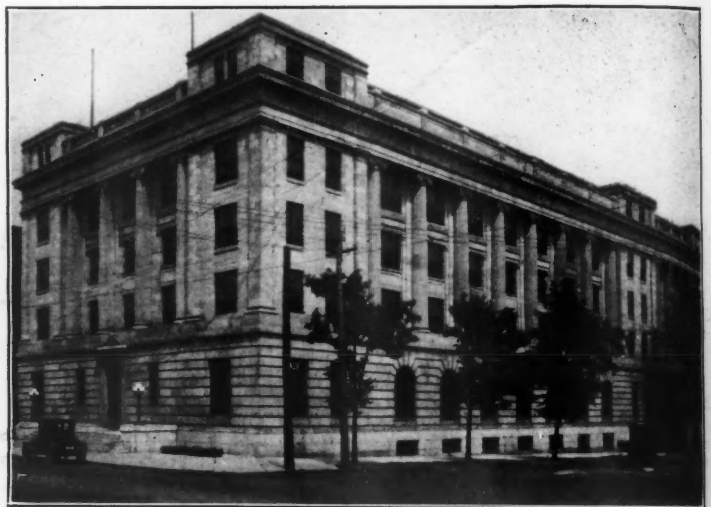
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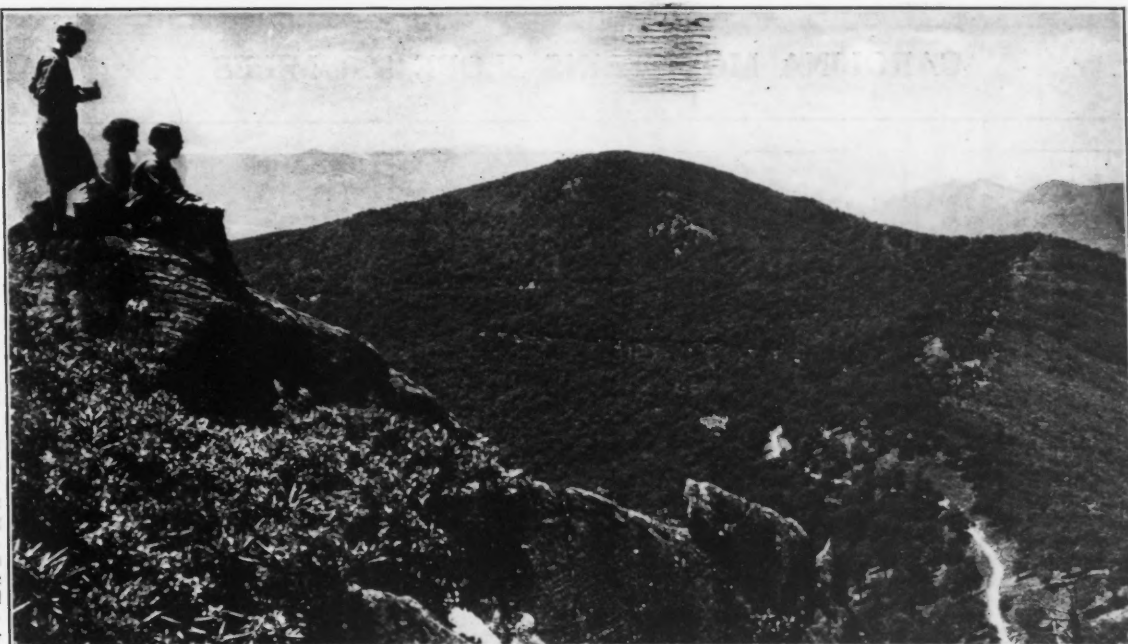
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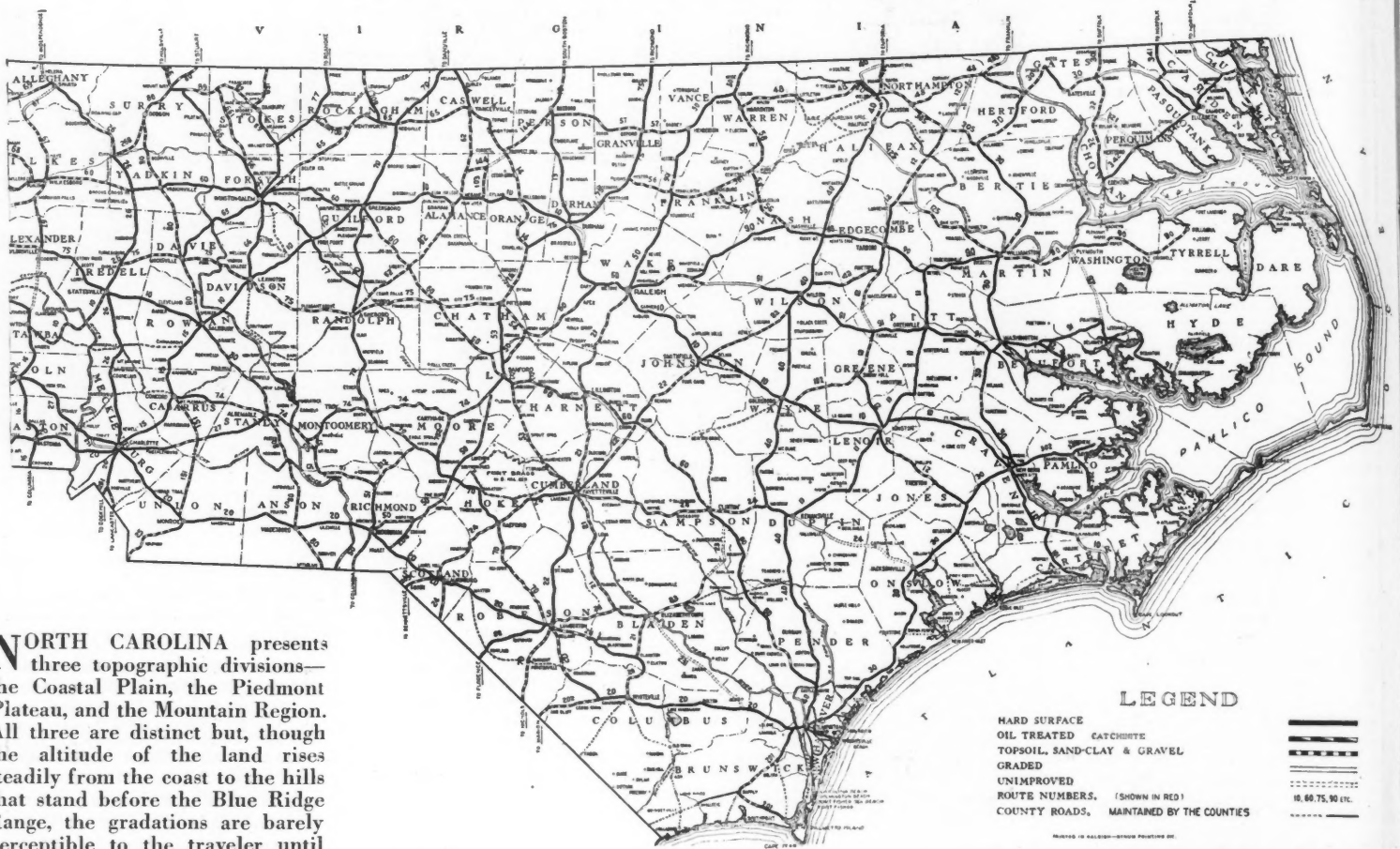
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(Continued on page VIII)



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CAROLINA MOUNTAINS SLOPE 500 MILES TO ATLANTIC SHORE



NORTH CAROLINA presents three topographic divisions—the Coastal Plain, the Piedmont Plateau, and the Mountain Region. All three are distinct but, though the altitude of the land rises steadily from the coast to the hills that stand before the Blue Ridge Range, the gradations are barely perceptible to the traveler until the mountains are sighted.

All three regions are of great fertility—attested by the high value per acre of the combined 1925 crops. The value of \$56 per acre is compared proudly by North Carolinians with Iowa's \$34 per acre product.

Potatoes (Irish and sweet), peas, soybeans, peanuts, strawberries, and all kinds of garden truck, are the staple crops of the Coastal Plain, which also grows corn in large amounts and cotton and tobacco in lesser quantities. Oysters and food fish, notably shad, abound along the Atlantic Coast. Lumber and wood-manufactures support many thousands in the coastal villages and towns.

The "elbow bend" of the Gulf Stream near Beaufort gives the Southeastern region a balmy climate which has long benefited agriculture and is now being turned to account by resort promotions.

The Piedmont, though predominantly agricultural, holds all of the great manufacturing cities of the state. Proximity to the cotton and tobacco fields, plus the abundant waterpower of the region, have greatly augmented its industrial expansion in recent years to a 1925 value of products approximating \$1,000,000,000.

This section includes some of



the richest farm lands in America. Climatic conditions favor the growth of delicate crops, including most that can be grown outside of the tropics. Its soil is Cecil clay, sandy loam and silt loam, and temperatures permit an abnormally long and advantageous growing season. The average date of the first killing frost varies from October 15 on the Western edge of this territory to November 15 on the Southeast, while the aver-

age date of the last killing frost in Spring ranges from March 21 to April 23. Cotton, corn and tobacco are the staple crops, but all kinds of vegetables, fruit and garden truck, as well as pecan nuts are grown in considerable quantities.

The mountain region is practically all included in the lower section of the above map. Peaks of more than 6,000 feet altitude are seen on every hand from Ashe-

ville, in the heart of the mountains, and Mount Mitchell, highest peak east of the Rockies, thrusts it 6,711 feet into the clouds 18 miles from that city. Tremendous resort developments has taken place recently among the mountains, resulting from the discovery of their scenic grandeur that followed the highway expansion into hitherto unknown regions.

This part of North Carolina has been called the Switzerland of America and the citizens by no means resent the comparison. It includes about 6,000 square miles of territory, broken up by tree-clothed hills and valleys, gorges, lakes and cascades. The subtropical vegetation of the coast is replaced by the apple and peach tree, the rambler rose and rhododendron. Artificial lakes, projected and under construction, will increase the likeness to Switzerland.

The map shows the highway development as it had progressed up to June 1, 1926. The heavy black lines indicate roads of concrete or asphalt concrete surfaces, which now run almost without break to every part of the state. Unimproved roads, indicated by double dotted lines, it will be noted, are infrequent—appearing only in the sections where population is sparse.

The Charlotte Observer

"THE FOREMOST NEWSPAPER IN THE TWO CAROLINAS"

More than
39,000

copies of The Charlotte Observer are sold every Sunday.

Features

The Observer carries daily and Sunday full and complete market and financial pages with views and comments by national authorities. Its financial pages stand out conspicuously in the two Carolinas.

The Observer publishes every Sunday for the children a "Red Magic" section edited by the world's greatest magician, Houdini.

The "Junior Observer," published every Sunday, completely covers the school news of the city for boys and girls of school age.

Social Activities in the city and the two Carolinas, of interest to both men and women readers, are completely covered in The Charlotte Observer.

The Observer carries daily and Sunday comic strips and features by the world's most famous cartoonists, featuring "The Gumps," "Bringing Up Father," "Joe's Car," "Little Mary Mix-Up," "Barney Google" and "Can You Beat It."

The Observer presents to its readers regularly, high-class fiction and short stories by famous authors.

The editorial columns of The Observer present intelligent comment and constructive criticism on current events. These editorials are eagerly read by men and women throughout the two Carolinas. They are authoritative. Davidson college recently conferred the degree of LL.D. on Col. Wade H. Harris, the editor of The Observer for constructive service through the columns of this Newspaper to the State of North Carolina.

Once more let it be said that: "The Observer is a clean constructive Newspaper" — and — "When you see it in The Observer, it's so."

Did You Know That Charlotte

Has One of the South's

Leading Newspapers?

By E. C. Lyndon, of the Lyndon Advertising Agency

THE CHARLOTTE OBSERVER led all North and South Carolina NEWSPAPERS in volume of circulation and advertising for year 1925. Of its circulation distribution 92% is in Charlotte's trading territory—a radius of 57 miles, defined by the Audit Bureau of Circulation. Within this territory live 650,000 people—the richest trading territory in the South, the center of the most rapidly expanding industrial area in the U. S. A. Observer circulation covers Charlotte and the bordering territory like a blanket.

The Standing of The Charlotte Observer Has Been

Earned by 57 years of Constructive Newspaper Building.

For 57 years, the substantial citizens of Charlotte and the Piedmont Carolinas have looked to The Charlotte Observer for complete and authentic information on all matters of the day—local, state, national, and international—political, financial, news. The slogan "The Best Is None Too Good for Readers of The Observer" long ago became a tradition to be lived up to in the editorial rooms and business offices of the leading newspaper of the two Carolinas.

Men read The Charlotte Observer. Men of affairs, leaders in industrial and economic advancement, leaders in community thought. Men who control large corporations. Men who control the sale and purchase of commodities.

Women read The Charlotte Observer. They place complete confidence in its advertising, and women do 90% of all the buying. Merchants, manufacturers, distributors, wholesalers, industrial establishments, men who have service to sell get results when they advertise in The Charlotte Observer. The Observer is the only morning newspaper in the Charlotte trading territory. It gets there with the news and the advertiser's message. The Observer carries a tremendous amount of advertising. In 1925 The Observer led all Carolina newspapers—both morning and afternoon—in total volume of advertising. And it is advertising that pays the advertiser.

The CHARLOTTE OBSERVER is the main link between the advertiser and the Carolina customer. The population of the Charlotte market is the class that represents greater buying power. The CHARLOTTE OBSERVER is the dominating media in the Carolinas. You can cover wide territory at low cost by concentrating your advertising in THE CHARLOTTE OBSERVER, "The Foremost Newspaper in The Two Carolinas."

More than
35,000

copies of The Charlotte Observer are sold every day in the week.

Features

The Observer is the only newspaper in Charlotte having the right to publish the world famous Associated Press reports seven days in the week.

The Observer completely covers State news by the State Associated Press Service with more than 300 correspondents.

The Observer is the only Carolina newspaper that is a member of the North American Newspaper alliance, one of the highest honors that can come to a Newspaper—an honor conferred only by invitation.

The Observer is a member of the Consolidated Press Association, an outstanding and exclusive news gathering organization.

Arthur Brisbane, world's highest priced editorial writer, writes daily for readers of The Observer.

O. O. McIntyre, humorist and philosopher, writes daily for The Observer.

Dr. Royal S. Copeland, U. S. Senator from New York and former health commissioner for that State, writes daily for The Observer.

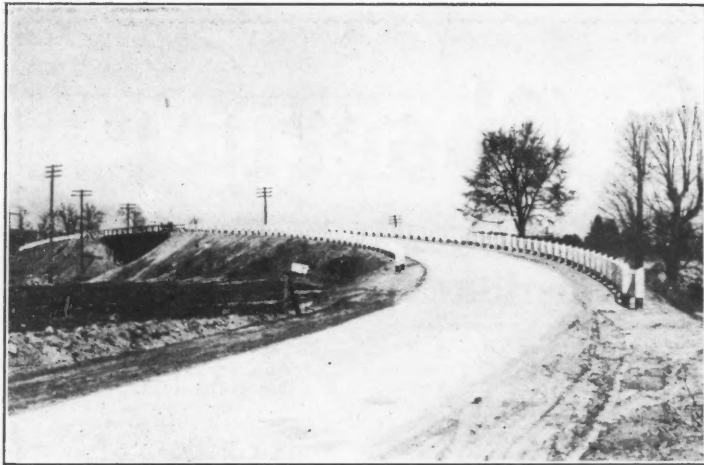
Dr. Frank Crane, Elsie Robinson, Wickes Wambolt, Edgar Guest and other famous writers, poets and lecturers, write regularly for readers of The Observer.

Maximilian Harden, Gerville Reache, A. G. Gardiner, Harden Colfax, Robt. T. Small, William Byrd and other famous European and American journalists, write authoritatively on national and international affairs for readers of The Observer.

The Observer presents daily and Sunday a most complete coverage of local, state, national and international sports.

CHARLOTTE "Queen City of the South" Center of the South's Richest Trading Territory—Center of the most rapidly developing Industrial Area in the U. S. A.

STORY-BROOKS & FINLEY—Special Representatives
NEW YORK CHICAGO PHILADELPHIA



North Carolina roads avoid railway grade crossings wherever traffic warrants and are safely banked and fenced on curves. Above is shown a section of the Richmond-Raleigh road, known as the Capital to Capital Highway.

ENTERPRISE NOW RULES NORTH CAROLINA

(Continued from page V.)

within fifty miles of Greensboro. Greensboro is the county seat of Guilford County and is situated in the heart of the Piedmont industrial area. Its growth in population by United States census figures, is illuminating.

1890	3,317
1900	10,035
1910	15,895
1920	19,861
1923 (Special Census).....	43,525
1925 (U. S. Census Estimate)....	47,320
1926 (U. S. Census Estimate)....	48,500

Greensboro is the insurance center of the South—it is the home of twelve general insurance companies. It is also an important distribution point and is agency headquarters for many firms of national prominence. Wholesale and jobbing houses handle a large variety of merchandise and equipment. Recent decisions of the Interstate Commerce Commission give Greensboro freight rate advantages which put it on a parity with Virginia cities.

Greensboro's natural trade territory is an irregular area extending from ten to eighty miles. It is a shopping center for about a quarter of a million people. This is largely influenced by the network of improved highways and the fact that Guilford County ranks first in the State in the number of automobiles, making possible an easy access to market. There are seventy buses operating on regular schedules between Greensboro and points within 100 miles.

Greensboro's "community spirit," while an intangible factor, is commonly pointed to by neighboring cities as one of its most remarkable assets. This spirit is reflected in the character and number of beautiful homes, which are mostly owned by those who live in them. There is an indefinable something about Greensboro that stamps it as "A city with a fine personality."

One of the newest and finest hotels in the South is located in Greensboro. It is the O. Henry, named for the famous writer of short stories—Sidney Porter—who was born in the city. This author is also honored in Raleigh where a relief tablet embellishes the main hall of the State Historical Building.

One hundred miles to the South lies Charlotte, the North Carolina capital of the textile industry and the hub of a vast hydro-electric development. Industrial leaders and economists agree that the cheap convenient power, made available through the developments of the Southern Power Company on the Catawba River, have been the determining factor in the tremendous growth which has taken place in the Piedmont during the past 15 years.

From one small plant, developing less than 10,000 horsepower, and 40 miles of transmission lines, the Southern Power

system has grown until, according to recent figures, it has 11 hydro-electric plants and three steam plants with a total generating capacity of 765,000 horse-power and distributing more than a billion kilowatts of electricity each year over 2,600 miles of transmission lines in the Carolina industrial area.

Twenty years ago, 13 cotton mills with less than 150,000 spindles were drawing power from the company's lines. At present, more than 300 cotton mills with more than 5,500,000 spindles, are being driven on this power. This is about half of the total number of spindles in the Carolina textile industry, one-third of the spindles in the South, and one-eighth of those in the entire country. In addition to the power supplied for the textile mills, electricity for other industries and for lighting and domestic uses is supplied to approximately 80 cities and towns within the mesh of transmission wires.

It is not difficult to see how electric power has fostered and developed industry and commerce in the Piedmont and to appreciate its importance to the section's economic fabric. The daring and faith that were required to project such a development a score of years ago are of a piece with the newer road and school program.

Twenty years ago the use of electricity for power was in its infancy and the transmission of electricity for any great distance had hardly passed the experimental stage. The market for any great amount of power apparently did not exist.

This was the situation when the late James B. Duke and W. S. Lee, an engineering genius, became aware of it. Mr. Duke's interest was aroused by Dr. Gill Wylie, a South Carolinian who had developed a successful surgical practice in New York and later returned to the South and became president of the Catawba Power Company, then constructing a hydro-electric plant at Indian Hook Shoals. Dr. Wylie became acquainted with Mr. Duke in a professional capacity and in the course of their intimacy the surgeon mentioned his power plant project, which was under Mr. Lee's direction. The capitalist sensed the possibilities of the plan, sent for the engineer and satisfied himself as to the practicability of the development and the ability of its director. Mr. Duke supplied ample financial aid and from the first declared that the great textile development in the Fall River section of New England could be duplicated in the Carolinas if low-priced power were provided.

The Southern Power Company was organized in 1905, absorbing Dr. Wylie's pioneer company with its 10,000 horsepower plant at Indian Head Shoals. The new company, headed by Mr. Duke, immediately began the construction of a large hydro-electric plant at Great Falls, S. C., and before that was finished, undertook the construction of a similar plant at Rocky Creek. The Great Falls plant was finished in 1907 and the Rocky Creek plant in 1909, and meanwhile a smaller

installation at Ninety-Nine Islands on the Broad River was started, being completed in 1910. The Lookout Shoals plant in North Carolina, Fishing Creek station in South Carolina and the Bridgewater development were put into commission in 1915, 1916, and 1919 respectively. The Wateree plant near Camden, S. C., was also finished in 1919. The Dearborn plant at Great Falls, S. C., and the Mountain Island plant, 12 miles south of Charlotte, were turned on in 1923 and the Rhodiss machinery has been placed in operation since then. A plant at Cedar Creek, S. C., is now under construction.

All of the plants except that at Ninety-Nine Islands are on the Catawba River, which is said to be the only stream in the country developed to approximately its rated capacity.

In order to provide power to supplement that generated in the hydro-electric plants during low stages of the river, five steam-electric generating stations have been constructed between Durham, N. C., and Greenville, S. C. The supplementary power generated at these stations enables the company to give its customers uniform service regardless of droughts or other conditions that might affect the river systems.

As has already been indicated, one of the greatest problems of the company in its early days was the marketing of power that was produced. Real salesmanship, backed by demonstrations, was necessary to convince such potential users of electricity as existed in the early days, of the advantages and economy of the new motive force. When the marked advantages of electric power and its cheapness became manifest, its use widened. Industries using it thrived and expanded in the war days when every wheel and every kilowatt was in Government service.

New industries were attracted and gradually the demand equalled the supply, then surpassed it. During the past few years the power company has been compelled to prosecute a constantly expanding building program in order to meet the rising demands for additional power. Three hydro-electric plants have been completed during the past two years and two new plants are ready for action, one of these being a new development of 80,000 horse-power capacity on the site of the first Catawba Power Company's plant. Capacity of the steam-electric

(Continued on page X)

Raleigh

The Key City of the
New North Carolina

THE TIMES

Established in 1875



RALEIGH'S HOME PAPER

Leads in Home Delivered
Circulation and Local Influence.
Leads in Local Advertising.

The Largest Evening Circulation in an Area
of Culture, Wealth and Progress

THE way to market in North Carolina leads through Raleigh, center of culture, education and government. Until one knows the true force of Raleigh's far-reaching leadership and the reasons therefor, it is impossible to plan an effective merchandising campaign for this growing market.

We have invaluable data to be had for the asking

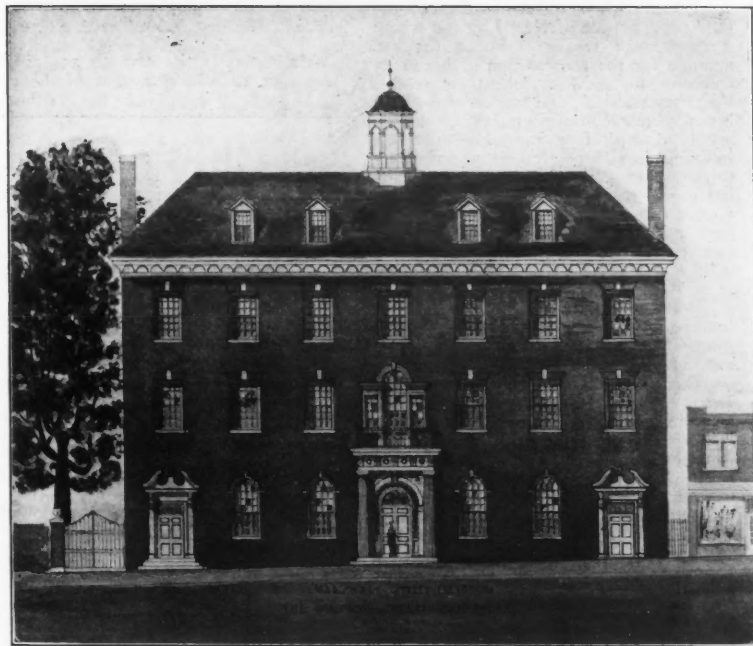
Modern Display Windows Available for
National Advertisers

Represented by

BRYANT GRIFFITH & BRUNSON

New York Chicago Boston Atlanta

Building the "New" Journal



While clinging fast to the best traditions and history of Winston-Salem and the Old North State, the "new" Journal has adopted a forward-looking policy in keeping with the enterprise, industry, and progressive spirit of the community. The "new" typographical arrangement of The Journal has been approved by experts as being the "best in Carolina." The added features, the greatly increased news coverage, the vigorous, independent editorial expression of the "new" Journal has caused comment and commendation throughout the State. In keeping with this new spirit of progress, The Journal has acquired a new site, on which it is about to erect a new building with a new press and other modern equipment.

NEW SITE—

The plot of ground purchased for the "new" Journal embraces the property at the corner of Fourth and Marshall streets with an ell extension through to Spruce street. The new Journal building will be erected on Marshall street, between Fourth and Fifth streets—the two most important east and west thoroughfares in the city. This is perhaps the fastest growing retail section, in close proximity to the new 18-story Nissen building, now under construction, and across Marshall street from the modern Robert E. Lee Hotel.

NEW BUILDING—

The building will be of brick, four stories in height, of Colonial design, in harmony with the Colonial architecture of old Salem and the buildings of the early Moravian settlement. In the front elevation will be reproduced some of the features of the historic Independence Hall and Congress Hall of Philadelphia.

With a frontage on Marshall street of 90 feet, the building will be 75 feet in depth and provision has been made for future expansion to a depth of 200 feet to Spruce street as conditions require. The construction will be modern fireproof and will be sprinkled.

NEW PRESS—

Contract has recently been made with Walter Scott & Company of Plainfield, N. J., for the erection of a four-unit press of the latest construction with double folders. This is the largest single order for a printing press ever given in the Carolinas. When installed, The Journal's press will be without a peer between Richmond and Atlanta.

The capacity of the new press will be 600 thirty-two-page papers a minute (or 300 papers up to 64 pages in size). These papers will be delivered through one folder and carried direct to the mailing room by means of a continuous conveyor.

Complete new equipment will be added to the stereotype room by the Scott Company and new equipment will be added to the composing room and other departments to make the production of The Journal as efficient and as rapid as possible.

NEW WIRE SERVICE—

The recent addition of the complete Associated Press service—not surpassed in the Carolinas—gives Journal readers not only comprehensive financial news, carried by no other local paper, but also complete news of the world and Nation, together with a full North Carolina wire service.

NEW FEATURES—

The regular page of pictures—the only one in the State—the daily editorials of Glenn Frank and Dr. Frank Crane, the poems of Edgar Guest, the answers to questions by Dr. Cadman and the question and answer department of The Journal Washington Bureau, the many daily features of particular interest to women, the Boys' Club and the department of Dr. Arthur Dean—these are only a few of The Journal's features which have been added within the past few months.

Upon the firm foundation of a past which has been dedicated to public service and community interest, the "new" Journal is now striving to build up a great modern newspaper, representative of the largest city in this progressive State. To that end the constant effort of The Journal staff in every department will be to make it a better and better newspaper.

WINSTON-SALEM JOURNAL *"First in Merit"*

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

**ENTERPRISE NOW RULES
NORTH CAROLINA**

(Continued from page VIII)

plants has been more than doubled during the recent expansion era.

The several hydro-electric and steam-electric plants, with the generating capacity of each, are as follows:

HYDRO-ELECTRIC	
Location	Horse-Power Generating Capacity
Bridgewater, N. C.	26,000 H. P.
Rhodiss, N. C.	45,000 H. P.
Lookout Shoals, N. C. ..	30,000 H. P.
Mountain Island, N. C. ..	80,000 H. P.
Catawba, S. C.	80,000 H. P.
Fishing Creek, S. C.	50,000 H. P.
Dearborn, S. C.	60,000 H. P.
Great Falls, S. C.	40,000 H. P.
Rocky Creek, S. C.	40,000 H. P.
Cedar Creek, S. C. (under construction)	60,000 H. P.
Wateree, S. C.	84,000 H. P.
Ninety-Nine Islands, S. C.	30,000 H. P.
	625,000 H. P.
STEAM-ELECTRIC	
Mt. Holly, N. C.	50,000 H. P.
Eno, N. C.	30,000 H. P.
Greensboro, N. C.	10,000 H. P.
Greenville, S. C.	10,000 H. P.
Duncan, S. C.	40,000 H. P.
	140,000 H. P.

Engineers estimate that the water-power resources of North Carolina are approximately 2,000,000 horse power. If this power were all developed, North Carolina would not need to import for power purposes a single ton of coal. The output of electricity would be equivalent to 10,000,000 tons of coal per year and electricity for power and light would be available for practically every community of any considerable size in the state. The uncountable millions of dollars which are now going out of the state in a steady stream for coal for those sections which do not have hydro-electric power would be kept at home, according to the people who have the development of the state by its own funds close to their hearts.

Demand for power for new and waiting industries for North Carolina is such that engineers and business men who have carefully considered the matter estimate that from \$5,000,000 to \$7,000,000 per year would be required in water-power development to supply the annual growth. This estimate, of course, covers the entire state and the demand is estimated from applications for power to the various power companies, municipalities and chambers of commerce. Assuming an investment in new industries of \$6 for each \$1 of water-power development, this would mean a total investment of \$35,000,000 or more per year in the state's industries, provided that conditions warranted the development of existing power

sites and if the field were sufficiently attractive for investment to command the capital that would be necessary for the execution of such a construction program by existing and new power companies.

In addition to its eminence as the center of the Piedmont textile industry and as the hydro-electric capital, Charlotte has also in recent years become an important jobbing point for the entire Piedmont region. There is located the only point outside of New England where a prospective textile manufacturer can arrange for the construction of his mills, complete to the last bolt, their power, their raw material, and market outlets for his product. Transportation conditions are ideal, with four trunk-line railroads radiating in eight directions, and needless to say, a net-work of the best roads leading to all parts of the state. Terminal facilities are available for handling 3,400 carloads of freight daily and it is said that considerable merchandise of lesser bulk is handled by truck with Charlotte as a base.

There are sixteen banks and trust companies in Charlotte, with total resources of \$63,336,851.12. Bank clearings in 1925 were \$636,000,000. There are three building and loan associations. Twenty years ago there were 100 cotton mills within a radius of fifty miles; to-day there are more than six times that number.

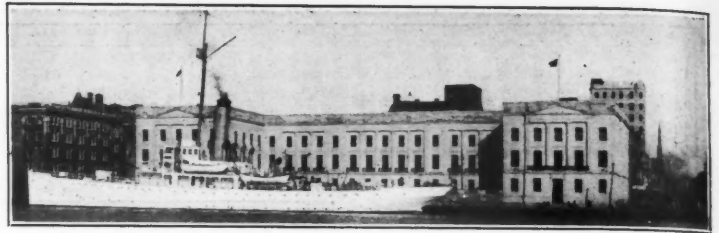
The importance of the city as a distributing point is indicated by the fact that 200 corporations of importance have branch plants, offices or representatives in Charlotte. It is the leading center in the South for the distribution of textile machinery, and the large British and American firms have offices and representatives here to handle the business of the textile mills in the territory.

In Charlotte itself are 250 industrial and manufacturing plants, with an annual payroll of \$18,000,000. Among these plants are eleven cottonseed oil mills with an annual output of over \$10,000,000.

Although there has never been any boom in the sense of mushroom development in Charlotte, its growth during the last two or three years has been at a greatly accelerated pace. Building operations for 1925 reached the figure of \$7,735,000; for 1924 they were \$6,800,000. Operations in both years were at a rate unrivaled in any other year.

There are seven hotels in the city, including the new million dollar Hotel Charlotte. Pinhurst, Blowing Rock and Chimney Rock all are within easy reach of Charlotte. There are two excellent country clubs, the Myers Park Club and the Charlotte Country Club, each with eighteen hole golf courses. The Myers Park residential section is one of the finest in the United States.

Charlotte is notable even in North Carolina for the attention given to the public school system. There are 12,500 enrolled in the schools and the city has spent \$2,000,000 for new school buildings within recent years. For white



Wilmington is the seventh port in the United States in volume of customs receipts. Above is a view of the custom house with one of the coast guard fleet at the government pier.

school children there are one senior high school, two junior high schools, one vocational high school, twelve elementary schools and one open air school. For colored children there are one high school and five elementary schools.

This city is also an automobile and motion picture distribution point. Twelve film exchanges operate and the extent of their business may be gauged by the fact that the local post office gets \$118,000 revenue from them in a year.

Three bonded warehouses make strong

claim for Charlotte's supremacy as a cotton storage center, while American manufacturers of dyestuffs are represented by the du Pont works, the National Aniline & Chemical Company, both of which are housed in their own buildings.

In neighboring Gaston county, more than a million spindles are operated—the largest number in any county in the entire nation. Mills surround Gastonia and form the hubs around which the life of the

(Continued on page XII)

Hendersonville

in the Heart of

Western North Carolina Development

A section that is adding population and increasing in wealth more rapidly than any other part of the United States.

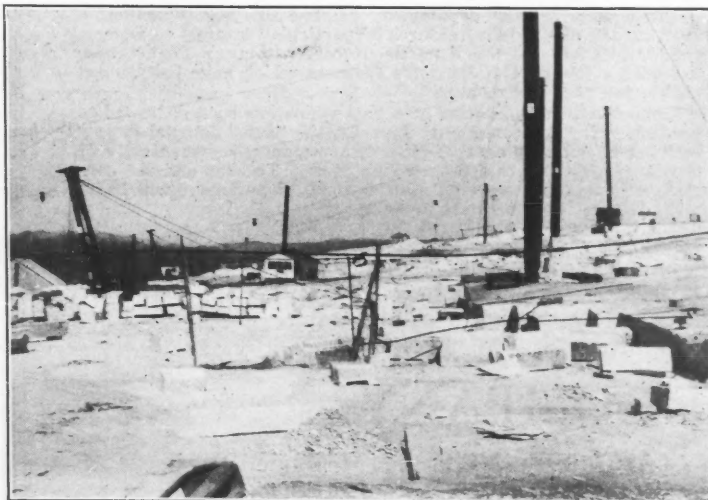
A fertile field for cultivation by general advertisers.

Get the rates of

The Hendersonville Times
Week Day Afternoons

The Hendersonville News
Every Morning Except Monday

NOTE:—The two Hendersonville newspapers are under separate ownership and management and business must be done direct with each paper.



One of the largest granite quarries in the world is located near Mount Airy in the north central section of the state.

ASHEVILLE

The Distributing Center of Western North Carolina

Population

45,000 Estimate 1926

28,504 Census 1920

148,579 City, Suburban, 25 Mile Radius

No other city is situated to cover western North Carolina as effectively as Asheville,—high in the Blue Ridge Mountains.

Charlotte is too far (140 miles) to the southeast. Greensboro and Winston-Salem are too far (200 miles) to the northeast. Knoxville, Tennessee, across the mountains, is too far (130 miles) to the west.

Type of City

There is no other city of similar size the country over with more palatial homes and hotels. This is reflected in the high grade and varied merchandise displayed in Asheville's stores.

Asheville is a wealthy community. The very beauty of the mountainous country and mild climate, aside from business opportunities, attract many rich men.

Developments around Asheville (some not in the corporate limits but actually part of the city) have been multiplying for several years. Suburbs like Biltmore Forest,

Lakeview, Grove Park defy description and strain belief. They typify wealth and culture.

The schools and colleges are many, modern and wonderful.

Business Conditions

Asheville is in the midst of a period of pronounced prosperity evident through many building operations, new roads, excellent business generally and the record breaking advertising volume in the Asheville Citizen.

Industries

Aside from local manufacturing, wholesaling, retailing, farming, fruit growing, and stock raising, the "crop" most indicative of the territory is the "tourist crop," yielding \$40,000,000 in 1925 from 600,000 tourists.

Asheville is the hub of celebrated resort territory, high in North Carolina's Blue Ridge Mountains—next door to Paradise.

The Asheville Citizen

Morning and Sunday
15,000 Circulation

A. B. C. Member
Line Rate 6½c.

Asheville is Naturally a Morning Paper City

Papers from other cities cannot get into its circulation territory until the news is stale. And no evening paper in Asheville can get far out into the territory until the next morning.

The Asheville Morning Citizen has this natural advantage in addition to its news and feature services and sound management which combine to make it one of the South's most representative newspapers.

The Citizen gained nearly 2,000,000 lines of total advertising the first six months of 1926 over 1925. **No other newspaper in America made such a large increase.**

The National advertising gain was nearly one-quarter of a million.

These remarkable gains are significant not so much to emphasize the supremacy of the Citizen as to reflect the splendid business conditions prevailing throughout the Asheville territory.

National Representatives

E. Katz Special Advertising Agency

DETROIT

NEW YORK

KANSAS CITY

ATLANTA

CHICAGO

SAN FRANCISCO



Wide streets and comfortable bungalows house the textile mill workers in many of the modern mill towns of North Carolina. In most cases the homes are owned by the mills and rented for nominal sums to the employes.

**ENTERPRISE NOW RULES
NORTH CAROLINA**

(Continued from page X)

neighboring small towns and villages revolves. Spinning was the principal activity until recent years, which have seen the development throughout the region of an extensive finishing business. The hard cotton yarns for which the Mecklenburg and Gaston county mills have become well known during the past decade are now being woven into cloth, and mixed with rayon, to make dress goods and shirtings of high quality.

Between Charlotte and Winston-Salem lies High Point, where furniture reigns king. Hardwood timber is still abundant on the hillsides, though not so lavishly present as it was in 1888 when the first furniture factory was established. As has been the case in innumerable industrial and civic developments of which the Tarheel is justly proud, the High Point furniture industry was financed by local capital and for years little that went into the articles manufactured came from without the immediate vicinity.

Its growth has been phenomenal in recent years, however, and the manufacturer has reached out with both hands beyond his own bailiwick, one hand seeking materials, the other markets. Four years ago the Southern Furniture Exposition Building was completed at a cost of \$1,000,000 and its seasonal sales rival those of the furniture marts in Chicago and Grand Rapids—the last sale drawing 1,000 buyers from nearly every state in the union. The 40 furniture and wood-working factories employ 6,000 workers and their annual product is valued at \$22,000,000.

Textiles also are important in High Point commerce, as in the neighboring cities of Greensboro and Winston-Salem. More

than 100,000,000 pairs of hosiery are manufactured there every year, and these, with the output of yarn, cloth and silk mills, bring the textile product value to \$18,000,000.

High Point has developed rapidly to its present population of 25,000 people and has escaped the municipal tribulations of many cities of slower growth. It now has the city manager and commission form of government, a new half-million dollar high school, 55 miles of paved streets, three modern hotels, 36 churches, comfortable suburban residences and police and fire protection that will equal the best that the state has, which is very good indeed.

Raleigh, the capital, is ideally located in the center of the state easily accessible from all sections, but like most capitals, it is distinguished for other qualities than industry and commerce. Raleigh, it is true, has a bustling local retail trade and is also a distributing center for the populous region surrounding it, but it possesses practically no factory atmosphere.

Education is its chief product, aside from the laws and their execution. Eight colleges and schools attract 4,000 students a year, exclusive of the large enrollment at the State College summer session.

The most important of these educational institutions is the North Carolina State College of Agriculture and Engineering, with a faculty of more than 100 members and 1,300 students.

It offers practical and technical training in agriculture, horticulture, animal industry, civil engineering, mechanical, electrical and textile engineering, business administration, chemistry and practical training for various trades. Connected with the college are the agricultural experiment station and the extension service, which makes the college of practical value to every farmer in the state.

St. Mary's School, the largest Episco-

pal boarding school for girls in the United States, was established at Raleigh in 1842. It prepares students for admission to the leading colleges for girls.

Peace Institute, a Presbyterian junior college, was established in 1857. Meredith College, a Baptist institution, was established in 1899 and has more than 400 students at the present time. King's Business College was established in 1901. St. Nicholas School, a boarding school for boys, was established in 1921. Shaw University, the oldest institution in the South, for the education of colored men and women, was established by the Baptists in 1865; it has an enrollment of more than 400 students. St. Augustine's School, established in 1867, prepares colored men and women to become teachers.

Raleigh has been headquarters in the development of co-operative marketing by

North Carolina farmers. The three most important of these co-operative associations are those which market cotton, tobacco and peanuts. Other co-operative organizations market truck produce, strawberries, peaches, sweet potatoes, cheese and creamery products. The North Carolina Cotton Growers' Co-operative Association, with 32,000 members, which has handled as many as 135,000 bales of cotton during a season, has its offices in Raleigh.

Raleigh remains of greatest significance, of course, as the State capital. The old Capitol, built between 1837 and 1840, is the goal of thousands of visitors to the State. All of the State departments are housed in adequate modern buildings.

The growth of Raleigh within recent years has been rapid. The present population of the town is 32,000. It is estimated that the population increased about 6,000 within the last two years.

A leading manufacturing city south of Raleigh is Goldsboro in Wayne county. It has a population of about 15,000, which is almost treble that of 1910 and in addition to thirty manufacturing plants, it is located in the heart of a rich agricultural district. Three railroads have thirty-two passenger trains entering daily.

Textile, lumber and oil mills and furniture factories are the principal industries and there are tobacco and cotton warehouses. Goldsboro is up to the North Carolina standard in the matter of unusually wide paved streets and good roads and its nine schools have 5,000 pupils. A high school is being built supplementing a group of primary and secondary schools which stand on the site of the last battle fought in the Civil War.

West of Charlotte starts the mountain playground area, with its center at Asheville. The 25 counties that form the western tier of the state have come into their own with the highway development and they are quite conscious of their advantageous position. Indeed, there has been quite a bit of conversation regarding the formation of a separate state in this region, but conversation appears to be the limit of such a development.

(Continued on page XIV)

**Where Diversified Agriculture
is Practiced**

A. Lee Rawlings, of the firm of A. Lee Rawlings and Company, certified public accountants of Norfolk, Va., and Raleigh, N. C., is authority for the statement that business conditions in Elizabeth City are more stable than in any other North Carolina city he knows of.

There's a reason.

All over the south diversified farming is preached. In the Albemarle section, of which Elizabeth City is the commercial center, it is practiced.

The Albemarle farmer is marketing some crop in practically every month of the year.

In May and June of this year Albemarle farmers shipped out of Elizabeth City 303 cars of May peas, which put into their pockets \$225,000.

During June and July of this year 1,300 cars of Irish potatoes were shipped out of Elizabeth City, putting more than a million dollars into the pockets of the growers, \$350,000 of which was velvet.

During July and August it is estimated that 500 cars of sweet potatoes will be shipped out of Elizabeth City, which should put into the pockets of the growers not less than a quarter of a million dollars. If these potatoes should strike a high market the amount would be around \$350,000.

In the autumn months fall crops of beans, peas and potatoes will be marketed. When these late fall crops hit the market right, they are a veritable gold mine for the growers.

By the time fall truck crops have been moved the cotton picking season is in full swing.

Then in December, hog and hominy, the section's main crop, begins to go on the market. Following corn and pork comes the soy bean. Elizabeth City is the soy bean center of America.

With the foregoing facts in mind it can readily be seen why Elizabeth City should be free from the periods of depression and stagnation that mark certain months in cotton and tobacco cities.

In Elizabeth City and its trading territory the home paper is

THE DAILY ADVANCE

Elizabeth City

North Carolina

MORGANTON

At the gateway of the beautiful mountain region of North Carolina. An industrial center in a rich farming section.

The News-Herald

A good newspaper in a good town. A leader in the weekly field. Rates on application.

Miss Beatrice Cobb,
Editor and Publisher.



POPULATION
 47,132 (U. S. Census
 estimate July, 1925.)

TRADING AREA
 (35 mile radius)—
 300,000

A Key City

GREENSBORO

*Holds the Key
 to North Carolina's
 Wonder Industrial Zone*

**BUILDING APPRO-
 PRIATIONS FOR
 1925**

\$6,192,192 — Regis-
 tered an increase of
 46.6 percent over pre-
 vious year.

**POSTOFFICE
 RECEIPTS
 FOR 1925**
 \$405,044.30

A MORNING newspaper, with a Daily circulation of over 27,000; 32,000 Sunday, serves Greensboro and its rich and prosperous trading area. Greensboro is one of the three major markets of North Carolina. It is ideally situated for use as a distributing point for the entire South, since it has access to transportation systems throughout the United States. The Greensboro Daily News is the only A. B. C. paper in Greensboro. Advertisers desiring to get maximum returns from their advertising in and around Greensboro should avail themselves of the co-operation of the Advertising Department. Write for a complete analysis of this field.



GREENSBORO DAILY NEWS, GREENSBORO, N. C.

E. B. JEFFRESS, *Manager* W. S. DICKSON, *Advertising Manager* EARL GODBEY, *Editor*
 CONE ROTHENBURG & NOEE, Inc. National Advertising Representatives

9 East 41st Street, New York Constitution Bldg., Atlanta., Ga. 360 North Michigan Avenue, Chicago
 Donovan Bldg., Detroit, Mich. Coca Cola Bldg., Kansas City, Mo. Victoria Bldg., St. Louis, Mo.

**ENTERPRISE NOW RULES
NORTH CAROLINA**

(Continued from page XII)

This resort area, lying in the Southern Appalachians, with the peaks of the Great Smoky and Blue Ridge mountains towering above timbered spurs and foothills, has an elevation varying from 800 feet above sea level to over 6,500 feet. The annual mean temperature for the region as a whole is about fifty-five degrees Fahrenheit.

The influx of visitors, summer, winter, spring, and fall, has led to a number of developments. Many of these are grouped at Asheville or Hendersonville. Outside Hendersonville, P. L. Wright has developed Druid Hills, an extensive suburban community. He is also active in the development of the Lake Lanier project, near Tryon, where an artificial lake is being created to supply the one recreational element sometimes lacking in the North Carolina resort.

Another extensive Hendersonville development is Laurel Park, on Jump Off Mountain. A two million dollar hotel is being built on top of the mountain.

Near Chimney Rock, one of the natural wonders of the mountain country, in Rutherford county, a company which holds 8,000 acres of land is creating the 1,500 acre Lake Lure.

Sulphur Springs Park is to be a suburb of Asheville built close to the city in the French Broad River Valley.

Near Tryon a development known as Blue Ridge Forest is being brought into existence. Two golf courses are under construction and three artificial lakes are being made. At Linville a property of 16,000 acres is being developed, adjoining a Government reserve of 39,000 acres. Nearby is Grandfather Mountain, the source of more different streams than any other mountain in the East. Scores of scenic trips can be made out of Linville, to Donald's Crag, near the Eseeola Inn, or Linville Falls, where a descent of 1,700 feet occurs in four or five miles.

Tryon, in Polk county, near the border between the two Carolinas, is situated in the foothills of the Blue Ridge Mountains, about midway between Asheville and Spartanburg, S. C., at an altitude of 1,500 feet above sea level. On every side of the city peaks rise to a height of 3,000 and 4,000 feet. It lies within the famous thermal belt of the North Carolina, notable for the absence of frost and dew and for the narrow range of temperature.

The hills surrounding Tryon have been spared the devastation that usually follows lumbering operations, and the mountains are still clothed with the forests that covered them a century ago, when they belonged to the Cherokee Indians. Numerous picturesque local industries have sprung up in Tryon, based on the mountain crafts.



Not Florida or the Mississippi Valley, but a bit of North Carolina shoreline near Wilmington, where Spanish moss drapes the trees in truly tropical fashion.

Near Grove Park Inn, a famous resort hotel on Sunset Mountain near Asheville, the Biltmore industries have revived the home-spun weaving and dyeing of cloth, and wood-working. Hand-made toys are also an important industry in Tryon.

Asheville is the wholesale and retail center for western North Carolina, and important as an industrial city, as well as the resort capital of the mountain country.

The city is situated on a wide plateau set in the midst of the southern Appalachian Mountains; within a radius of fifty miles are a score of the highest mountain peaks in eastern America. Mount Mitchell, 6,711 feet high, three hours from Asheville, is the highest peak in the East. Asheville and the resort district surrounding it are equidistant from Chicago, Philadelphia, New Orleans and Tampa, Fla.

Climate, altitude and scenery combine to allure the tourist and the all year round resident as is demonstrated by the growth of population, the building activity, and the prosperous condition of business

in the district. Since 1920 the population of the city proper has increased from 28,000 to more than 37,000, the population within the township limits from 38,000 to 50,000, reflecting the growth of suburban developments, and population of the county from 64,000 to 78,000.

The assessed valuation of property in Asheville has increased during the same period from \$44,000,000 to \$82,000,000. Bank debits and check transactions through the Asheville Clearing House have increased nearly 100 per cent. Building permits have grown from \$1,400,000 in 1920 to \$6,000,000 in 1925. Bank deposits have doubled. Building and loan company assets have tripled.

These figures are all indicative of the increasing lure of the mountains. The mountains have been there for ages; geologists call this region the oldest in the United States. But it is only within comparatively recent years that a large number of tourists have found the southern Appalachian Mountains.

Advantages that can be taken of vaca-

(Continued on page XVI)



Charlotte's rapidly expanding business is being housed in structures of modern architectural beauty and utility. At the left is the new John Building, one of the highest in the city.

Durham, N. C.

An Industrial and Educational Center

Home of Duke University, "Chesterfields" and "Bull Durham." Fourth in size in State. Population 42,258, doubled since 1920. Manufactured products last year, \$122,000,000, second in State. Two out of every seven people are engaged in manufacturing. Seat of tobacco and cotton weaving and knitting industry and in heart of great bright leaf tobacco growing Piedmont section. Annual bank clearings \$100,000,000; debits to individual accounts \$300,000,000; surplus \$3,500,000. Forty-eight churches, foremost school system in State, two large hospitals, six railroads and numerous bus lines.

The Durham Sun is Durham's evening newspaper. January first to June first, 1926, shows an increase of 757,694 agate lines over the same period last year.

THE DURHAM SUN

"THE PAPER THAT GOES HOME"

ESTABLISHED 1867

NEW YORK SUN — APRIL 24, 1926

WINSTON-SALEM

NORTH CAROLINA'S LARGEST CITY

From The Evening Sentinel, April 15, 1926

Remarkable growth in every department of Winston-Salem that can be used as a barometer of a city's progress and advancement is shown in the statistics compiled by the Chamber of Commerce. The figures are contained in a compact pamphlet entitled "Brief Facts" pertaining to the "growth, progress and development of Winston-Salem since 1915."

Each phase has expanded somewhat in proportion, although several have made unusually rapid strides. During the past 15 years the estimated increase in population is nearly 52,000. There are more than 35,000 more people in the city today than there were in 1920, according to the United States Census estimate.

School building values and paved streets have shown the most decisive expansion. The value of the buildings since 1920 jumped nearly 800 per cent, while the miles of streets have increased from 37.80 to 103.45, which marks this city as having more miles of paved streets in its corporate limits than any other town in the State. School enrollment has kept pace with the progress with nearly 5,000 more students now than there were five years ago.

THE STATISTICS FOLLOW

NOTE — Figures, unless otherwise indicated, are for the year ending December 31.

POPULATION

1910 (U. S. Census)	22,356
1915 (Est. U. S. Census) .	34,247
1920 (U. S. Census)	48,395
1925 (Est. U. S. Census) .	74,000

VALUE OF MANUFACTURED PRODUCTS

1915 (U. S. Census) . . .	\$38,288,000
1919 (U. S. Census) . . .	200,485,000
1923 (U. S. Census) . . .	228,000,000

BANKING RESOURCES

	DEPOSITS	RESOURCES
1915	\$8,988,698.55	\$11,786,500.22
1920	21,133,721.09	30,964,662.62
1925	42,507,566.19	48,240,581.13

PROPERTY VALUATION

1915	\$25,174,339
1920	108,801,839
1925	130,000,000

BUILDING PERMITS

1915	\$501,379.00
1920	3,259,495.00
1925	5,004,381.50

SCHOOL BUILDINGS AND VALUE

	BUILDINGS	VALUE
1915	13	\$325,000.00
1920	14	550,000.00
1925	20	4,000,000.00

SCHOOL ENROLLMENT

	TEACHERS	PUPILS
1915	144	5,103
1920	169	7,992
1925	387	12,476

MILES OF PAVED STREETS

1915	12.22
1920	37.80
1925	103.45

MILES OF SEWER MAINS

1915	48.23
1920	101.62
1925	154.85

MILES OF WATER MAINS

1915	56.50
1920	89.92
1925	148.61

TELEPHONES

1915	2,800
1920	3,550
1925	6,301

ELECTRIC METERS

1915	4,000
1920	6,075
1925	11,069

WATER CONSUMPTION

	METERS	GALLONS
1915	4,200	
1920	6,370	1,552,000,000
1925	8,700	1,941,000,000

AUTOMOBILE REGISTRATION (CITY)

1915	1,054
1920	2,701
1925	7,500
1926 (To March 15)	7,788

NEWSPAPER CIRCULATION

1915	11,528
1920	19,532
1925	30,412

GAS METERS

1915	1,550
1920	1,688
1925	2,644

CITY TAX RATE

	(For \$100 valuation)
1915	\$1.20
1920	.60
1925	1.00

THE EVENING SENTINEL

WINSTON-SALEM, N. C.

FIRST in the Carolinas in AUDITED HOME Circulation
253 National Advertisers Are Now Using the *Sentinel*
Sentinel's Lead for First Three Months of 1926 Over Second
Paper Was Over a Half Million Lines

Let us tell you of this rich territory and thorough co-operation
for the National Advertiser

FROST, LANDIS & KOHN

NEW YORK CHICAGO ATLANTA



New York likes shad in the springtime and the hardy fishermen of the Eastern sounds bring back in their small boats thousands of the succulent fish to be shipped to the great city markets.

ENTERPRISE NOW RULES NORTH CAROLINA

(Continued from page XIV)

tion around Asheville satisfy many tastes. There are at present two golf courses which have been played over by most of the prominent professional and amateur players in the country, and four more courses are under construction. The Asheville Country Club has an eighteen-hole course on the lower slopes of Sunset Mountain. To the south is the Biltmore Forest Country Club, formerly part of the George W. Vanderbilt estate. It was the scene of the Southern Amateur Golf Tournament last year. A municipal course, to the east of the city was completed this summer. Courses are also being built at Beaver Lake, Kenilworth, and Malvern Hills.

Western North Carolina is a hunting and fishing district. The National Forests in this region have given protection to game, and deer, quail, and grouse are plentiful enough to furnish good sport. Bears are shot also.

Automobile trips over scenic highways, ranging from a few miles to several hundred, which will take the tourist into some of the most beautiful mountain scenery in America, can be planned with Asheville as the focus. The National Forests, near at hand, abound in camp sites and camps for the traveler who wishes to stay.

In Asheville itself is a group of modern all year hotels.

Development of residential suburbs has proceeded briskly within the last few years. Grovemont, a model community, developed by E. W. Grove, twelve miles from Asheville, is typical of these suburban developments. A mountain stream has been dammed to form Lake Eden and at Lake Eden park a fine clubhouse has been built. In Asheville, Mr. Grove, a pioneer in the development of North Carolina, has to his credit the removal of a mountain from the city and its replacement with Battery Park, one of the most attractive business sections of the city.

Outside Asheville, a portion of the Biltmore estate of the late George W. Vanderbilt has been obtained and is being put on the market as a highly restricted subdivision. The property has been divided into lots ranging from one to three acres in size. Other developments include Lakeview Park, Lucerne Park, Malvern Hills, Morningside and Oaklyn.

Hendersonville, separated from Asheville by rolling hills and united with it by 16 miles of smooth concrete road, is the second largest city of the section and a large summer resort, its 10,000 winter population growing to 30,000 and more when the sun sweeps hot over the rest of the state and the nation. Extensive realty operations have been in progress for several months and innumerable fine homes and cottages have risen on the hillsides and along the spacious streets. A 15-story hotel is being constructed on the top of Jump-Off Mountain, 3 miles from Hendersonville and 3,000 feet above sea level. It is reported that the real estate turnover in 1925 was 20 times that of 1924.

Five hundred miles to the East a new playground of another kind is coming to lusty life along the coast. It centers around Morehead City and Beaufort (pronounced Buford by North Carolinians).

Morehead City, with a permanent population of 3,500, is on a peninsula in Carteret county between Newport River and Bogue Sound. It is separated from the ocean by the sound, which in its turn

is separated from the Atlantic by one of the long sand bars that make North Carolina's coast. A large development this summer has attracted many tourists and vacationists and liberal advertising has been done in newspapers throughout the state.

Across the river is Beaufort, which is to be connected with Morehead City by one of the new state bridges. Morehead City has other bridge plans which contemplate connecting the beaches of the Atlantic with the mainland by viaducts across the sound.

In addition to vacation affairs, which are aided by the proximity of the Gulf Stream and the balmy climate that it nurtures, Morehead City and Beaufort are supported by a large fish business, ice plants, lumber mills and box factories. The shad fishers of this region keep the cities of the entire coast supplied with their bony delicacy every Spring. Oystering is also a noteworthy activity of this and the other sound regions along the coast, their product being the large varieties of which the Lynnhaven is perhaps the best known.

The lumber industry is large and the biggest mill in the county is located on the outskirts of Beaufort. In addition to the saw-mills, a local factory supplies barrels to the potato growers and boxes for the fish exporters.

Besides the commercial fisheries there is plenty of opportunity for disciples of

Izaak Walton, and, for those who prefer the chase on land, the deer and foxes provide plenty of sport and opportunity for bulging bags.

Not far distant from these sea resorts is Wilmington, on the Cape Fear River, the seventh customs port in the United States. It is midway between New York and Florida, 30 miles from the mouth of the river, which has a channel 27½ feet deep. The port has a well protected anchorage basin 3,000 by 700 feet. Value of merchandise passing through the customs during the past fiscal year was approximately \$80,000,000. Warehouses and sheds afford approximately 1,000,000 square feet of waterfront storage.

Several projects now under consideration will, if carried out, make Wilmington a port of even greater importance than at present. First is the deepening of the Cape Fear River as far as Fayetteville. Another is the construction of a twelve-foot ship channel between Wilmington and Beaufort. This would allow water borne commerce to come by inland passage from the West through the Erie Canal to New York and by inland waterway to Wilmington.

The Federal Government has sold to the city at a nominal figure thousands of acres of waterfront property on condition that it is used for warehouses and docking facilities. A proposition that the

(Continued on page XVIII)

Wilmington Morning Star

WILMINGTON, N. C.

A Successful Newspaper Since 1867

The Oldest Daily in the State

Every Year Surpasses the Previous Year

Predominating In Every Field In Eastern North Carolina
—Circulation, Local, National and Classified Advertising

Wilmington and Adjacent Territory

Cannot be covered completely without The STAR

Wilmington is a city of 41,000 people who are determined to make progress, and predict the greatest era of prosperity in the history of the state.

During the past year there has been more activity in and around Wilmington than any other portion of North Carolina.

PRINCIPAL INDUSTRIES

FERTILIZER—CHEMICAL—COTTON—SHIRT—CANNING
PAINT—CEMENT—LUMBER FACTORIES—COTTON
EXPORTS—TRUCKING AND IN FACT MORE
DIVERSIFIED INDUSTRIES THAN ANY
CITY OF ITS SIZE

FIVE BEACHES

Accessible by trolley or automobile with a floating population of 25,000 during summer months.

The Wilmington Morning Star

Maintains a department to serve advertisers in any possible way without cost

Information Gladly Furnished Upon Request

ONCE UPON A TIME—AND 1926

There once was a time when Charlotte was a one-paper town.

Not so today.

You can't get along today with one Charlotte paper—and cover this rich and prosperous territory.

Neither Charlotte newspaper has a monopoly on those virtues sought by advertisers. Those in the National field, who cannot possibly be expected to see behind the circulation screens, prefer the morning paper.

But those on the ground—those tutored in the school of experience—give The Charlotte News a majority vote. And that goes for both buyer and seller.

Charlotte buyers favor The News by 1,657 daily and 651 Sunday. More of them pay each day to read The News than pay to drink water. And this Charlotte buyer—70,000 of him—has average bank resources of \$590.30—the greatest in the Carolinas.

Charlotte sellers favor The News by an average of 1,403 agate lines every afternoon and Sunday too. At least, that's the average for the first six months of 1926. By Charlotte sellers, we really mean those of North Carolina. The margin would be much greater if confined to Charlotte advertisers.

Rates? You've heard the tale of low rates—"20 cents; give it away." Well, the fact of the matter is The News has the highest milline rate of any Charlotte newspaper! And why shouldn't it, in view of these facts and the further fact that 90% of its circulation is delivered by carrier or agent within a few hours following publication? That means HOME circulation in CITIES and TOWNS. And there's where income is highest and most stable. 13.8% of all the folks in this territory file personal income tax returns—a greater proportion than in New York or Boston or Philadelphia or Chicago. And 95% of these returns are filed by URBANITES, to whom The News distributes 95% of its daily circulation of 19,000 and its Sunday circulation of 20,000.

Your campaign in this territory cannot be thorough or complete without The Charlotte News.

The A B C Procession

Quarter	Evening	Sunday
2nd, 1925	16,643	16,598
4th, 1925	17,545	18,316
1st, 1926	18,060	19,071
2nd, 1926	18,909	19,901
June City	11,514	10,805

The Verdict of Those Who Know

January 1, 1926, thru June 30, 1926

	7-day measurement	Daily Only
Charlotte NEWS	4,051,377	3,141,511
Morning Paper	3,797,539	2,599,965

Month of June, 1926

	7-day measurement	Daily Only
Charlotte NEWS	748,051	600,427
Morning Paper	666,412	449,792

For further information write

NEWS PUBLISHING COMPANY
 CHARLOTTE, N. C.

—OR—

JOHN M. BRANHAM COMPANY

NATIONAL REPRESENTATIVES

Chicago New York Atlanta Detroit St. Louis Kansas City San Francisco Seattle Los Angeles



Magnificent interior of a new Baptist church, the prototype of many church buildings of various denominations in the new North Carolina. Many church buildings even in small cities have been erected at a cost exceeding \$200,000.

**ENTERPRISE NOW RULES
NORTH CAROLINA**

(Continued from page XVI)

State undertake these improvements was defeated in an election, and Wilmington is now seeking permission to float a bond issue.

Although cotton and tobacco loom large in the figures, the port is not entirely dependent on these staples. Nearly 150 different articles are manufactured in Wilmington and vicinity. A number of fertilizer factories import raw material

in large volume. The gross volume of business in fertilizers and fertilizer materials in 1925 was about \$20,000,000.

Agricultural products form a considerable portion of the exports. Strawberries grown in the Wilmington area and moved by rail and water annually have a value of more than \$1,500,000. Potatoes and other truck crops run into high values. About one-fifth of the 2,500,000 bales of cotton produced annually in North and South Carolina are usually moved through Wilmington.

The city has a diversified list of industries, with an annual payroll approaching \$17,000,000. The menhaden fish factories along the Cape Fear River are

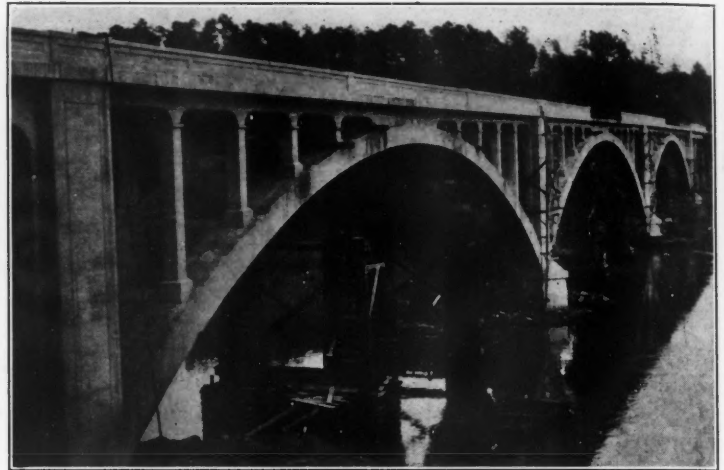
among the largest in the South. Other industries include two iron works, two cotton mills, one hosiery mill, a cigar factory, cottonseed oil mills, a paint factory, two packing plants, numerous saw-mills, a bag factory and a cold storage plant.

Wilmington is a distributing point and jobbing center for a territory containing nearly 400,000 people. It does a jobbing business of more than \$80,000,000 annually, and its banks have combined resources of \$28,000,000, with capital and surplus of about \$4,000,000.

It is also a resort city, with four

historic, those who first laid it out did so in such a generous fashion that they anticipated even the inordinate demand for space that would be made by the automobile.

History lies under every grain of sand along the bars that hem the several sounds of the coast from the Atlantic. It was on that coast that the famous lost colony made its home and its unexplained disappearance, leaving behind only the memory of Virginia Dare, the first white child to be born on the Continent. Dare County, largely water and sand bars, takes its name from this circumstance.



One of the many bridges which the Highway Commission has thrown across North Carolina streams since 1921 is the Morrison Bridge on the Yadkin River. It was named in honor of Cameron Morrison, who was Governor when the new road program was inaugurated.

beaches—Wrightsville, Carolina, Wilmington and Fort Fisher—within easy reach of the city.

One of the first things the visitor to Wilmington observes is the width of the streets. Though the city is old and

Not far distant is Shell Point, a mammoth peninsula of bivalve shells, which tradition relates, made the site of annual prehistoric feasts of Indians from all over the continent, who learned by

(Continued on page XX)

GREATER HICKORY

Population 14,000 — Trading Population 75,000

A Profitable Market For Advertisers

60 Manufacturing and Industrial plants employing 3,000 men and women with an annual payroll of \$3,000,000.00.

Advertisers should not overlook the fact that The Hickory Daily Record is read by 80% of the people in the prosperous foothills section of western North Carolina.

HICKORY DAILY RECORD

Frost, Landis & Kohn, National Representatives

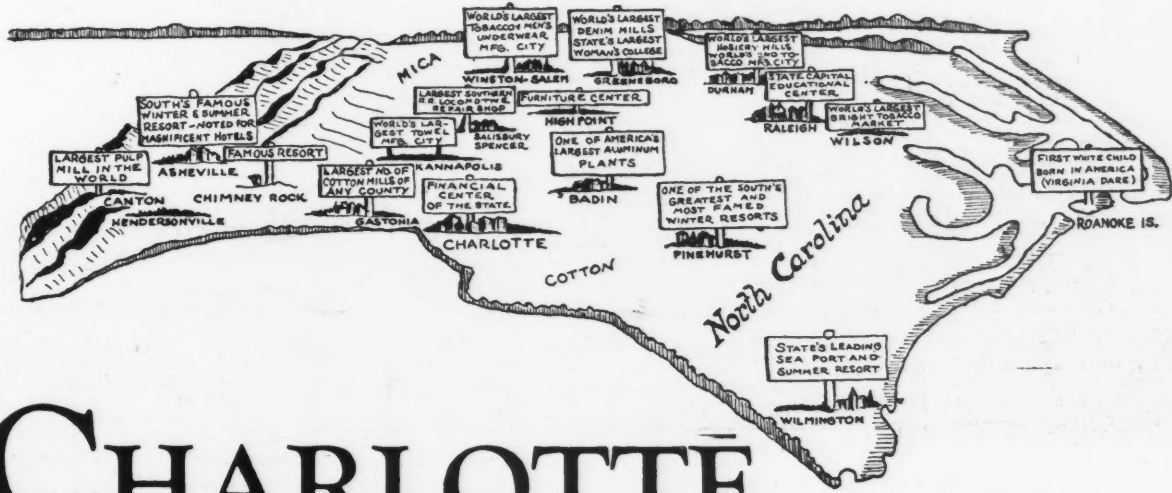
CHICAGO

NEW YORK

ATLANTA

ST. LOUIS

KANSAS CITY



CHARLOTTE

A Center of the South's New Industrial Empire

Charlotte's population (1926) is estimated at 75,000.

Charlotte is the home of the Southern Power Company — said to be one of the largest hydro-electric Companies in the entire world—with an investment of over \$100,000,000.00. Abundant and cheap hydro-electric power has been the greatest factor in the remarkable growth of this section.

Charlotte has a branch plant of the Ford Motor Company built at a cost of \$2,000,000.00 and having a daily capacity of 400 cars.

Charlotte has a healthful and moderate all-year climate with an average temperature of 60 degrees.

Charlotte has a trading population within a hundred and fifty mile radius of more than 4,000,000 people.

Charlotte has two fine country clubs with splendid golf courses.

Charlotte has seven excellent hotels, including the new million dollar Hotel Charlotte.

Charlotte is the gate-way to the famous vacation resorts and cities in the "Land of the Sky."

Charlotte is one of the most important centers of the state highway systems—seven hard surfaced roads leading out in as many directions.

Charlotte's annual industrial payroll exceeds \$19,000,000.00.

Charlotte is served by four great railway systems with more than one hundred trains per day and is headquarters for "Line East" of the Southern Railway System.

Charlotte has bank resources of over \$60,000,000.

Charlotte the Center invites you to come.

For information address

Charlotte Chamber of Commerce

CHARLOTTE • • N. C.

**ENTERPRISE NOW RULES
NORTH CAROLINA**

(Continued from page XVIII)

some unknown means of communication of the wondrous oysters to be found on the North Carolina coast and journeyed hundreds of leagues to tear them from their beds, and toss the shells back into the ocean. As the centuries passed, the shell heap of the red men became a new landmark for mariners and in the early days of the past century it was a fruitful source of the raw material for the predecessor of bone fertilizers.

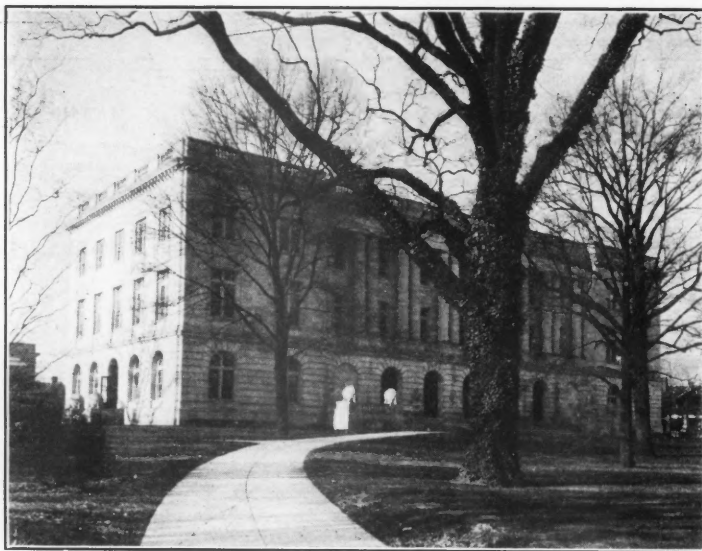
On these bars, near Kitty Hawk, the Wright Brothers, made the first successful airplane flights.

Here also is a community of 300 souls, where the family names have not changed for centuries. They are fishermen and prosperous, too, with more Ford cars on their little island far from the mainland, and more grand pianos and radios than there are families. Not a trace of the well-known clam-digger type appears in their faces or their habits. They have kept abreast of the developments of modern civilization and they have kept their stock physically fresh by seeking their wives in other communities.

Discriminating people from all parts of the country have long been aware of the advantages offered by these quiet bays and beaches for real vacation pleasures and the present efforts of the developers is to make a far greater number acquainted.

At New Bern, Morehead City, Beaufort and further down to Wilmington development of beaches and vacation places offer a double appeal—"For the Northerner in the cold months and for the Southerner in the hot months."

Morehead Bluffs, New Bern resort, Pinecliff, Carolina Beach and Wrightsville Beach represents the new idea. The New Bern property is 1,500 acres being developed by a corporation of prominent men of the State. They have taken over



Charlotte's new city hall has been erected on Tryon Street, the main thoroughfare in a section of the city which is fast becoming of first importance as an office centre.

estates and hunting lodges on both sides of the Trent River and will put in golf courses, tennis courts, bridle paths, etc., while natural beauties will be preserved. A stock issue is being used to develop the resort.

Morehead Bluffs is a 1,250 acre resort and colony rising on the heights overlooking Bogue Sound. Two golf courses, a community clubhouse and a yacht basin are to be part of the development. Streets and sidewalks are being built and water and lighting systems installed. A four-story hotel of the Spanish stucco type was opened about July 4. A casino and a waterfront park go with the hotel. In dredging Coral Bay for a yacht basin the company is making use of the 250,000

cubic yards of dirt for the building of a two mile hard surface highway along the shore.

The Pinecliff Camp and Country Club is on the Neuse River, twenty miles below New Bern. This is a membership club, with references required from applicants and a home site going with the initiation fee.

Carolina Beach, 15 miles from Wilmington, is on the mainland and connected with the seaport city by a hard surface road. A group of real estate men and business men from the Piedmont section have taken over a large parcel of land fronting the ocean and have a new hotel almost ready. One of the interesting things about Carolina Beach is the existence of

a fresh water lake, large and deep, within fifty yards of the ocean. The new hotel faces this lake.

Pender county, 24 miles above Wilmington and bounded on one side by the Atlantic Ocean, has 548,280 acres of land of which only 36,000 are under cultivation, leaving a vast area of timber and cutover lands that could be put under crops. The soil runs from a sandy loam, with clay subsoil to a fine silty loam, interspersed with dark loamy soils.

Cotton, tobacco, Irish potatoes, sweet potatoes, peanuts, forage crops, corn, oats, rye and a variety of other cash crops are successfully grown and truck crops including strawberries, string beans, cucumbers, lettuce, radish, beets, green corn and melons are shipped to Eastern markets.

At present, Pender county has about 1,500 acres in permanent pastures and 1,000 acres seeded for pasture this spring. Most of these pastures are a mixture of carpet grass and lespedeza which will feed two cows an acre for seven months in the year. A Milk and Cattle Growers Association maintains a milk route, distributing cans and picking up the farmers' milk, selling more than three hundred gallons of milk a day in this manner. Burgaw, the county seat has a population of 1,400.

New Bern, geographical center of the agricultural and resort section of the junction coastal plain, is situated at junction of the Neuse and the Trent rivers. The Government census of 1920 gave the city a population of 12,198, and it dates back to 1710, when it was settled by Swiss and Germans. The name comes from New Bern after the Swiss city. This was the second town founded in the State, and it is rich in historical associations of Colonial and Revolutionary days.

The crops of Craven and the surrounding counties include cotton, corn, potatoes, tobacco, onions and practically every variety of truck. The leading industry at the present time is lumber with the largest mill in the southeast being located there.

Fayetteville, once the largest city in the State, is today a center of traffic with

(Continued on page XXII)

ROCKY MOUNT

North Carolina

Rocky Mount is one of the most prominent railroad, industrial and agricultural centers of the State. This territory is one of the largest producers of tobacco, peanuts, cotton, oats, rye, corn, truck, fruits and vegetables in the Carolinas. This progressive and prosperous city and immediate vicinity can be covered by the use of

THE EVENING TELEGRAM

with its circulation of 4,000 daily concentrated in this large and rich territory which no other daily newspaper reaches. This exclusive market has a population of over 75,000. In Eastern North Carolina it's Rocky Mount, and in Rocky Mount it's



THE EVENING TELEGRAM

Represented by

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Lenoir News-Topic

VOL. LI.

Established 1875

LENOIR, N. C., SATURDAY, JULY 31, 1926

THE ONLY NEWSPAPER
IN CALDWELL COUNTY

No. 43

LENOIR CEASES TO BE GATEWAY TO RESORTS AND IS ONE HERSELF

Not being content with being the largest industrial center of Northwestern North Carolina, the little mountain city of Lenoir is going after the tourist trade in earnest this summer.

Situated as it is within twenty miles of Blowing Rock, the oldest mountain resort in the south, nestling amid the mountains; served by the Carolina and North Western Railway, and fed by five of the great state highways, Lenoir awoke to the possibilities that lay within its grasp to capitalize these assets and become a tourist town. Today its streets are filled with cars from many states, its hotels crowded with visitors, every boarding house filled to capacity, and empty houses as scarce as hen's teeth.

Finding that hundreds of people could not live at the higher altitudes and many more who preferred conveniences of the city to the crudeness of the mountains yet wanting to enjoy the beautiful scenery and cool evenings they offered, Lenoir built a modern tourist and commercial hotel which opened this week to capacity business. Plans are already being made to have an even greater season next year.

Hospital Will Open Soon

The contractor in charge of building operations of the new hospital states the building will be complete about the end of the month, equipment installed, and the institution ready for business the early part of August. Dr. Crowell, one of the best known surgeons in the south will be in charge.

Five New Plants This Year

Among the activities reported at the annual meeting held this month by the local Chamber of Commerce, was the securing of five new industries for the city, the largest being the Jennings Furniture Company, one of the largest and most modern furniture factories in the state.

Six Million Invested in the Industries of City

Over six million dollars are invested in stock in the industrial plants of Lenoir, which in turn produce over nine million dollars' worth of products yearly, stated R. C. Robbins, prominent manufacturer of the city, speaking recently before a group of business men here.

Continuing Mr. Robbins stated that the investment in the county represented near ten million in manufacturing, with an output of near fifteen millions of dollars. Over three thousand people are employed in these plants.

Lenoir Enjoying Building Boom

The past six months have seen such building activity in Lenoir and in the immediate section that two new building supply material manufacturing plants have located here within the past few months. This building activity has not been confined to the town itself but to the entire surrounding country. The activity has also covered both business buildings and residences.

In addition to the construction of business houses and residences contract has recently been let by Davenport College for a new science hall and another is to be let by the city school board for a new public school building.

HAPPY VALLEY LAKE ESTATES A PLACE OF SCENIC BEAUTY

One of the outstanding real estate developments in Western North Carolina is located on the Lenoir-Blowing Rock highway, six miles of this city and within twenty miles of the famous mountain resort, Blowing Rock. Happy Valley Lakes Estates is a creation by God and man; nature giving it beauty and man making it modern.

This great development is a result of a series of editorials appearing in the News-Topic and the personal work by the editor of the paper, who in connection with the officials of the Chamber of Commerce interested P. L. Wright of Hendersonville, one of the South's leading developers, to take over the development of the project.

The property comprises some six thousand acres and is located in Happy Valley, a place so called by its Indian inhabitants some two hundred years ago. Elaborate plans have been prepared and construction work is advanced to the stage where the development shows its magnitude and permanency. The building of a two hundred acre lake, which will be fed by the sparkling waters of the Yadkin river, the construction of an 18 hole golf course and a spacious rock club house, which combined with the towering mountains, gives the development advantages offered by no other resort in the state. The completed development will include a large tourist hotel, canoe and yacht club, polo and athletic field, aeroplane landing field, camps for boys and girls, botanical garden, zoo and many other attractions necessary to make out an ideal community and summer resort.

Located as it is, on a much traveled state highway, hundreds of people inspect the property daily. Its natural beauty, together with roads and other improvements of the development, makes this property one of the easiest selling developments in Western North Carolina, and Eisele Bros., who have the exclusive sales contracts, are keeping busy the largest selling force ever assembled in the state on one development.

The publicity and advertising of Happy Valley Lake Estates are under the direction of L. J. Penny, who was formerly connected with some of the south's leading newspapers.

Largest Cordage Mill in the World

The Granite Cordage Company, located at Granite Falls, this county, is the largest plant of this kind in the world. Recently this plant built a subsidiary plant to utilize the waste from the cordage plant. This new plant takes this waste and makes mops and other products.

Cow, Hog and Hen County

For years Caldwell county has enjoyed the reputation of being one of the leading dairying counties of the state. Natural conditions favor the section and have made it easy for many farmers to build up a successful industry along this line.

Dairymen have not worked along a single purpose idea. They have joined hands in an effort to make Caldwell county the "Cow, Hog, and Hen" county of North Carolina. Some of the finest flocks of poultry in the south are located here and poultry has stood in line with the dairying and creamery products in bringing first prizes from state, district and county fairs.

LENOIR HAS:

6,125 people.
30 miles paved sidewalks.
12 miles paved streets.
\$.125 tax rate on 60% valuation.
3 Banks and 2 B. & L. Asso.
12 Furniture Plants.
7 Textile Plants.
40 Industries in all.
\$3,000,000.00 payroll.
5 State highways.
Opportunities.

LENOIR NEEDS:

Men with vision.
Capital.

Active Chamber of Commerce Here

Under the leadership of Charles M. Sturkey, executive secretary, Lenoir has one of the most active Chambers of Commerce in the state. Mr. Sturkey was formerly editor and publisher of the Chertown News at Thomasville, N. C. The local organization has taken the lead and has been actively connected with many different campaigns on community work.

Amusement for the Golfer

To those who have the golf bug, the Lenoir-Blowing Rock section offer several courses which will give everything the heart could desire for a day's sport.

Two sporty courses are to be found at Blowing Rock, one completed and one under construction at Linville, and one under construction at Happy Valley with one proposed in Lenoir.

A Church and School Town

With thirteen churches to care for the spiritual life of the city, one girls' college, one boys' industrial school, and three public schools, Lenoir offers splendid inducement to those seeking a real home where one may live under wholesome conditions.

President Jenkins of Davenport College states the prospects point for the greatest year in the history of this well known girls' college, and as usual the Patterson School for Boys will be filled to capacity.

Post Office Sales Are Doubled in Ten Years

Speaking before the Kiwanis Club recently, Postmaster J. C. Smith gave some startling information as to growth of the government business in Lenoir. "Stamps sales jumped from \$10,020.54 in 1910 to \$22,033.17 in 1925," stated the postmaster; which is more than double over a period of ten years. Total business done in the post office during the past year amounted to well over one hundred thousand dollars.

Big Playground

During the past two years forest roads have been opened thru the 60,000-acre Government National Forest in this county. Each season now thousands of people are motoring thru this forest on camping trips. Several camps for boy' and girls' organizations have been established and one camp by the adults of the City of Salisbury. J. F. Hurley, owner and editor of the Salisbury Post, has been active in establishing these camps and is one of the many who has spent enjoyable outings in this section.

THROBBING INDUSTRIES TURN WHEEL OF PROSPERITY FOR LENOIR

"Business is good in Lenoir" is the information given by the traveling men to their friends and customers in their territory; and the traveling salesman is one of the best barometers of business known to science today.

For business to be good there must first be people, the people must have money, and there must be either a desire on the part of the people voluntarily, or a demand created by advertising, for the necessities or luxuries of life. All these conditions exist in Lenoir. Its population of over six thousand people, backed by a trade territory containing one hundred thousand more, its forty varied industries pouring three millions of dollars annually into the pockets of its people, and these people having a desire for the better things of life, naturally and created by reading advertising, make business good.

Twelve furniture factories place the city second in production of furniture in the state. Seven textile plants gives it recognition as a spinning center and its various other industries help in making true its slogan, "An Industrial City With A Resort Location."

By its diversified industry, Lenoir never suffers long depressions of business as do many cities. The world is a market for its furniture products, and sectional slumps do not affect the output; in fact more Lenoir furniture is sold in the northwest than in the south.

So there is a reason for business being good in the little mountain city of Lenoir, for the big industrial dollar of the community acts as a big power plant to keep things moving merrily on.

Plenty of Power for Plants

Lenoir is situated in the district that has seen so much development by the Southern Power Company. One of its plants is located at Rhodhiss, in this county. This plant develops 40,000 horsepower. There are several other large plants located in this immediate section that combine in furnishing unlimited power for the industries of Lenoir and Caldwell county.

Large Trading Territory Makes Lenoir a Trading Center

Lenoir is the largest town in that tier of half a dozen counties that make up the north western part of North Carolina. It is also the commercial and trading center for several other counties. In this trading area there are possibly one hundred thousands persons who buy their supplies and necessities of life thru Lenoir merchants and business houses.

This trading center is widely diversified in interest. Fruit growing, cattle raising and dairying make up the greatest of agricultural interests, and these are closely followed by growing corn, wheat and other small grains. One large co-operative creamery is operated here. This is owned by the farmers of the county. The local creamery with two others nearby and a half a dozen cheese factories serve the community and furnish a ready market for the cream, butter fat and milk produced on the farms. Several large commercial orchards ship apples to many parts of the country.

Only Plant in the South

Lenoir has the only plant in the south manufacturing hunting coats. This plant was established in 1919 and has operated successfully since its first year. Lenoir made hunting coats are shipped to practically every section of the south.

—ADVERTISEMENT

**ENTERPRISE NOW RULES
NORTH CAROLINA**

(Continued from page XX)

seven State highways radiating from it. It is 115 miles northwest of Wilmington, at the head of navigation of Cape Fear River.

A revival in interest in waterway transportation in the State has led to an appeal to the Federal Government to complete a third system of locks and dams, which would provide a channel eight feet deep from Wilmington to Fayetteville and which it is expected would make the latter city a large inland port.

Fayetteville is the county seat of Cumberland county, which last year produced 30,000 bales of cotton, 1,000,000 pounds of tobacco and about 900,000 bushels of corn.

There are five cotton mills in the city, employing about 1,000 persons and a score of smaller manufacturing plants.

Elizabeth City, combining the quaintness and elm-lined streets of the old South with the go-getter ideas of 1926, edges up to the banks of Albemarle Sound. It is the focus of the rich potato and soybean region and is happy over the prosperity of last Spring. Local projects include a new hotel, to be built with \$450,000 subscribed by the town's business men and a handsome theatre.

Edenton, on the Chowan River, includes homes that were built in England almost 200 years ago, and was the scene of the first Revolutionary tea party. It was also the site of the Colonial government. From the Civil War, it recalls the fight of the ironclad Albemarle against Union warships, which occurred under the gaze of the stay-at-homes. These things are remembered by this beautiful little town, which is now turning its thoughts also to a bridge across the Chowan, replacing the present long ferries. It is also an important centre for the peanut growers of Chowan and neighboring counties.



New courthouses, like the above at Wilson, are gracing the county seats of many North Carolina localities

Hickory, on the western edge of the Piedmont, 85 miles east of Asheville, has a population of about 6,500. The value of the property in the city is about \$13,000,000 and it has up to date buildings, schools and churches as well as good railroad and highway connections.

In and near the city are sixty industrial plants. The Catawba River, center of the great hydro-electric development company, is an aid to the industries in getting cheap power. The three principal industries of Hickory are cotton, hosiery and furniture turning out annually products valued at more than \$8,000,000 and having a payroll of some \$1,500,000. The cotton and lumber used in the manufacturing plants come from the fields and the forests of Catawba and nearby counties.

While Catawba county is predominantly industrial, it is also important agriculturally. The Department of Agriculture in 1924 showed a total of 242,411 acres in farms of which 85,025 acres were actually under cultivation. The idle acres amounted to 35,246 acres and the remainder were in woodland, waste or cut-over timber land.

Rocky Mount, known as the "Gateway City of Eastern Carolina," is located in the heart of a fertile agricultural section on the main line of the Atlantic Coast Railway, for which it is division headquarters, and at the intersection of the capital to coast and in South Atlantic Coastal Highways.

The city, with a population in excess of 20,000, represents a combination of agricultural and industrial development.

With cotton and tobacco the principal crops of the section.

Rocky Mount is naturally a large marketing center. Last year 12,000 bales of cotton and 27,000,000 pounds of bright leaf tobacco, the tobacco alone bringing over \$7,000,000, were sold on the local market.

Industries in which these two products figure have developed, more than a dozen tobacco factories and the first cotton mill established in North Carolina are located here. Topping the industrial life, however, are the Emerson Shops of the Atlantic Coast Line Railway, the largest of the Coast Line system, employing more than 2,000 workers. Industrial plants of Rocky Mount have an estimated valuation of \$10,000,000, with an annual payroll of approximately \$8,000,000.

Building construction last year represented an aggregate expenditure of \$1,200,000. Bank deposits total \$7,000,000 with combined bank resources of \$9,000,000. Bank clearings annually will run between \$20,000,000 and \$25,000,000.

SEEK COMPENSATION

Mellett's Family May Get \$6,500 from Ohio Industrial Commission

An award under the workmen's compensation law will be sought by the widow of Don R. Mellett, Canton editor, victim of gunmen, it was indicated this week when inquiry was made at the industrial commission for the necessary blanks for such an application.

Herman R. Witter, director of industrial relations, said such a claim would be difficult to decide, as a person must be killed or injured in the course of his regular work to be entitled to compensation.

In the past members of the industrial commission have ruled that "a newspaper man is always on duty." Should this ruling still hold good, the widow and children of the Canton editor will be entitled to an award of \$6,500 as well as the payment of all funeral expenses.

CONCORD, NORTH CAROLINA

One of the best small cities in the far famed Piedmont Section of the leading state in the New South.

The Piedmont Carolina section is rapidly forging to the front as the textile center of the United States. Cabarrus County has the second largest number of spindles in the entire state. It also boasts the largest towel mill in the world.

With already large pay rolls, and new industries springing up, this section offers wonderful opportunities for distribution of worth while products. Complete coverage for this city and county is afforded by

The Concord Daily Tribune

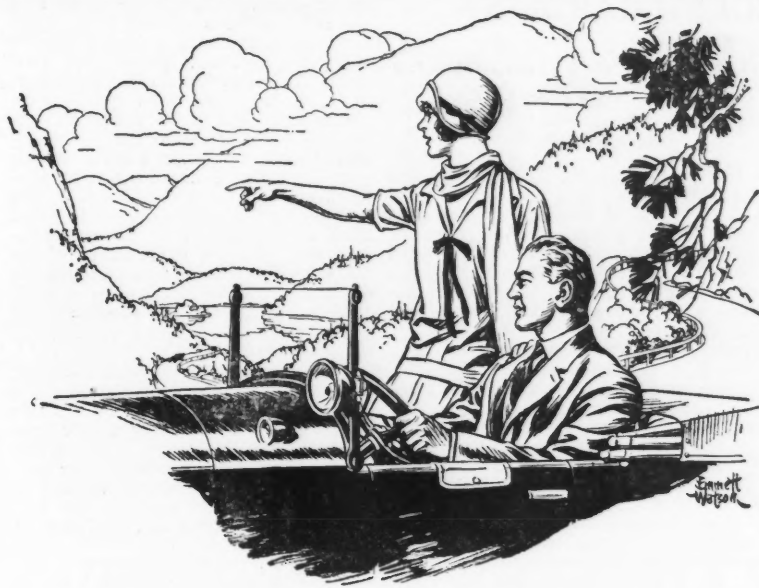
Every Afternoon Except Sunday

The Concord Times

Every Monday and Thursday

The only daily and semi weekly papers published in this county.

J. B. Sherrill, Editor & Publisher



COME UP TO ASHEVILLE
IN
"THE LAND OF THE SKY"

GOLF over famous courses—riding or hiking through the lovely mountains of "The Land of the Sky"—swimming in placid lakes, fishing in mountain streams. Motor trips over perfect roads to rugged scenery, to towering peaks, to glens and gorges. Trips to Chimney Rock, to the Great Smokies, to Mt. Mitchell, the highest peak in the East.

There is so much to do in Asheville—so much to see—so many places to visit—so many ways of employing one's time that any stay seems all too short.

That's the reason Asheville's hotels never close. It's a year-round resort. Its prosperity knows no season. That's why business is always brisk—why values and investments know no slumps.

Come and see Asheville for yourself. Come and enjoy a week or a lifetime.

Asheville is easily reached by splendid train service—twenty-seven through Pullman lines. Or if you prefer to motor, you'll find good roads leading from every part of the country.

Write for illustrated literature and detailed information.

Asheville Chamber of Commerce
Asheville, N. C.



ILLITERACY RECORD CUT TWO-THIRDS IN 25 YEARS BY NORTH CAROLINA

School System Completely Reformed—Annual Expenditure Now \$33,000,000 Against \$1,000,000 in 1901—Fine Buildings Throughout State

THE present flourishing condition of North Carolina's public education system gives no hint as to the vastly contrary situation which prevailed at the dawn of the 20th century. Schools were few and far apart, hardly proof against even the mild vicissitudes of Carolina weather, undermanned by poorly paid teachers, and offering few reasons and no inducements for the improvement of the state's appalling illiteracy record. Approximately 400,000 children attended school then and few of them went as far in education as to attend the 30 high schools which served the state. Fewer still of the poorer people attained to an education at the State University, the oldest in the country and distinguished since the first days of the United States for its scholarship and service to state and nation.

The state's plight in this matter was receiving the earnest attention of Walter Hines Page, later war-time Ambassador from the United States to the Court of St. James's, and some newspaper editors and other distinguished North Carolinians, during the 'nineties, but the impetus which started the reform came from

Governor Charles B. Aycock, who was elected in 1901 on a platform of good roads and good schools. Progress was slow for many years afterward, but the \$1,000,000 spent for education in 1901 had grown to more than \$12,000,000 by 1920, and in 1925 the total for current expenses and for new buildings exceeded \$33,000,000.

Only 53 of the 1,200 log cabins which served as schools in 1901 remain today.

The 30 per cent illiteracy which aroused Page and his fellows to activity had been cut to 12 per cent by 1920, the latest figures available, and there is no doubt that the tremendous burst of school development in the past five years has considerably reduced the 1920 percentage.

Twenty-one thousand teachers of the present day contrast with the 8,320 employed in 1899, and their average monthly salary of \$100, is more than four times the average teacher's pay at the beginning of the century. The total enrollment in the schools is about 800,000. North Carolinians today modestly claim that their school system and their school buildings are the best in the country, or at least equal to the best.

North Carolina now has at Chapel Hill a state university that is generally regarded as making more progress than any other in the South. It is the oldest state university in the country, started 137 years ago, and gaining first class status 131 years ago. Of its 456 students in 1859, 159 were from other states. The contributions of the University during this early period to the public service of the state, the south and the nation were altogether extraordinary. It numbered among its alumni a President and a Vice-President of the United States, seven cabinet officers, five foreign ministers, nine senators, 41 members of the national house of representatives, 13 out of 20 governors of North Carolina from 1814 on, seven governors of other states, and a long list of other eminent and distinguished men.

Thus known and honored, the University stood in 1860 in the forefront of the educational institutions of the south. In most details it differed very greatly from the university of today. That which links up the old University with the new, in spite of all differences in method, in outlook, is spirit of service to its state and to the south that animates, now as then, its efforts.

Measured by modern standards, "there were limitations about what the old University did. Its students were chiefly from the well-to-do classes; its standards of scholarship were not high. But the point is that these limitations grew out of the life of its day and time. It was the character of this life that shaped its efforts. It met, and met well, the task of its generation."

The University managed to pull through the Civil War, although there was only one man to graduate in 1865, and three other seniors; but it was the only southern institution to celebrate its commencement that year. However, it could not survive the Reconstruction period and was forced to close its doors for five years. Out of the ruins of reconstruction days was born the greater University that last October so fittingly celebrated the semi-centennial of its re-opening.

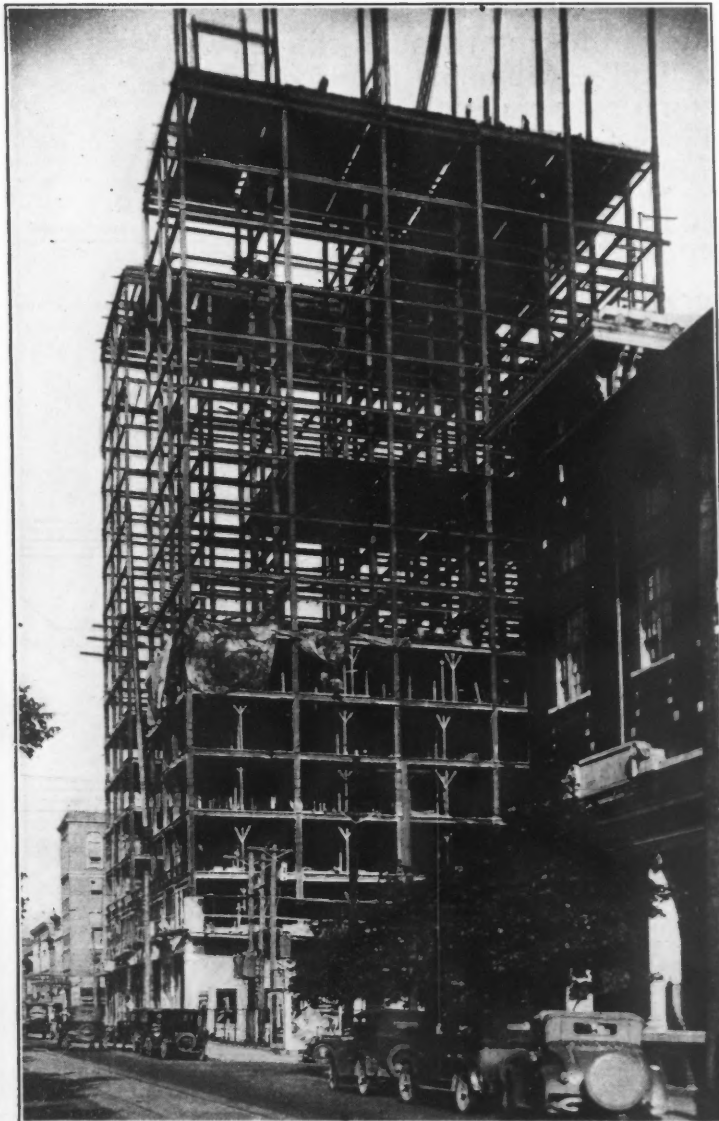
The significant thing about the growth of the University during the last half century is that it has closely paralleled the growth of the state. Their development has been complementary.

During this last half century there have come many changes. In place of a campus of eight buildings, and a few acres of land 50 years ago, one finds a campus of 42 buildings and of 68 acres, not to mention 500 acres contiguous to the campus and partly laid off in walks and drives. In 1875 it had a student body of 69 and a faculty of eight members. Today one finds a student body of approximately 2,500 and a faculty of 175. More than 40 per cent of this faculty hold degrees from the University of North Carolina.

During this last 50-year period the University has given instruction to more than 72,000 students. Enrolled for the regular nine-month term have been 45,000, for the summer terms 20,000 and for extension class and correspondence courses, 7,000.

With a frequency that must be gratifying to the people of the State there comes from day to day to the University manifold evidence that its work is attracting wide-spread and favorable attention. Its recent admissions to the Association of American Universities and its recent election to the presidency of that body (made up of less than 30 universities usually regarded as the foremost in America); its recent gift from the Laura Spelman Rockefeller Memorial Foundation for investigation in social and economic problems because it seems clear that the University has the men and the spirit to profit by such an opportunity; a recent editorial statement in the *Manufacturers' Record* that the University was serving the needs of the people better than any other southern institution it knew—these are but the samples of impressions it has made on others.

The university is not only the oldest



All of the larger cities of North Carolina have extensive building programs, with office skyscrapers not forgotten. The above photograph shows the twin 18-story Nissen Building now under construction in Winston-Salem.

A Message in FIGURES that COUNT

'Tis said that figures are uninteresting and dry—but the figures below tell a tale that every wide awake space buyer and national advertiser can quickly read and see the real story contained therein! READ!

TOTAL LINAGE	
From January 1st, through—	
June 22, 1926	2,634,716
June 22, 1925	2,047,164
Increase	587,552
NATIONAL LINAGE	
From January 1st, through—	
June 22, 1926	356,342
June 22, 1925	169,190
Increase	187,152

110²/₃% Increase!

According to Chesterfield—
Such Popularity
Must Be Deserved!

"THERE'S A REASON . . ."
RESULTS COUNT!

Don't forget High Point when planning your next campaign.

Use
THE HIGH POINT NORTH CAROLINA ENTERPRISE

The only daily newspaper in High Point
Published every afternoon and Sunday Morning

J. P. RAWLEY Publishers R. B. TERRY

DAN. R. SCHRODER, Adv. Mgr.

FROST, LANDIS & KOHN

National Representatives

New York Chicago Atlanta St. Louis



state university in the country. It also has the distinction of having the oldest summer school in the country. The latter was established in 1877, just two years after the reopening, by President Battle. N. W. Walker has been director since 1908.

During the last half century the university has made a notable record in various fields. It has accumulated the largest college library in the South between Johns Hopkins and the University of Texas, including 151,000 volumes and 1,700 periodicals and pamphlets.

University income from state appropriations has shown a steady increase. Despite repeated efforts the University received no appropriation from the legislature until 1881. That first one was \$5,000 for maintenance. In 1905 there was \$45,000 for maintenance and \$50,000 for a chemical laboratory. In 1915 there was \$115,000 for maintenance and \$15,000 for permanent improvements.

Last year the total income was slightly less than \$2,000,000 including appropriations of \$750,000 for buildings and permanent improvements. During the last 10 years the legislature has appropriated a total of \$4,440,000 for buildings and permanent improvements.

Duke University traces its origin to 1838 with the establishment of Union Institute by the Methodists and Quakers. In 1858 it became the Normal College, the first institution for the training of teachers in the South. In 1858 it became Trinity College and came under the direction of the Methodist Episcopal Church South. In 1892 Trinity College was removed to Durham, largely through the efforts of Washington Duke, who gave \$85,000 to make certain the removal of the college.

In 1924 James B. Duke, son of Washington Duke, announced the formation of a trust fund to transform Trinity College into a university, on the condition that it change its name to Duke University.

Mr. Duke set aside \$40,000,000 for this trust fund, of which \$6,000,000 was to be used for the material expansion of the

university; the principal of the trust fund was then to be allowed to accumulate until it again amounted to \$40,000,000.

Duke University was then to receive approximately a third of the interest of this trust fund.

Mr. Duke had previously shown his interest in Trinity College by presenting a new building for its library and \$10,000 for the purchase of books, by donating \$50,000 for the creation of a dormitory, and by adding, with his brother, Benjamin N. Duke, \$800,000 to its permanent endowment in 1913.

Between 1904 and 1913 he contributed \$50,000 to the current expenses of the college, in 1922 gave \$100,000 for that purpose, and in 1923 gave \$1,000,000 to the endowment fund.

In October, 1925, he died, less than a year after he had created his trust fund, and by his will it was found that he had expressed his generosity to the university further by the outright bequest of \$10,000,000 and by the bequest to it of his residuary estate.

These gifts have made it the most richly endowed educational institution in the United States.

The residuary estate included Mr. Duke's holdings of great manufacturing and hydro-electric developments in the Carolinas and these companies are administered by their officers for the benefit of the university and other benevolent and religious bodies selected by Mr. Duke for endowment.

Perhaps no single event in the history of the state has done so much to inspire the spirit of progress and self-improvement as the Duke enterprise. The name of the famous tobacco pioneer, who founded his fortune on skill in advertising, "Bull Durham" being finally painted on the pyramids of Egypt, is a revered household word in the state. Knowledge and industry, Mr. Duke held, are the unbeatable factors of life and his great gift to a beloved state put this ideal into motion in behalf of his fellow citizens.

GASTONIA

North Carolina

"The South's City of Spindles"

Has a population of 20,594 within city limits.

A daily pay roll from textile plants of \$17,555.00.

Eight thousand employees in its cotton mills.

Banking resources of over \$12,000,000.

Thirty-five cotton mills inside city; 8 in suburbs.

A textile machinery plant making largest dyeing machinery manufactured in the world.

Foundries, wood working plants, roller cover shops and many other small industries.

Five banks with deposits of nearly \$8,000,000.

Three railroads, Southern, C. & N.-W. and Piedmont & Northern. Also bus lines to all important points.

County seat of Gaston County.

GASTON COUNTY NORTH CAROLINA

"The Combed Yarn Center of the South"

Has 100 cotton mills with 16,684 employees and a daily mill pay roll of \$33,865.00. Pay rolls in industries other than cotton mills, \$250,000 annually. Has eleven incorporated towns, more than any other county in North Carolina. Two-thirds of acreage of county under cultivation. A population of 60,000, ranking second in State in percentage of increase.

THE GASTONIA DAILY GAZETTE—

Is the only newspaper published in Gastonia and the only daily published in Gaston county. Established in 1880 and has been published without interruption or change of name for 46 years. Under present ownership and management for 20 years. The open door to the majority of the homes in one of the South's greatest industrial counties. Circulation of nearly 6,000. National advertisers can reach Gaston people more effectively and at less cost through The Gazette than in any other way whatever.

First Industrial Edition issued in nineteen years now in course of preparation for issuance last of August or first of September. For space in this edition write to Gazette Publishing Co., Gastonia, N. C. Ten thousand copies of this edition will be distributed.

FROST, LANDIS & KOHN

National Representatives

NEW YORK

CHICAGO

ST. LOUIS

ATLANTA

"ADS" THAT ADD

PLACED IN

A Rich Territory
Covered Completely

The Cleveland Star

DOMINATES—

Shelby, North Carolina's Fastest Growing Town by U. S. Census, 1920-25.

Cleveland County, Carolina's Banner Agricultural County according to The Country Gentleman.

REACH the most progressive section of N. C. through the State's leading newspaper out of the daily field. The home paper of the South's leading farmers.

Going three times each week into, and over, four counties

Covering a county that in N. C. ranks
FIRST in Farming, THIRD in Textile
Manufacturing, THIRD in Cotton Production,
SECOND in Dairy Products.

The Cleveland Star

SHELBY, NORTH CAROLINA

(The Star's advertising line increase is not excelled by any other Carolina paper. 20,000 Readers—all Buyers)

STATISTICS SHOW MANIFOLD INCREASES IN NORTH CAROLINA'S BUSINESS

**Farms, Mines and Factories Share in and Contribute to
Unparalleled Growth of Past Quarter-Century**

STATISTICS have been kept to a minimum in this review of North Carolina's progress, but they cannot be wholly barred from the picture. Those compiled by the *Manufacturers' Record* in its 1926 Blue Book of Southern Progress tell an amazing story of 25 years' growth. For instance:

North Carolina's population increased from 1,893,810 in 1900 to 2,812,000 in 1925.

Its true property valuation increased from \$681,982,000 in 1900 to \$4,543,110,000 according to an appraisal made in 1922.

In passing, it might be remarked that this disclosure of their true wealth amazed North Carolinians and gave tremendous impetus to the expansion program. The Tarheel found that he had completely recovered from the poverty that had downed him for decades after the Civil War.

Assessed value of property in 1925 was \$2,803,000,000 against \$306,579,715 in 1900. The state levies no taxes on real or personal property, leaving this immense reservoir available for local benefits.

Capital invested in industries increased almost ten-fold in the quarter-century—from \$68,283,005 to \$669,144,000.

Value of manufactured products increased at an even greater ratio—from \$85,274,083 to approximately \$1,000,000,000.

Of these industries, cotton manufacture presents a striking story. From an investment of \$33,012,000 in 1900, the textile industry has grown to a capital value of \$268,323,000. Its products, valued 25 years ago at \$28,373,000 in

1923 reached a valuation of \$326,572,000. Number of active spindles increased from 1,134,909 to 5,909,666. There are approximately as many spindles today in the single county of Gaston as in the entire state in 1900. Active looms, then numbering 25,469, now total 83,564. Consumption of raw cotton has increased from 404,535 bales to 1,350,000 bales.

Furniture manufacture presents an even more astounding picture of growth—from \$1,023,000 in 1900 to \$40,000,000 in 1923 and more than \$45,000,000 in 1925, according to unofficial figures.

The lumber cut is decreasing in North Carolina, as in the entire East, due to the steady inroads of the past upon virgin forests without provision for replacement. The cut of 1,278,399,000 board feet in 1900 had dropped to 1,071,912,000 in 1924, the latest statistical data. There is plenty of timber left in the state, but its furniture industry has had to seek imports to meet its tremendous expansion.

The state has 31,193,600 acres of land, of which 18,597,795 are in farms and 7,714,000 acres are cultivated. The

number of farms has increased from 224,637 in 1900 to 283,492 in 1925. Value of all farm property was set in 1900 at \$233,834,693 and in 1925 at \$1,039,000,000. Cultivated farm land rose from a 1900 valuation of \$141,955,840 to a 1925 figure of \$689,719,172. Value of crops in the same period increased from \$68,625,000 to \$318,661,000.

Acreage devoted to cotton more than doubled in the quarter century, the respective figures being 1,007,000 and 2,039,000. The crop shows the effect of improved cultivation methods, having increased despite the boll weevil, from 433,000 bales to 1,090,000. Translated into money, the crop's value in 1900 was \$15,697,000, compared with a 1925 value of \$103,550,000.

The tobacco crop rose from 127,503,400 pounds in 1900 to 361,020,000 pounds in 1925, the comparative values being \$8,038,691 and \$83,035,000. Acreage devoted to it increased from 203,023 to 547,000, much new land in the eastern "new bright" belt being opened during the period.

Corn was a profitable crop in 1925, the state's harvest of 42,014,000 bushels bringing on the market \$46,215,000. The 1900 crop of 29,790,000 bushels was worth \$16,980,000. The 45 per cent increase in the size of the crop was achieved despite a drop in acreage from 2,483,000 to 2,271,000.

Wheat has diminished somewhat in volume since 1900. The 1925 crop totalled 4,466,000 bushels, grown on 406,000 acres and valued at \$7,637,000. The 1900 crop of 5,961,000 bushels grew on 621,000 acres and had a value of \$4,888,000. Oats followed a similar course to wheat.

Bank figures reflect only partially the marvelous commercial growth. No figures are published for 1900, but the following comparisons between 1910 and 1925 tell the story:

	1910	1925
Aggregate resources.	\$112,213,762	\$475,189,000
Paid in capital.	16,376,506	36,946,000
Individual deposits.	67,285,654	318,353,000

NORTH CAROLINA FACTS

Leads the South in the manufacture of furniture.
Ranks fourth in the value of agricultural products.

In 1900 the expenditures for schools amounted to less than \$1,000,000. This year the total expenditures will reach \$30,000,000.

In 1900 the expenditures for new school buildings were \$41,000. In 1923 they were more than \$9,000,000.

In 1900 the average salary of teachers was less than \$25 per month. In 1922 it was \$102.

In 1900 the average length of school term was 73 days. In 1923 it was 141 days.

High School enrollment increased in 22 years from 2,000 to 48,000.

In 1900 there were no rural public libraries in the State. In 1923 there were more than 4,800.

In 1919 North Carolina paid \$101,000,000 in federal taxes to the Government. In 1924 it paid \$157,000,000.

Still has hydro-electric resources capable of developing more than 1,000,000 horse power.

Mines 75% of all the mica manufactured in the United States.

Ranks first in the quantity of feldspar produced in the United States.

In 1900 capital invested in manufacturing enterprises was \$68,283,000. In 1923 this had increased to \$725,000,000.

In 1900 the value of manufactured products was \$95,274,000 and in 1923 it was \$951,911,000.

Where Opportunity Awaits HIGH POINT

NORTH CAROLINA

ONE thousand feet above sea level, on the Piedmont Plateau. A gloriously healthy climate. Famous winter and summer playgrounds all about. A city of over 25,000 Americans. One hundred and sixteen thriving industries, with annual payrolls of over \$9,000,000.00, and manufactured products valued at \$45,000,000.00.

Industrial Opportunity

THE Piedmont Plateau is in the greatest industrial district in the South today. Its development has been steady, sure and sound. Industrial wealth has doubled in ten years' time. Population has increased from 4,163 in 1900 to 25,261 in 1925. Here is opportunity like the development of the far west fifty years ago. High Point is the geographical center of the Piedmont section and in the center of population also.

Real Estate Development

THE activity of High Point real estate is a barometer of its steady, sure development, of its rapidly increasing population and growing industrial activity. Real estate in and around High Point has a steadily increasing value. Beautiful home sites are available at most reasonable prices in one of the finest residential developments in the state.

A CLEAN city of every modern convenience. Fifty miles of paved streets, beautiful homes, schools, and churches. The home of High Point College and the Southern Furniture Market.

Resources

AMPLÉ banking facilities, an abundance of hydro-electric power, native white labor and excellent transportation by competitive railroads with short hauls to the great markets of the country contribute largely to industrial development and opportunities. Forests of hard woods, and excellent soil for raising diversified crops are most important resources; and of great importance to economical industrial development. Factory sites are available at low figures with every necessity, in and near by High Point.

Citizens of Success THE HIGH POINT OF OPPORTUNITY NORTH CAROLINA

HIGH POINT CHAMBER OF COMMERCE, Member Chamber of Commerce of U. S.

CHAMBER OF COMMERCE,
HIGH POINT, N. C.:
Please send me a copy of the booklet, "All About High Point."
Name
Address
City

NORTH CAROLINA LIGHT NOT HIDDEN

"Otherwise Ignorant" World Has Been Lucidly Told of State's Progress, New York Times Editorial Declares

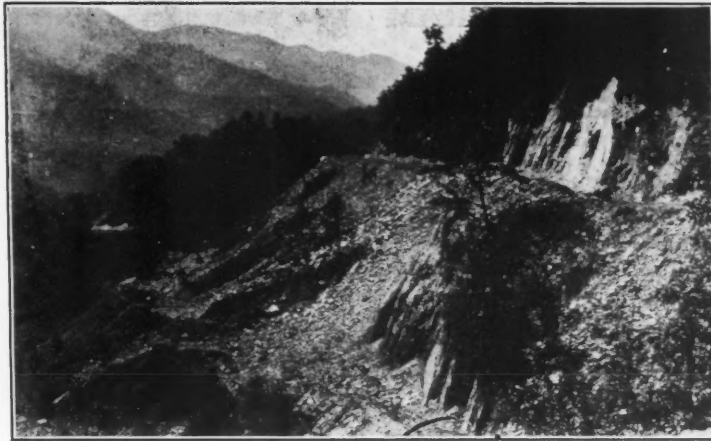
"North Carolina not only has progressed amazingly during the last decade or more, but has seen to it that her advance has been made known to an otherwise ignorant world." The *New York Times* said editorially July 26, "What she has done has, indeed, deserved recognition. One of the results of her emphasis on the building of roads, for example, has recently been pointed out by her State Superintendent of Instruction. He remarked that the quickening of the rural school system of the state had been made possible by the road program started in 1921.

"Good roads facilitated the consolidation of school districts. They also increased the attendance at school by making possible the establishment of bus lines to carry the children to and from the schools. As a result, many small schools not efficiently operated could be abolished, and more attention was concentrated on developing the combined schools. The number of schools for whites having two or more teachers increased threefold, and the number of schools for negroes having two or more teachers increased eightfold.

"The dependence of the educational system on the status of the roads has not always been obvious to advocates of good roads throughout the country. To be sure, the foresight and energy which North Carolina has shown in carrying out an improved educational program are as important as the wisdom in planning and executing the road program. But it is becoming apparent that we are turning again to roads as great factors in the economic and social development of the country.

"George Washington, who was one of the few Americans to think in terms of empire, understood this a hundred and fifty or more years ago, and throughout his life of public service tried to make his countrymen realize that roads were the skeleton of the state and that on good roads depended the economic progress and the welfare of the people. Shortly after his death canals were hailed as the great means of communication, and no sooner had these been started than the railroads promised to outstrip the canals. With the development of the automobile the emphasis has shifted again to roads.

"North Carolina has now dramatized the value of a constructive road program in enriching and developing an entire community. Ten years ago the greater portion of that state, harring a few main highways, had so-called roads of clay or sand, which were occasionally traversable by motor, but too often were either so bumpy and buried in dust, or so sticky and covered with mud, that travel was slow and unprofitable. They differed



Roads were carried through the Great Smoky Mountains, west of the Blue Ridge, without a tunnel and with no grades in excess of 6 per cent.

little from the roads in that same state a hundred years before.

"The highway improvements during the last few years are only beginning to have their reaction on the general development of the state. Already they have justified the heavy expenditure on

them, and are giving an example to others of the far-reaching effects of good communications are planned."

The total area of North Carolina is 52,426 square miles, of which 48,740 square miles is land, and 3,686 square miles is water.

FARMER NOT DIRT-BOUND

Enjoys Modern Luxuries and Keeps Abreast of Current Learning

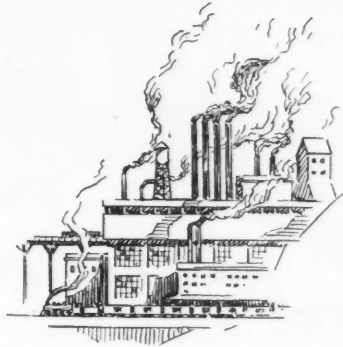
The average North Carolina farmer, besides being a business man, is not dirt-bound. With the advent of the rural school on a larger scale than ever before, he sees that his children are educated. He enjoys travel, by means of motor, over the hard-surfaced and other dependable highways that pass his door, and with his neighbors and the outside world he keeps in communication by means of the telephone. He enjoys the radio and he reads.

This last assertion is forcibly emphasized by the fact that the North Carolina Library Commission, a State agency, with headquarters at Raleigh, last year reached more than 200,000 rural people, through school libraries, traveling libraries, and individual loans. Any farmer is privileged to draw books from the commission, upon application.

COAST DAILY HONORS CITIZEN

Nathan Eckstein, prominent Seattle businessman and civic leader, was awarded the silver cup offered by the *Seattle Post Intelligencer* to Seattle's most useful citizen. The trophy was presented at the American Legion 4th of July celebration in the Stadium.

Salisbury - One of North Carolina's principal markets with 150,000 consumers



The city of Salisbury with the adjoining cities of Spencer and East Spencer, all one city, have a population of 22,696. The approximate population of the territory within a 25 mile radius of Salisbury according to the official 1920 census is 144,000, now estimated 150,000.

North Carolina's Richest Section

Salisbury is in the rich Piedmont section of North Carolina where great industries thrive and vast agricultural resources bring continuous prosperity to Salisbury and surrounding territory. Located south of Greensboro and north of Charlotte, it is in the very center of this rich area. The Salisbury district, besides having large textile mills, granite quarries and other diversified manufacturing interests, has several thousand skilled and highly paid mechanics engaged in the railroad shops of the Southern Railway. Including the agricultural wealth being brought into this market, Salisbury is one of the principal markets in North Carolina with a high percentage of per capita purchasing power.

SALISBURY POST

Afternoon and Sunday Morning
Member A. B. C.

National Advertising Representative

Bryant, Griffith & Brunson, Inc.

New York

Chicago

Atlanta

Boston

Lincoln County News

Established 1873

Lincolnton, N. C.

J. T. PERKINS

Publisher

Published each Monday and Thursday

Circulation 1,800, among prosperous cotton, corn, wheat, etc., farmers and poultrymen, textile and furniture manufacturers, and contented industrial workers and business men. Population of Lincolnton 4,371. Modern town, every convenience, 40 miles of paved streets and highways, two railroads, numerous bus lines. Lincolnton is situated in Piedmont Western North Carolina. Altitude 869. Climate healthful, without extremes. Connected with the world by paved N. C. highways Nos. 16, 27 and 206. Latch string outside at all seasons.

PRESS FORWARDED PROGRESS PROGRAM AND IS SHARING BENEFITS

State Press Association, Now Undertaking Active Organization Work in Editorial and Advertising Fields, Is 53 Years Old

A MAJOR, though seldom mentioned, force in the phenomenal advance of North Carolina into the forefront of progressive states has been the daily and weekly press, which has been ahead of the political leaders in advocating most of the desirable changes and behind them in execution of the program. There are no dailies of great circulation in the state, for there are no great metropolitan cities. Half a dozen of the larger cities and some of the smaller towns have morning newspapers which for many years have been distinguished editorially, and every town of any size or importance as a trading or social center has a well edited evening newspaper. Prosperity is a comparatively recent blessing for most of the state's dailies, even the morning papers of wide circulation, but poor or comfortable, the Tarheel editor, as a rule, raises a free voice for whatever he wishes to advocate, and vice versa. What has been said of the dailies applies with equal force to the weekly press, which is a mighty power in a state predominantly rural and agricultural.

Organized efforts by the newspaper publishers and editors has also been of recent origin, although the state press association is one of the oldest in the country. Its development has kept pace with the new sentiment of enterprise in the state, as the news report of its recent annual meeting on another page of this issue indicates. The evening newspapers of the state now maintain a joint news service from the state capital at Raleigh the year round and many have increased their volume of world and national news from the wire services during the past two years. They are competing seriously in this respect with the morning newspapers, which for years had been regarded, by their own editors and most of the political leaders, as the proper vehicles for carriage of news of state government activities. Plans for joint representation of the evening papers and of the weekly press, also, in the field of advertising within the state are now under consideration and will probably develop during the next year or two, with the state press association or a subdivision thereof as a nucleus.

The North Carolina Press Association was organized at Goldsboro, May 14, 1873. The first president of the association was Maj. Joseph A. Engelhard, editor of the *Wilmington Journal*, and the first secretary was Julius A. Bonitz, editor of the *Goldsboro Messenger*. No member of the Association is now living who was present when it was organized. James A. Robinson, then of the *Oxford Torchlight*, joined in 1874, and is the only one now living who was a member at that time.

Since its organization the association has missed only one annual meeting, in 1876. New Bern was selected as the meeting place that year, but for some reason unknown only three were present. These were met at the railroad station by a brass band, and as royally entertained as if their number had been a hundred or more.

In 1879 the annual meeting was to have been held in Beaufort, but just prior to the date appointed a storm swept the hotel there away, and the meeting was held in Goldsboro. Since that time, for the most part the association has met in the mountains and on the seashore alternately. The meeting of 1883 was held at Waynesville on the 4th of July. From Waynesville the association went to Asheville, meeting there the South Carolina Press Association, and together they visited Hot Springs. On October of that year 28 members of the association enjoyed a trip to Boston, where they were hospitably entertained.

When the association was organized there were only 74 newspapers published

in this state, six of which were dailies. "Patent outsiders" were not much in use then, there being only three published in the state, and at the first meeting of the association the hostility to them was so pronounced that a resolution was introduced excluding their editors from membership. "Plate matter" had not then been introduced.

The first mid-winter meeting was held in Washington, D. C., in 1904. Since that time winter sessions have been held in Salisbury, Greensboro, Charlotte, Winston-Salem (twice), High Point, Pinehurst and Chapel Hill (twice). At Chapel Hill in January 1926, a newspaper Institute was held, which was attended by a large number of editors and publishers throughout the state. This was so successful as to make it almost certain that the Institute idea will be permanently adopted.

Papers of great value were read by the following: "Practical Problems of News-



Where traffic does not warrant the heavy expense of a concrete or asphaltic road, the community is served by hard-surface and sand-clay roads, which are frequently scraped, rolled, and resurfaced by the state maintenance corps.

paper Making," by Hamilton Owens, editor of the *Baltimore Sun*; "Advertising Problems," by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; "Some Problems of the Country Weekly; Their Solution," by Ole Buck, field manager of

the Nebraska Press Association; "A Look Into the Future," by Robert Lathan, editor of the *Charleston News and Courier*; "The University and the Press," by Frank P. Graham, of the University History Department; "The County News-

(Continued on page XXIX)

FIRST!

**At The Half-Turn
Of The Year—By 471,114 Lines!**

THE preference of National advertisers for The Durham Morning Herald is expressed in The Herald's lead of 471,114 lines over the volume of National lineage published by the second Durham paper during the first six months of 1926. A majority of National advertisers used The Herald exclusively. Twenty out of twenty-one Food advertisers used The Herald exclusively.

During the same period four-fifths of the money invested in newspaper advertising by LOCAL merchants was placed with The Herald. Many of Durham's largest local advertisers used The Herald exclusively.

The Durham Herald has the largest percentage of home-delivered CITY CARRIER circulation of any morning paper in the South. There is an overlap of one subscriber to every seventh home in the city.

The Herald is the only Associated Press paper, and the only A. B. C. paper in Durham.

You can reach greater buying power with greater pulling power through

The DURHAM MORNING HERALD, Durham, N. C.

National Representatives: E. Katz Special Advertising Agency.
New York, Chicago, Atlanta, Kansas City, Detroit, San Francisco

DURHAM, with a population of 42,258 (Government Census), ranks fourth among the cities of North Carolina. It is a Center of Industry and Education. Its large tobacco, textile, hosiery and flour mills rank Durham second among North Carolina cities in industrial pay-rolls.

The millions of dollars being spent in the erection of Duke University in Durham is causing business to be better than in any previous year.

The resources of Durham's ten banks have shown over 11% increase during the first six months of 1926.

There are 7,042 automobile owners in the city of Durham—or one motor car to every sixth inhabitant.

Durham ranks first among the cities of North Carolina in per capita wealth.

Durham is one of the foremost markets in the Carolinas for nationally advertised merchandise.

A SERVICE THAT IS GENUINE—

"I can't tell you how pleased I am to learn that you have been able to secure 5,712 lines of local tie-up advertising for use in connection with the current Perfection Oil Stove campaign.

"... Present information would indicate that this is by far the best record of any paper through which the campaign was released."

THE H. K. McCANN COMPANY,
(Signed) D. C. Hight.

N. C. PRESS FORWARDED PROGRESS

(Continued from page XXVIII)

paper and the Community," by M. V. Atwood, business manager of the Utica, N. Y., Observer-Dispatch; "The Press and the Public," by Nelson Antrim Crawford; "The Common Ideal of Newspapers and Universities," by Dr. H. W. Chase, President of the University of North Carolina; "Restrictions on a Free Press," by Robert H. Wettack, associate professor of law at the University of North Carolina.

Since the association was organized, eight persons have served as Secretary—J. A. Bonitz in 1873-74; R. T. Fulghum from 1874 to 1877; W. A. Davis 1878-79; Jordan Stone from 1879 to 1884; J. A. Robinson 1884-86; J. H. Lindsay from 1885 to 1888; J. B. Sherrill from 1888 to 1920; E. B. Jeffress 1920-21; Miss Beatrice Cobb from 1921 to the present.

In 1922, Walter H. Savory, of Brooklyn, established the annual gift of a handsome loving cup to the best weekly or semi-weekly paper in the State. This cup was won the first year by the *Smithfield Herald*, the second year by the *Vass Pilot*, and the third and fourth years by the *Hertford Herald*.

It is interesting to note that at the meeting of the association at Greensboro in 1901, President Thomas N. Ivey in his annual address called attention to the constantly increasing surplus of the As-



J. D. Sherrill

sociation's funds, making the following suggestion:

"To break the alabaster box on the head of some worthy object is one of the first duties a body of this kind owes itself. This association has in its treasury a constantly increasing amount which might be made effective in doing a work which would ennoble the association in its estimate of itself, build some monument to virtue, and add to the glory of the state we love. This is a question which, in my opinion, asks the consideration of the association."

In accordance with this suggestion, a committee was appointed to consider this suggestion, but a search of the minutes of subsequent meetings fails to reveal that this suggestion was carried out. However, for the year following, the amount of the dues was reduced to \$1.00 a year. The surplus at the time amounted to \$472.81.

From 1873 to 1926 the meeting places were as follows:

1873, Goldsboro; 1874, Raleigh; 1875, Wilmington; 1877, Charlotte; 1878, Catawba Springs; 1880, Asheville; 1881, Winston; 1882, Elizabeth City; 1883, Waynesville; 1884, Raleigh; 1885, Smithfield; 1886, Morehead City; 1887, Hendersonville; 1888, Morehead City; 1889, Lenoir; 1890, Durham; 1891, Winston; 1892, Charlotte; 1893, New Bern; 1894,

Morganton; 1895, Greensboro; 1896, Wilmington; 1897, Morehead City; 1898, Waynesville; 1899, Carolina Beach; 1900, Asheville; 1901, Greensboro; 1902, Hendersonville; 1903, Wrightsville; 1904, Morehead City; 1905, Asheville; 1906, Chase City, Virginia; 1907, Morehead City; 1908, Charlotte; 1909, Hendersonville; 1910, Wrightsville; 1911, Lenoir; 1912, Morehead City; 1913, Asheville; 1914, Wrightsville; 1915, Montreat; 1916, Durham; 1917, Morehead City; 1918, Asheville; 1919, Wrightsville; 1920, Waynesville; 1921, Morehead City; 1922, Shelby; 1923, Blowing Rock; 1924, Morehead City; 1925, Asheville; 1926, Hickory.

Since the Association was organized, the following have been President in the order named: Maj. Joseph A. Engelhard, Col. J. D. Cameron, Col. W. L. Saunders, Dossey Battle, Capt. S. A. Ashe, G. S. Bradshaw, H. A. London, Josephus Daniels, J. A. Robinson, J. I. McRee, T. B. Eldridge, Thad R. Manning, W. W. McDiarmid, J. P. Caldwell, J. A. Thomas, E. E. Hilliard, Jerome Dowd, W. C. Ervin, C. L. Stevens, R. R. Clark, J. B. Whitaker, Jr., W. C. Dowd, D. J. Wichard, Rev. T. N. Ivey, D.D., J. G. Boylin, W. F. Marshall, H. B. Varner, R. M. Phillips, T. J. Lassiter, Archibald Johnson, J. A. Thomas, Rev. J. O. Atkinson, D.D., M. L. Shipman, J. J. Farris, J. H. Caine, Clarence Poe, W. C. Hammer, J. H. Cowan, E. E. Britton, Santford Martin, Z. W. Whitehead, J. A. Sharp, J. F. Hurley, J. B. Sherrill, C. A. Webb, H. Galt Braxton and J. W. Atkins.

Mr. Varner was elected president in 1903 and was elected in 1904 to succeed himself. Mr. Sherrill was chosen president in 1921, and re-elected in 1922 and 1923. However, he declined to serve a third term.

The association celebrated the fiftieth anniversary of its organization at Cleveland Springs, Shelby, July 27, 28 and 29, 1923. The attendance was the largest in its history, about 100 members being present.

All the ex-Presidents were especially invited to attend the meeting, and the following were present: G. S. Bradshaw, J. A. Robinson, Jerome Dowd, Chas. L. Stevens, M. L. Shipman, J. J. Farris, E. E. Britton, Santford Martin and J. A. Sharpe. By unanimous vote of the association, all living ex-presidents were made honorary members.

In May 1926, J. H. Separk, a prominent cotton manufacturer of Gastonia, offered through President Atkins to North Carolina newspapers a prize of \$500 for excellence in the editorial or reportorial departments, or both. It is hoped that through the interest of other North Carolinians this prize may be offered every year.

Mr. Sherrill, who served for 32 years as secretary and twice as president of the association, is 62 years old and began his newspaper career in 1880 as editor of an amateur paper at Olin, Iredell County. Later he was on the staff of the *Leader Topic* for two years. In 1885 he bought a fifth interest in the *Concord Times* and the following year purchased the remaining stock. In 1887 he bought out the *Concord Register*, consolidating the papers and in 1902 he purchased the *Daily Standard*, merging it with the *Times*. Eight years later he acquired the *Daily and Semi-Weekly Tribune*, continuing the *Tribune* daily and consolidating the semi-weekly with the *Times*. The latter is conducted in connection with a large job office.

Mr. Sherrill was married in 1887 to Miss Anna Montgomery and has four children and eight grandchildren. He is a trustee of Duke University and for eight years a member of the graded school board of Concord. He served as postmaster of Concord for four years during Cleveland's second administration, was elected to the North Carolina General Assembly in 1922, and was unanimously renominated in 1924, but declined to serve because of illness in his family. North Carolina has more than 7,000 factories, employing 158,000 workers, earning \$127,000,000 annually.

"America's Premier Small City Daily"

KINSTON DAILY FREE PRESS

Enjoys the confidence and esteem of a constantly increasing circulation among the good people of one of the world's most fertile and productive sections, EASTERN CAROLINA.

Following is the record of its steady growth:

September 30, 1924—Paid	2,378
March 31, 1925—Paid	2,779
September 30, 1925—Paid	3,090
March 31, 1926—Paid	3,278

(A. B. C. Figures.)

Double Bona Fide Circulation Any Other Local Medium.

Advertising Linage Keeps Step:

March, 1925	203,490
March, 1926	271,516
April, 1925	175,504
April, 1926	209,062
May, 1925	152,460
May, 1926	193,340
June, 1925	144,088
June, 1926	168,364

Leads Morning Competitor More Than 50% In Advertising Linage.

THERE'S A REASON: RESULTS!

Schedule your next copy in The Free Press
The people hereabouts "Read It First In The Free Press"

MEMBER AUDIT BUREAU CIRCULATIONS 'NUFF SAID

WONDERS OF CAROLINA FRONTIER REVEALED BY NEWS AND ADVERTISING

Developments of Region Opened by Highways Brought Million Dollars Worth of Advertising to Newspapers This Year

By HARVEY HOLLEMAN

THE part played by the daily press in connection with the development of the more or less wild and original growth timber regions of Western North Carolina into desirable sites for residences, and the settlement by those who came to look, is a story too long for the limited space here allotted.

It, however, is a well known fact, that some parts of the western portion of the State have, until recently, remained inaccessible and undeveloped, traversed only by hunters, fishermen, hikers and timber cruisers, all occupied with their own particular lines of endeavor and not caring whether the outside world ever heard of it or not. The few outsiders who were privileged to inspect this country, even on casual pilgrimages, were loud in their praise of its ruggedness and beauty.

When one considers a vast area, thousands of square miles, with a hundred mountain peaks half a mile high, many of them unnamed to this day, and with only one railroad through the only known passage possible without tunnelling under the mountains, it is understood why no development was possible. The state built the railroad from East to West. It started at the ocean and went over the Blue Ridge into Tennessee at Morristown, near Knoxville and it now connects the Eastern and Western divisions of the Southern Railway system, which leases it from the state.

Five years ago, as readers of this issue know, North Carolina began a program of highway building. A native son, Frank Page, at the head of the Highway Commission, decided that every county seat in the 100 counties of the state should ultimately be connected by paved roads, in addition to trunk lines across the state from North to South and from East to West. As these threads of concrete began to expand, motorists were able to visit many places heretofore inaccessible. Then came the newspapers. They sent reporters to describe the things they had heard existed. Editors began to spend more time in the interior. Then the Southern newspaper publishers, who for years had met at Asheville for their summer deliberations, began to learn of the new frontier in Western Carolina.

Hundreds of columns have been written about this region and newspapers have carried these stories persistently as new material came to light during the past five years. Newspaper publishers, not only those of the South, have played an important part in informing the whole country of the opening of this region and

centering attention on its possibilities. A great deal of the matter published was classed as propaganda, but it also had clever news value, and the newspapers carried it without stint.

Then came the period of development and lot selling. More than a hundred companies began operations, and advertising went out to the papers in generous quantity. It is estimated that more than \$1,000,000 of new and outside money was spent in the newspapers of North and South Carolina alone during April, May and June of this year.

With the recent opening of the Appalachian Scenic Highway, a route on the crest of the mountains all the way down from Montreal to New Orleans through Asheville and the scenic roads constructed through this region at enormous cost, hundreds of Canadian automobile



Building a road of iron ore. Native rock is often used as a subsurface in highway construction and much of the rock in the Western part of the state is not far removed from the pig-iron stage

Bottomless Pools, Exclamation Point so named by B. C. Forbes, and Moonshiner's Cave. One three-mile toll road last season took in \$43,000 from tourists who wished to drive to view Chimney

Rock, its 97,075 tons having a value of \$640,403 in 1924.

HILL PEOPLE WORK MILLS

Foreign Employes Rare—Negroes Man a Few Textile Plants

Workers in textile mills of North Carolina are as a rule people from the mountains. Employes of foreign birth are seldom found in any of the cotton mill centres and Negroes have been employed in only a few mills on a large scale. Labor troubles have been comparatively rare in the Piedmont factories.

WIDER CIRCULATION AREAS

Good Roads Have Made Longer and Faster Deliveries for N. C. Dailies

Following closely upon the completion of the main North Carolina roads came an era of extension of circulation area for the daily papers, especially those of the western section. Where they formerly reached out only a few miles by special delivery, it is now possible to make fifty or more, for the afternoon papers and more than a hundred for the morning dailies.

Nearby mountain towns and rural settlements that have for years been accustomed to wait many hours for the daily paper now find it at their doors within an hour or so after publication. In many instances the open roads give the papers faster delivery over a wider area than is possible in congested areas surrounding cities and communities of heavy population.

OZARK WEEKLY RESUMES

The *Ozark* (Mo.) *Democrat*, suspended several months ago by Charles R. Reid, owner, has resumed publication with Emmett T. Reid, son of the former owner-editor, as editor. Mr. Reid, who suspended the paper because of ill health, is improving.



The Daniel Boone trail follows the path of the pioneer toward the West, connecting Winston-Salem and Boone

ONCE THE GOLD SOURCE

North Carolina Still Has Important Mineral Resources

Minerals have contributed extensively from the beginning of its history to the wealth produced by North Carolina and today form a small but not inconsiderable part of its resources.

Gold was once produced in the South Central section; in fact, it was the country's sole supply of the precious metal until 1849, when the discoveries in California relegated the Carolina fields to unimportance.

Total mineral products of the state in 1924, the latest year for which figures are available, were valued at \$9,260,000.

The iron ore produced in 1924 totalled 12,525 tons and the 1925 production, by unofficial estimates, topped 24,000 tons. The state is in the red and brown ore bands of the Appalachians.

In volume of talc and soapstone produced in 1924, North Carolina ranked second in the South, its 6,093 tons having a value of \$81,523.

Its bituminous coal reserves are estimated at 200,000,000 short tons, under 800 square miles of land. No figures of 1925 production have been published, but the 1924 "take" from the mines totalled 57,094 tons.

Much of the South's white kaolin, extensively used in the manufacture of white china, is mined in North Carolina, whose production in 1924 totalled 16,966 tons, valued at \$277,526.

Almost half of the country's feldspar, used in the manufacture of pottery and vitrified ware, comes from North Caro-

license plates are noted. In a recent census taken at Chimney Rock on State Highway 20 from Charlotte to Asheville, 900 cars from West of the Mississippi river were counted in one day. All of these were inspecting the vast improvements going forward at this point.

The great Lake Lure dam, anchored between two mountains, is 75 per cent complete. It is expected that water will be turned in within sixty days and the 1500 acre valley filled before Christmas, creating Lake Lure with a shore line over 27 miles in length. Recently the administration building was dedicated. The corner stone laying attracted 3000 automobiles. Now the roof is being laid on the first of five new hotels to be built. Boat houses and bathing beaches; golf and tennis grounds; polo and aviation; all these are being established for the multitude. The founder, Dr. Lucius B. Morse, and his associates, mostly cotton mill magnates, have a \$10,000,000 program to create a mountain lake resort the like of which has never been seen. Miles of streets and bridle paths have already been provided. The property is an estate of 12 square miles, and embraces over 8000 acres of land, all under development.

In the Chimney Rock-Lake Lure region, 19 miles from a railroad, are located several of the major scenic attractions of Western North Carolina mountains. Among these are Chimney Rock, a giant monolith, and standing as a sentinel over the valley which will soon be Lake Lure, the Devil's Head, a curious rock formation, Hickory Nut Falls, higher distance fall than Niagara,



Bottomless pools, one of the curious natural wonders of the Blue Ridge mountains



Chimney Rock, a tower of ancient stone, overhangs the main road from the coast to the mountains.

NORTH CAROLINA PRESS TO HAVE FULL-TIME FIELD SECRETARY

Assessment of One Cent Per Subscriber Voted at Annual Meeting to Maintain New Office—Huneycutt Elected President

THE North Carolina Press Association closed its 54th annual session Friday, July 23, with a short business session held in the ballroom of the Mayview Manor at Blowing Rock. The members were conveyed to this mountain resort in automobiles furnished by the citizens of Hickory and enjoyed an old-time barbecue in the woods near the hotel. It was the general consensus that the session just ended was one of the best ever held by the association in its history of more than 50 years. The attendance was considerably larger than last year. The number of new members received was larger than usual.

Outstanding among the accomplishments of the convention was the decision to employ a full-time paid field secretary. This action followed the presentation of data gathered during the past six months by a special committee appointed at the mid-winter institute at Chapel Hill in January. Charles A. Webb, of the *Asheville Citizen*, was chairman of this committee and the report was submitted by the vice-chairman, W. W. Casteel, of Clinton. All of the Thursday afternoon session was devoted to consideration of this matter. There was no opposition to having a field secretary but the question of finances was the one stumbling block. This was solved satisfactorily, however, when the committee's recommendation that the dues be changed from the present method to a basis of one cent for each subscriber represented in the association. This will give the association about \$6,000 the first year. The matter of obtaining a man and working out the details was left to the executive committee. At a meeting

of the committee, Friday afternoon, the position was tendered to B. Arp Lowrance, of Charlotte, and it is believed he will accept. Mr. Lowrance is editor of the *Mecklenburg Times*, was for several years field representative in this territory of the Western Newspaper Union.

In view of the splendid results obtained from the mid-winter institute at Chapel Hill last January it was decided to hold another this year.

A banquet was given the association at the Hotel Hickory, Thursday night, by the publishers of the *Hickory Daily Record*. There were two addresses, one by Judge Francis D. Winston, of Windsor, who attended the session of the association held at Hickory in 1878, and the other by Thomas Dixon, author, playwright and lecturer and one of the State's most distinguished sons. Judge Winston's address was largely of a reminiscential character and included much history of the early days of the association which he had gathered together from various sources. Mr. Dixon warned the newspaper people of the state that, unless they stood firmly for the freedom of the press, another ten years would see free speech in America so throttled that no writer or publisher could give expression to any creative thought. A free press is the main bulwark of a democracy, said Mr. Dixon, who cited the assassination of editor Mellet at Canton, Ohio, the persecution of Geo. R. Dale and the slaying by a Texas minister of a business man in his study as indications of the fact that the tendency in America is to throttle free speech with guns.

Former Secretary of the Navy Jo-



Pecans are a crop of advancing importance in the Eastern half of the state and groves can now be seen as far west as Salisbury.

seph Daniels, owner and editor of the *Raleigh News and Observer*, was the only other newspaper man present besides Judge Winston who attended the convention of 1878.

Officers for the ensuing year were chosen as follows: President, A. C. Huneycutt, editor of the *Stanley News-Herald*, Albemarle; vice-president, A. L. Stockton, managing editor, *Greensboro News*; secretary-treasurer, Miss Beatrice Cobb, editor, *Morganton News-Herald*, executive committee, the above named officers together with J. W. Atkins, J. W. Noell, W. C. Dowd, Jr., Fred H. May and Lee Weathers.

INSTITUTE FOR THE SOUTH

Newspaper Men Will Help Establish It in Western North Carolina

Notable Southern editors will be among the ten distinguished men of letters who

will be delegated to establish and found the Southern Temple of Literature, Art and Science, recently proposed by Harry Stillwell Edwards, formerly of the editorial staff of the *Macon Telegraph* and the *Atlanta Journal*, and also author of several books. The Southern Institute at Lake Lure, near Chimney Rock, N. C., will follow closely the plans of the National with the addition of women in its membership and a recognition of notable editors and educators.

Southern colleges have been asked to select from the whole section ten persons of notable achievement to effect the organization. The institute buildings will cost approximately \$500,000 and will contain departments of literature, art, sculpture, science, religion, history, antiquities, records, a hall of fame, and corridor of busts of famous men from every Southern state.

There will also be a great auditorium and a \$30,000 organ for recitals, musical gatherings, chautauquas, and literary symposiums.

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THE ONLY DAILY PAPER IN THE WORLD HAVING MORE SUBSCRIBERS THAN POPULATION OF CITY IN WHICH PUBLISHED

VOL. CXXIII. NO. 178

RALEIGH, N. C., SATURDAY MORNING, JULY 31, 1926

Yesterday's Paid Circulation.....36,860
Same Day Last Year..... 31,451

*Has the Largest Circulation
Among English Language
Dailies in the United States*
PUBLISHED IN CITIES WITH POPULATION OF 35,000 AND UNDER



View of North Carolina State Capitol. Cornerstone laid July 4, 1833, Raleigh, N. C.

“READ IT BECAUSE THEY HAVE TO”
“The NEWS AND OBSERVER is an institution read by something like 75 000 people, two-fifths of whom hate it like the Devil”

Some years ago when Collier's offered a prize for the best letter written by a reader concerning the best newspaper in each State, a prominent North Carolina doctor received the prize for his article on The News and Observer. In part the prize-winner wrote:

I read the daily "News and Observer" of Raleigh, N. C. That paper is an institution. It is read by something like seventy-five thousand people, two-fifths of whom hate it like the Devil, but read it just the same. Why? Because they have to. Its policies make and unmake Governors, Senators, Judges and lights of lesser magnitude. Politically it is mightier than all the politicians and bosses in the State, for the simple reason that it is backed by public opinion.

Ask any of the enemies why they read *The News and Observer* and the answer is always the same: "It publishes the news." That is literally the truth; nothing of real interest is suppressed. By "news" I do not mean the sickening stories of crime and domestic

infelicity that fill the columns of most daily papers. I mean news of political importance or of significance to society in general. In other words, its news matter is clean and healthy. In its editorials it reflects the best thought of the soundest thinkers in the country and especially the South.

Another good reason for the influence wielded by this paper is its direct personal appeal. No one knows or cares who owns its stock, but every line it publishes is universally regarded as the honest, sincere convictions of the editor. To illustrate this point: It is Democratic in politics, and whenever a Republican speaker or paper alludes to an editorial in *The News and Observer* they always refer to "Josephus" (its editor is Josephus Daniels). That is "personal journalism" which might make even a Nelson or a Watterson take notice. No mortal man can measure the influence which this one paper exerts. It has fought and won many battles for better conditions in North Carolina. Its voice has been remarkably clear for the people against special privilege in national affairs.

JOSEPHUS DANIELS, EDITOR
JOSEPHUS DANIELS, JR., BUSINESS MANAGER
JOHN M. BRANHAM COMPANY, National Representatives

The Daily Circulation Has Increased Over 17,890 During the Past Ten Years and the Sunday Circulation Has Increased 19,854 During the Same Period and All Under the Same Management.

Week Day Circulation Under Present Ownership

1894 2,500
1900 5,000
1905 9,111
1910 12,000
1920 23,009
1924 29,926
1925 31,460
January 1, 1926 Paid Average Past Quarter 33,366
July 30, 1926 36,860
SUNDAY, July 25, 1926 39,815

