



EDITOR & PUBLISHER



1884

The Oldest Publishers and Advertisers Journal in America

1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916. At the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59, No. 4 Periodical C

NEW YORK, JUNE 19, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy



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Convention
number (at)
PHILADELPHIA

SHRINE OF
AMERICAN
INDEPENDENCE
AND PRESS
FREEDOM



5TH STARK BLDG

The One Outstanding Daily and Sunday Newspaper In Philadelphia

The Philadelphia Inquirer dominates Pennsylvania by both the quantity and quality of its circulation and advertising, the timeliness and accuracy of its news and its unique, unfailing, paid carrier service. In Philadelphia, the largest HOME market in the world, The Inquirer is the ONE family newspaper!

Super-Circulation

When a medium's circulation reaches the general public en masse—including all classes—it can properly be termed Super-Circulation. This great newspaper's circulation of 303,211 copies daily and 467,192 copies every Sunday is proof of The Inquirer's outstanding reader-interest.

Largest Volume of Advertising

For many years The Inquirer has led all other Philadelphia newspapers in total volume of advertising—Display and Classified. For the year 1925 this publication led all others by 923,700 agate lines and during the first quarter of 1926 The Inquirer outdistanced its nearest competitor in the morning field by 1,296,600 lines! What stronger evidence could be had of the sales power and prestige afforded advertisers by The Inquirer?

GUARANTEE:—The Philadelphia Inquirer absolutely guarantees that every morning of the year, before breakfast is served, over 75% of Philadelphia's worthwhile homes have received their copies of The Inquirer from the hands of never-failing carriers.

The Philadelphia Inquirer

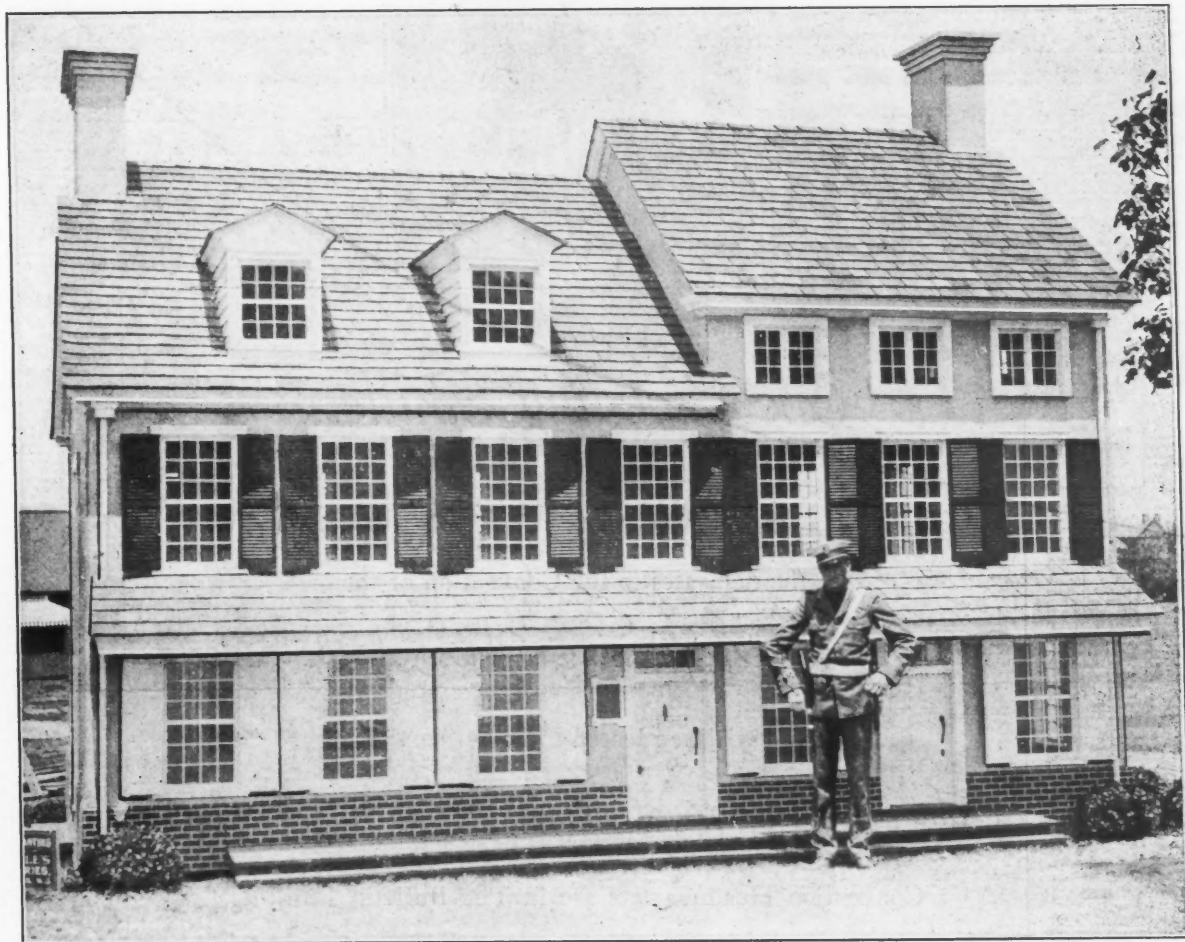
PENNSYLVANIA'S ONE BIG MORNING NEWSPAPER

NEW YORK
285 Madison Ave.

PHILADELPHIA
Broad & Callehwill Sts.

CHICAGO
2002 Harris Trust Bldg.

The Only Newspaper Building AT THE SESQUI-CENTENNIAL



COURIER-POST BUILDING

The old Indian King Inn, Cradle of New Jersey Liberty, reset in "agate."

Here the New Jersey legislature met when the British took "preferred position" at Trenton, and forced the patriots into r. o. p. 150 years ago.

Of course A. A. C. W. delegates will be "top of column" at this building. Newspaper men and women will find a very interesting exhibit inside.

LOCATED OPPOSITE NEW JERSEY STATE BUILDING

INSIDE YOU'LL FIND

an editorial exhibit—a graphic explanation of the Courier's remarkable growth from 10,000 to 50,000 circulation in 5 years by emulating the independent spirit of the patriots who sought haven in the Indian King Inn.

EVENING COURIER

MORNING POST

CAMDEN, N. J.

Cover South Jersey with more than 60,000 circulation at one combination rate

National Representatives: STORY, BROOKS & FINLEY

The Evening Bulletin

NIGHT EXTRA

80TH YEAR, NO. 49

PHILADELPHIA, MONDAY, JUNE 7, 1926

TWO CENTS

IOWA PRIMARIES STIR WASHINGTON

Cummins-Brookhart Vote Seen as Western Attitude on Coolidge and Farm Relief

WET-DRY ISSUE INJECTED

Washington, June 7.—Washington looked questionably toward Iowa today, waiting impatiently for the answer to a riddle that has puzzled the political pundits...

CHURCH COUNCIL OPPOSES SCHOOL MILITARY TRAINING

Extension of Co-educational Program Held Inappropriate for Youth

Washington, June 7.—Recommendations against compulsory military training in schools and colleges, which was declared to be foreign to the ideals of the educational system, were made public last night by the Administrative Committee of the Federal Council of Churches...

ASKS FRANCE SPARE AMERICAN MUTINEER

Washington Instructs Paris Envoy to Intercede in Legionnaire's Case

FACES DEATH IN SYRIA

Washington, June 7.—Morton T. Herrick, American Ambassador at Paris, was instructed by Secretary of State Clegg today to intercede with the French Government in behalf of a legionnaire who is facing trial and death on charges of attempted desertion...

MAYOR ADDRESSING S. A. R. AT LIBERTY'S SHRINE

Revolution Sons Hear Dry Appeal



WOMEN FUGITIVES CAUGHT

Two Who Fleed Reformatory, Dressed as Men, Arrested at Station

Manassas, Va., June 7.—Two fugitives from the Vermont State Reformatory for Women, at Holland, Vt., who were serving Federal sentences there, were arrested in Broad Street Station last night by Melville and McFadden, Department of Justice agents...

SAYS GAMING HOUSE IS WITHIN 2 BLOCKS OF POLICE STATION

Magistrate Boston, at Raid Hearing, Hints Gambling Evidence is Being 'Covered Up'

Magistrate William F. Boston, presiding at a gambling hearing today in the City Hall courtroom, stated that he had started a firework investigation by declaring there was "a bad case going on" within two blocks of the station house...

SENATE CO UPHELDS

Declares President Entirely With in Issue

CITES COURT

Washington, June 7.—The Senate today upheld the President's authority to employ State-aided school teachers, and to employ State-aided school teachers, and to employ State-aided school teachers...

BENEDICTS LONGEST LIVED

Chicago Official Shows Their Advantage Over Divorced and Single Men

BRINGS CANNIBALISM TALK

Nome, Alaska, June 7.—Bringing a tale of cannibalism and starvation among the natives of the Alaskan town of Nome, Alaska, Captain Ira Hatch of the motor ship Trader, has just returned from a trip to the interior...

WILKINS BACK A

May Postpone Act

PREACHERS' CLERGY TO JAIL

Head of Clerical Magazine Gets Four Years for Fraud

SO OVERCOME 600 FT DOWN

All Are Rescued From Mine at Iron Tons, O.

BARN BURNS, BLAME FIREBURN

House on Sams Farm Near Concord, Va. Was Destroyed 2 Weeks Ago

365,000 HAVE VISITED SQUID

RAIN STOPS PHILAS AGAIN

OFFICIAL WEATHER FORECAST

Partly cloudy, unsteady and slightly warmer tonight. Tuesday fair, fresh southeast winds. Wednesday fair, fresh southeast winds.

THE WORLD NEWS IN BRIEF

Rosell and Smith abandoned themselves from opening session of League of Nations Council at Geneva.

SEVERAL EVENTS TODAY

12:1 P. M.—Organ recital in auditorium.

ABOUT 1025 HELP AND SITUATION WANT A

In Today's Bulletin

FACTS ABOUT PHILADELPHIA

Third largest city in the United States. Home of Independence Hall and the Liberty Bell. Area: 130 sq. miles. The World's Workshop. Produces one-quarter of all American made goods.

RECAPITULATION

Along with the sunshine shortage there has been a deficiency in the amount of rain. The following is the recapitulation of the weather for the month of May.

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EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
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Vol. 59

NEW YORK, JUNE 19, 1926

No. 4

OFFICIAL PROGRAM

Twenty-Second Annual Convention Associated Advertising Clubs of the World

PHILADELPHIA, JUNE 20-24

SUMMARY OF PROGRAM AND CONVENTION FEATURES

Theme of Convention—"ADVERTISING—STABILIZER OF PROSPERITY"

SUNDAY

INSPIRATIONAL MEETING

Auditorium, Sesqui-Centennial Grounds

SUNDAY AFTERNOON, JUNE 20TH
3:00 O'CLOCK

Presiding—ROWE STEWART, Business Manager, *Philadelphia Record*; Former President, Associated Advertising Clubs of the World; Chairman, Poor Richard Club Convention Committee.

ORGAN PRELUDE AND FANFARE - *Henry S. Fry*
Organist at St. Clement's, at the console

CONCERT OVERTURE - - - *Rollo F. Maitland*

WEDDING CHIMES - - - - *William Faulkes*

LARGO - - - - - *George F. Handel*

ANDANTINO—D FLAT - - - *Edwin M. Lemare*

SCHERZO SYMPHONIQUE - *Georges Debat-Ponsen*

CHORALE—"A MIGHTY FORTRESS IS OUR GOD"

Sung by a chorus directed by James Hartzell,
Conductor of the Tioga Choral Society and the
Germantown Choral Society.

INVOCATION—REV. FLOYD W. TOMKINS, D. D.,
Holy Trinity Episcopal Church, Philadelphia.

HALLELUIAH CHORUS FROM "THE MESSIAH,"
Handel

Sung by the chorus

ADDRESSES OF WELCOME:

The HON. GIFFORD PINCHOT,
Governor of Pennsylvania.
The HON. W. FREELAND KENDRICK,
Mayor of Philadelphia.

HOWARD C. STORY,

President, Poor Richard Club of Philadelphia.

RESPONSE—C. K. WOODBRIDGE, New York, President, Associated Advertising Clubs of the World.

PRESENTATION OF FORMAL PROGRAM—H. H. CHARLES, Chairman, General Program Committee.

KEYNOTE ADDRESS—DR. S. PARKES CADMAN, Pastor, Central Congregational Church, Brooklyn, N. Y.;

President, Federal Council of Churches of Christ in America. "Imagination and Advertising."

CHORALE—"O GOD, OUR HELP IN AGES PAST"

Sung by the chorus

ORGAN POSTLUDE.

SUNDAY NOON, JUNE 20TH

1:00 O'CLOCK

JOINT LUNCHEON

Executive Committee, Associated Advertising Clubs of the World

District Chairmen and Chairmen of Standing Committees, Associated Advertising Clubs

At the Poor Richard Club

SUNDAY EVENING, JUNE 20TH

6:00 O'CLOCK

Philadelphia Club of Advertising Women, Mrs. Ellen S. Patten, President; Miss Florence M. Dart, Chairman of Convention.

Reception and Dinner in honor of the Overseas Delegates. Admittance by Card. Ritz-Carlton Hotel. Hostess, Miss Clare V. Fey.

OFFICIAL PROGRAM

MONDAY

GENERAL SESSION

Academy of Music

MONDAY MORNING, JUNE 21

- 9:00—MUSIC—Strawbridge & Clothier Chorus.
 9:30—Convention formally opened by C. K. WOODBRIDGE, President, Associated Advertising Clubs of the World.
 Address of Welcome to Delegates from other countries, by President Woodbridge.
 Responses by:
 SIR WILLIAM VENO, Manchester, England.
 DR. MARCEL KNECHT, France (On behalf of the Press of France).
 ANDRE KAMINKER, France (On behalf of District 17).
 W. B. TINGLE, Montreal, Canada.
 GEORGE S. OETTLE, South Africa.
 JHR. WILLERT HOOGLAND, Amsterdam, Holland.
 GEORGE H. PATTERSON, Sydney, Australia, and others.
 10:00—LT.-COL. EDWARD F. LAWSON, *London Daily Telegraph*, London, England.
 10:30—SIR HENRY THORNTON, President, Canadian National Railways, Montreal, Canada.—“Agate Lines and Railway Lines.”
 11:00—MARCEL KNECHT, General Secretary, *Le Matin*, Paris, France.—“Advertising Progress in France.”
 11:30—BRUCE BARTON, President, Barton, Durstine & Osborne, Inc., New York, N. Y.—“What Is There Left for Advertising To Do?”
 12:00—Adjournment.

MONDAY AFTERNOON, JUNE 21

- Presiding*—SENATOR PAUL DUPUY, Publisher, *Petit Parisienne*, Paris, France.
Presiding—LT.-COL. EDWARD F. LAWSON, President, Advertising Association, London, England.
 1:45—MUSIC.
 2:00—EDWARD S. JORDAN, President, Jordan Motor Car Co., Cleveland, Ohio.—“My Solution for All the Problems in the World.”
 2:45—W. FRANK McCLURE, Vice-president, Albert Frank & Co., Chicago, Ill.; Chairman, National Advertising Commission.—“Educating the Public on the Economics of Advertising—a New Note in the Program of the National Advertising Commission.”
 3:15—BAYARD DOMINICK, Dominick & Dominick, New York, N. Y.—“Success of the Better Business Bureaus.”
 3:45—DON E. GILMAN, *Christian Science Monitor*, San Francisco, Calif.; Vice-president, Associated Advertising Clubs of the World; President, Pacific Coast Advertising Clubs Association.—“What the Advertising Clubs Have Done for Advertising.”
 4:15—MATTHEW S. SLOAN, President, Brooklyn Edison Company, Brooklyn, N. Y.—“Advertising Does Its Part in the Public Utility Service.”
 5:00—Adjournment.

Reception by Mr. and Mrs. E. T. Stotesbury from 4:30 to 6:00 p. m.

At White Marsh Hall
Chestnut Hill

Automobiles will be furnished for the Ladies at the Bellevue-Stratford Hotel at 3:00 p. m.

At 8:00 p. m.

THE PAGEANT OF ADVERTISING

For the first time in history the celebrated New Year's Shooters from the Mummies' Parade are joining with the A. A. C. W. Part of the Atlantic City Beauty Pageant is also in the line of march. The balance of the units are marching corps from the various Advertising Clubs and representation from National and Local Advertisers.

TUESDAY

JUNE 22, 12:30 P. M.

JOINT ASSEMBLY LUNCHEON

At the Bellevue-Stratford Hotel
and under the auspices of the

WOMEN'S ADVERTISING CLUB OF PHILADELPHIA

Luncheon to members of the Federation of Women's Advertising Clubs, preceding Annual Business Session. Penn Athletic Club. Hostess, MISS MARY J. DENTON. also at 12:30

LUNCHEON AND A CHILDREN'S FASHION SHOW

will be given by Gimbel Brothers
9th and Market Streets

AGRICULTURAL PUBLISHERS' ASSOCIATION

Bennett Hall, Room 201, University of Pennsylvania
TUESDAY MORNING, JUNE 22D

Opening at 9:30 o'Clock

Presiding—HORACE C. KLEIN, President, Agricultural Publishers' Association; *The Farmer*, St. Paul, Minn. Business Session.

TUESDAY AFTERNOON, JUNE 22D

Opening at 2 o'Clock

Presiding—HORACE C. KLEIN.

“Advertising to Farmers”—JAMES O'SHAUGHNESSY, Executive Secretary, American Association of Advertising Agencies, New York, N. Y.

AGRICULTURAL PUBLISHERS' ASSOCIATION

Hare Laboratory, Lecture Room
University of Pennsylvania

WEDNESDAY MORNING, JUNE 23D

Opening at 10 o'Clock

Presiding—GEORGE C. HIRST, Vice-President and Treasurer, The Osborne Company, Newark, N. J.

THE HUMAN APPEAL IN ADVERTISING

I. The Story:

- (a) “Advertising Specialties Create Good Will”—SAMUEL C. DOBBS, former President, The Coca Cola Company; for President, Associated Advertising Clubs, Atlanta, Ga.
- (b) “Advertisements That Beautify Home and Office”—E. N. FERDON, President, The Blanchard Company, Aurora, Ill.; President, Advertising Specialty Association.
- (c) “Little Gifts That Remind You of the Giver”—THOMAS H. SEWALL, Advertising Manager, Ohio Savings Bank & Trust Company, Toledo, Ohio.
- (d) “Business Secrets”—G. M. GOTTFRIED, Manager Sales Promotion, Bakeries Service Corporation.

OFFICIAL PROGRAM

II. The Illustrations:

Pictures Speak Louder than Words.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Bennett Hall, Room 301, University of Pennsylvania

TUESDAY MORNING, JUNE 22D

Opening at 9 o'Clock

Presiding—H. E. LESAN, President, H. E. Lesan Advertising Agency, New York, N. Y.; Chairman, Program Committee.

"Scope of the Advertising Agency"—ROY S. DURSTINE, Barton, Durstine & Osborne, Inc., New York, N. Y.

"Developing New Accounts"—R. S. SIMPERS, McLain-Simpers Organization, Philadelphia, Pa.

"The Work of the Media Department"—GUY H. RICHARDS, Erickson Company, Inc., New York, N. Y.

"Getting the Facts Through a Survey"—PAUL T. CHERINGTON, J. Walter Thompson Co., New York, N. Y.

TUESDAY AFTERNOON, JUNE 22D

Opening at 2 o'Clock

Presiding—H. E. LESAN.

"Using Facts to Build the Advertising Campaign"—MILTON TOWNE, Joseph Richards Company, New York, N. Y.

"The Copy"—ROBERT TINSMAN, Federal Advertising Agency, Inc., New York, N. Y.

"The Art"—W. H. BEATTY, Newell-Emmett Company, Inc., New York, N. Y.

WEDNESDAY MORNING, JUNE 23D

Opening at 9 o'Clock

Presiding—H. E. LESAN.

"Collateral Service of the Advertising Agency"—FREDERICK J. ROSS, Frederick J. Ross Company, Inc., New York, N. Y.

"The Business (internal) End of an Advertising Agency"—HARRISON ATWOOD, The H. K. McCann Company, New York, N. Y.

"Where Is the Advertising Agency Going in the Future?"—EUGENE MCGUCKIN, Eugene McGuckin Advertising Agency, Philadelphia, Pa.

AMERICAN COMMUNITY ADVERTISING ASSOCIATION

College Hall, Room 110, University of Pennsylvania

TUESDAY MORNING, JUNE 22D

Opening at 9:30 o'Clock

Presiding—CHARLES F. HATFIELD, President, American Community Advertising Association, St. Louis, Mo.

9:30—President's Address, "Conserving Community Funds"—CHARLES F. HATFIELD, Secretary and General Manager, St. Louis Convention and Publicity Bureau, St. Louis, Mo.

9:45—Appointment of Committees.

9:50—"Value of Hotels in Community Advertising"—JOHN C. BURG, Hotels Statler Company, Inc., New York, N. Y.

10:10—"Discussion: Above Paper"—H. B. DICKSON, Convention Manager, The Mayflower, Washington, D. C.

P. G. B. MORRIS, Director of Publicity, The Drake, Chicago, Ill.

10:20—"Bank Advertising and the Community"—T. H. SEWELL, Publicity Director, Ohio Savings Bank & Trust Company, Toledo, Ohio.

10:40—"Legislation to Aid Community Advertising"—MARTIN KEET, Secretary, Chamber of Commerce, Sunbury, Pa.

11:00—"How the Railroads Advertise Communities and Sell Good Will"—C. B. SUBBOROUGH, General Traffic Manager, Pennsylvania Railroad System.

11:20—"Motion Pictures in Community Advertising"—J. KENNARD JOHNSON, Manager, Chamber of Commerce, Bay City, Mich.

11:30—Open Discussion on Papers of Morning Session.

TUESDAY AFTERNOON, JUNE 22D

Opening at 2:00 o'Clock

Presiding—T. H. SEWELL, Vice-President, American Community Advertising Association, Ohio Savings Bank & Trust Company, Toledo, Ohio.

2:00—"Community Research in Building an Advertising Program"—DR. LEONARD P. FOX, Bureau of Research, Pennsylvania State Chamber of Commerce, Harrisburg, Pa.

2:30—"Recreation and Community Selling"—EUGENE T. LIES, Special Representative, Playground & Recreation Association of America, Chicago, Ill.

2:50—"Relation of the Advertising Agencies to Community Advertising"—W. FRANK MCCLURE, Chairman, National Advertising Commission, Albert Frank & Co., Chicago, Ill.

3:10—"Selling Your Community Through the Store Window"—C. S. CLARK, Assistant to President, Edwards & Deutsch Lithographing Company, Chicago, Ill.

3:20—"National Community Advertising"—DON E. MOWRY, General Secretary, Association of Commerce, Madison, Wis.

3:40—"District Community Advertising Projects: "What Texas Is Doing"—MRS. ROBERT G. COULTER, Coulter & Payne, San Antonio, Texas.

"Virginia's Campaign at Norfolk-Portsmouth"—CAPT. F. E. TURIN, Manager, Norfolk-Portsmouth Advertising Fund.

"Pike's Peak Region"—GIFFORD GILL-ASPY, Hathaway Advertising Service, Colorado Springs, Colo.

4:10—Open Discussion, Papers of Afternoon Session.

WEDNESDAY MORNING, JUNE 23D

Opening at 9:30 o'Clock

Presiding—DON E. MOWRY, Secretary, American Community Advertising Association; General Secretary, Association of Commerce, Madison, Wis.

9:30—"Part Played by Utilities in Community Advertising"—C. W. CHILES, Manager, Publicity Department, Central Illinois Public Service Company, Springfield, Ill.

9:50—"Creating Community Spirit"—BEN R. VARDAMAN, Editor, National Community Magazine, Chicago, Ill.

10:15—District Community Advertising Projects:

"Maine's Program of State-Wide Advertising"—HARRIE B. COE, Manager State of Maine Publicity Bureau, Portland, Me.

"Advertising the Playground of Michigan to the Country"—J. KENNARD JOHNSON, Manager, Bay City Chamber of Commerce, Bay City, Mich.

OFFICIAL PROGRAM

"Pennsylvania's Plan and Results"—T. C. MIRKIL, Manager, State Publicity Bureau, Harrisburg, Pa.

"Denver's Activity (Visualized)"—JOE E. MOORHEAD, Mountain States Telephone Company, Denver, Colo.

11:05—Secretary's Report.
Committee Reports.
Election of Officers.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

TUESDAY MORNING, JUNE 22D

9:00 o'Clock, Promptly

National Advertising

MISS GRACE WALTON, Advertising Manager, Julius Kayser & Co.—"If Retailers Can Make Newspaper Space Pay, So Can Manufacturers."

ROY S. DURSTINE, Secretary-Treasurer, Barton, Durstine & Osborne, Inc., and President of the American Association of Advertising Agencies.—"Suggestions From the Advertising Agency Angle."

J. M. CLEARY, Sales Manager, The Studebaker Corporation of America.—"Why Is Free Publicity?"

Subjects for open discussion:

"Is a revision of the present Standard of Merchandising Practice for Newspapers, as adopted by the A. of N. A. E. in 1921, expedient?"

"What is the best current experience in defining local advertising and national advertising and what are the best methods of enforcing established policies?"

"What is the best method of handling situations arising when an advertising agency endeavors to cancel a contract that has been in effect for six or eight months in order to place a new contract for one year from its date?"

"How do national advertisers check up on results secured from periodical publication advertising?"

"Recently some newspapers have issued rate cards entirely eliminating cash discounts to agencies and allowing agency commissions only when payment is made in full on or before the 15th or the 20th of the month. Is this good practice for other newspapers to adopt?"

TUESDAY AFTERNOON, JUNE 22D

2:00 o'Clock, Promptly

Local Display Advertising

I. R. PARSONS, Advertising Director, The *New York Telegram* (formerly a department store advertising manager).—"Merchandising a Newspaper."

FRANK B. JENNINGS, Advertising Manager, The May Company, Cleveland.—"Is Circulation Your Chief Merchandise?"

EDWIN S. FRIENDLY, Business Manager, The *New York Sun*.—"Development of Modern Newspaper Advertising."

Subjects for open discussion:

"What are the best methods for selling special editions and what results are secured by the advertiser and by the newspaper?"

"Should special sections or editions at a high rate be encouraged?"

"What program might a newspaper suggest to merchants as a means of causing people to trade at home?"

"Should a newspaper combat merchants who advertise untruthfully?"

"What should be the attitude of newspapers toward requests from periodical publication advertisers urging the newspapers to sell so-called "tie-up" advertising to retailers?"

WEDNESDAY MORNING, JUNE 23D

9:00 o'Clock, Promptly

Classified Advertising

WALTER W. MURDOCK, Classified Advertising Manager, The *Detroit Free Press*.—"Building Classified Advertising."

FRANK McCABE, Classified Advertising Manager, The *New York World*.—"The Relative Importance of Classified and Display Advertising."

Open discussion of classified advertising problems will follow the two addresses. In case all discussions from previous sessions have not been completed, they will be taken up at this time.

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

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS

Price Hall—Law School, University of Pennsylvania
JUNE 22D AND 23D

Opening promptly at 9:00 o'clock, Tuesday, June 22d; Second Session, 1:30 o'clock; Third Session, 9:00 o'clock, Wednesday, June 23d; Fourth Session, 1:30 o'clock.

Note—As much of program as it is possible will be completed at each session, allowing as much time as seems desirable to each subject. The following session will begin where previous session finished.

Registration
President's Address
Secretary's Report
Treasurer's Report
Appointment of Committees

FUNDAMENTALS OF SALESMANSHIP APPLIED TO CLASSIFIED ADVERTISING

Chairman—WALTER W. MURDOCK, Manager, Classified Advertising, The *Detroit Free Press*, Detroit, Mich.

1. Selecting Employees.
2. Preliminary Training.
3. Getting Most Out of Street Salesmen.
4. Accomplishing Most Through Telephone Sales Work.

DEVELOPING VOLUNTARY BUSINESS

Chairman—HARRY GWALTNEY, Manager of Classified Advertising, The *Milwaukee Journal*, Milwaukee, Wis.

1. Fundamentals and Prerequisites.
2. Promotion in Your Paper.
3. Special Inducements to Advertisers.
4. Relation of Results to Voluntary Business.
5. Service.

PROMOTION

Chairman—C. L. PERKINS, Manager of Classified Advertising, The *Chicago Herald-Examiner*, Chicago, Ill.

1. Under What Conditions Should Promotion Be Directed to Readers, to Advertisers, to Both Advertisers and Readers?
2. Effect on Advertisers of Promotion Directed to Readers.
3. Is Promotion in Your Own Paper Sufficient or Should You Use Along with It Direct Mail Billboards?
4. Definite Policies in Promotion.

OFFICIAL PROGRAM

5. Examples of Outstanding Accomplishments Resulting from Promotion.
6. Possibilities of Preparing Promotion Advertisements Without.
7. The Problem of Getting Space in Your Own Paper for Promotion Copy.
8. Should Novelties, Comic Strips, and Prizes to Readers Be Used, and if so, When?

NATIONALIZED MACHINERY TO PREVENT MISREPRESENTATION AND FRAUD

EDWARD L. GREENE, Manager of the National Better Business Bureau, New York, N. Y.

SERVICE AS APPLIED TO CLASSIFIED ADVERTISING
 Chairman—R. E. SEILER, Manager of Classified Advertising, *Los Angeles Examiner*, Los Angeles, Calif.

1. What Is Service in Classified Advertising?
2. Businesslike Conduct and Its Importance.
3. Importance of Expertly Trained and Competent Classified People.
4. Necessity of Keeping Salesmen Enthusiastic.
5. Necessity of Understanding Advertisers' Business.

CREDITS AND COLLECTIONS

Chairman—F. L. TATE, Manager of Classified Advertising, *The Toronto Star*, Toronto, Canada.

1. Routine and Detail of Billing Accounts.
2. Which Is Best Method of Making Collections?
3. Discounts.
4. Verification of Charges or Accounts.
5. Adjustments.
6. How Can Sales and Credit Departments Co-operate?
7. Training for Credit People.

OTHER SUBJECTS TO BE DISCUSSED

1. Censorship of Copy and Control of Agencies to Prevent Them from Offering Copy Repeatedly That Has Been Rejected.
2. Ways and Means of Securing Out-of-Town Advertising.
3. Developing and Handling Church Advertising.
4. What Should Be the Percentage Cost of the Classified Department?
5. Is There Any Particular Way to Build Rental Classifications?
6. Should the Same Rates Apply to All Classifications?
7. How to Handle Birth and Death Notices.
8. What, If Any, Merit Have Special Pages?
9. Are Combination Rates Logical and Do They Constitute Price Cutting?
10. Has Anybody Ever Built Voluntary Business on the Fourth Newspaper of a Metropolitan City?
11. Can We Get All Member Newspapers to Accept and Use the Association Rules on Censorship?
12. Why Can't the Association Conduct an Employment Bureau or Agency for the Benefit of Classified Workers and as a Help to Keep Good Men in the Classified Field.
13. Are Legal Notices Handled as Classified Advertising in Most Papers?
14. Should Classified Rates Be Higher Than Display Rates?
15. How Can We Get the Co-operation of Our Composing Room?

16. Wants Discussion of Typography and Display Classified.
17. Advisability, in View of Reader Interest, of Putting Such Classifications as Death Notices in Slop-over Pages or Near Back of Paper on Sundays.

Election of Officers.
 Reports of Committees.

ASSOCIATED RETAIL ADVERTISERS

Logan Hall, Room 17, University of Pennsylvania

TUESDAY MORNING, JUNE 22D

Opening at 9:30 o'Clock

Presiding—SHELDON R. COONS, President, Associated Retail Advertisers; Advertising and Sales Director of Gimbel Brothers, New York, N. Y.

9:30—Report of President.

Report of Secretary-Treasurer.

Appointment of Committees on Nominations and Resolutions.

Note—Important matters necessitate presence of all members at Business Session at 9:30. Your attendance will be appreciated.

10:00—"Advertising Representations and Its Responsibility from a Governmental Viewpoint"—HON. VERNON W. VAN FLEET, Member Federal Trade Commission, Washington, D. C.

10:30—Questions and Discussion.

10:45—"The Functions of the Publicity Department and Its Relation to the Organization Structure"—PAUL M. MAZUR, Lehman Brothers, New York, N. Y.

11:15—Questions and Discussion.

11:30—"Copy and Promotion: Market Street, Philadelphia, Versus Fifth Avenue, New York"—ADAM L. GIMBEL, Executive Head of Saks & Co., Fifth Avenue, New York N. Y.

12:15—Questions and Discussion.

Adjournment.

TUESDAY AFTERNOON, JUNE 22D

Opening at 2:30 o'Clock

Presiding—THOMAS P. COMEFORD, Publicity Director of A. I. Namm & Son, Brooklyn, N. Y.

2:30—"Working with the Retailer"—EDWARD L. GREENE, Managing Director, National Better Business Bureau, New York, N. Y.

To be introduced by H. J. Kenner, Vice-President and General Manager of the Better Business Bureau of New York City.

3:00—Questions and Discussion.

3:15—"The Change in Buying Appeal"—L. E. MCGIVENA, Manager of Publicity, *New York Daily News*, New York, N. Y.

3:45—Questions and Discussion.

4:00—"The Graphic Age in Advertising"—LOUIS PEDLAR, Pedlar & Ryan, New York, N. Y.

4:30—Questions and Discussion.

4:45—Adjournment.

WEDNESDAY MORNING, JUNE 23D

Opening at 9:30 o'Clock

Presiding—SHELDON R. COONS, President, Associated Retail Advertisers; Advertising and Sales Director, Gimbel Brothers, New York, N. Y.

9:30—Reports of Committees.

OFFICIAL PROGRAM

- 9:45—"A Review of Advertising of the Past and Present With Certain Prognostications as to the Future"—IRVING R. PARSONS, Advertising Manager, *New York Telegram*, New York, N. Y.
- 10:15—Questions and Discussion.
- 10:30—"Using Direct Mail"—DAVID LAMPE, Advertising Manager, The Hub, Baltimore, Md.
- 11:00—Questions and Discussion.
- 11:15—"Style's the Thing"—AMOS PARRISH, Amos Parrish & Co., Cleveland, Ohio.
- 11:45—Questions and Discussion.
- 12:00—Election of Officers, Directors and National Commissioners.
- Adjournment.

CHURCH ADVERTISING DEPARTMENT

- College Hall, Room 200, University of Pennsylvania
TUESDAY MORNING, JUNE 22D
Opening at 9:00 o'Clock
- Presiding—DR. CHRISTIAN F. REISNER, President, Church Advertising Department, New York, N. Y.
- "What Truths Shall We Advertise?"—REV. T. M. ARMSTRONG, Pastor, Groesbeck, Texas.
- "Spiritual Principles in Advertising"—PROF. LEE A. WOLFARD, Marshall University, Huntington, W. Va.
- "Using Advertising Experts"—REV. KERRISON JUNIPER, Pastor, First Congregational Church, St. Petersburg, Fla.
- "Books the Church Advertiser Should Own"—GEORGE FRENCH, Montclair, N. J.
- "Showing the Value of Church Advertising"—E. D. GIBBS, National Cash Register Co., Dayton, Ohio.
- "A Sunday School Evening Audience Through Newspaper Publicity"—REV. J. ELMER RUSSELL, Pastor, North Presbyterian Church, Binghamton, N. Y.
- "Advertising in Building a Bible Class"—H. V. JAMISON, Advertising Manager, American Sheet & Tin Plate Company, Pittsburgh, Pa.
- "Reaching My Own Community"—REV. EARL HOON, D.D., Pastor, Hyde Park Methodist Episcopal Church, Cincinnati, Ohio.
- "The Lutherans Advertise"—REV. HOWARD R. GOLD, Chairman, Committee on Publicity, United Lutheran Church in America, New Rochelle, N. Y.
- "Ten Pastors' Experiences"—J. A. BUSWELL, Buswell Service, Kalamazoo, Mich.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

- Presiding—DR. CHRISTIAN F. REISNER.
- "Ten Minutes With Twenty Pastors"—J. A. BUSWELL, Buswell Service, Kalamazoo, Mich.
- "Examination of Sample Printed Church Advertisements With Expert Criticism"—(A one hour discussion.) Directed by EVART G. RUTZAHN, Russell Sage Foundation, New York, Assisted by DOUGLAS C. MCMURTRIE, New York, N. Y.
- "Outdoor Advertising"—CLARENCE B. LOVELL, Advertising Manager, General Outdoor Advertising Company, New York, N. Y.
- "Sermon Topic Posters"—REV. ORVILLE S. DUFFIELD, Pastor, Cooper Memorial Methodist Church, Philadelphia, Pa.
- "Securing Audiences Through Motion Pictures"—GEORGE J. ZEHRING, National Council, Y. M. C. A., New York, N. Y.
- "Miscellaneous Plans"—HERBERT H. SMITH, Board of Christian Education, Presbyterian Church in the U. S. A., Philadelphia, Pa.

WEDNESDAY MORNING, JUNE 23D
Opening at 9:00 o'Clock

- Presiding—DR. CHRISTIAN F. REISNER.
- "The Auditorial We"—JAMES SCHERMERHORN, Detroit, Mich.
- "Advertising the Kingdom Through Press-Radio Service"—JAMES WRIGHT BROWN, Editor and Publisher, New York, N. Y.
- "The Church Page"—REV. W. A. NICHOLS, Religious Editor, *New York Evening Sun*, New York, N. Y.
- "Ideal 'Copy' for Newspaper Advertisements"—REV. G. P. BUTLER, Advertising Department, *New York Times*, New York, N. Y.
- "What a Religious Editor Prints"—MISS RACHEL MCDOWELL, Religious Editor, *New York Times*, New York, N. Y.
- "The Question of Co-operative Church Advertising"—(A one hour discussion.) REV. W. H. LEACH, Editor *Church Management*, presiding.
- (a) "Success in Community Publicity"—E. P. BEEBE, Treasurer, Iron Age Publishing Company, New York, N. Y.

CONFERENCE OF ADVERTISING CLUB EXECUTIVES

Engineers' Bldg., Room 303, University of Pennsylvania

WEDNESDAY MORNING, JUNE 23D
Opening at 9:00 o'Clock

- President—NORMAN M. PARROTT, Secretary, Advertising Club of Baltimore, Md.
- 9:00—"A Message"—From C. K. WOODBRIDGE, President, Associated Advertising Clubs of the World, New York, N. Y.
- 9:10—"A Well-Rounded Advertising Club"—DON K. THOMAS, Executive Secretary, Advertising Club of Los Angeles, Calif.
- 9:30—Questions and Discussion.
- 9:35—"Group Meetings (Departmentals)"—CLIFTON D. JACKSON, Executive Secretary, Advertising Club of New York.
- 9:45—Questions and Discussion.
- 9:50—"Announcements and Publicity"—LESTER C. NAGLEY, Executive Secretary, Advertising Club of Indianapolis.
- 10:00—"How Committees Should Function"—HAROLD M. HASTINGS, Executive Secretary of the Adcraft Club of Detroit.
- 10:20—"Machinery for Carrying Out Programs"—PAUL S. VAN AUKEN, Executive Secretary, Advertising Council of Chicago.
- 2:55—"District Conventions"—JOHN W. LONGNECKER, Chairman First District.
- 3:05—"Budgets"—(Speaker to be assigned.)
- 3:15—"Departmentalizing the Work of an Advertising Club"—ROBERT A. WARFEL, Executive Secretary, National Advertising Commission, New York, N. Y.
- 3:25—"A Story From Overseas"—(British speaker to be assigned.)
- 3:40—"Making Effective Use of the Speakers' Bureau"—(Speaker to be assigned.)
- 3:50—Recess.
- 4:00—Free for All Discussion.
- This hour has been set aside for discussion of club problems that have not been covered by speakers and in previous discussions; led by Chairman Parrott.
- 10:35—"Conducting a Club With Volunteers Only"—HENRY F. HAGER, President of the Advertising Club of Muncie, Ind.

OFFICIAL PROGRAM

- 10:50—Speaker from Great Britain. (Subject and name to come later.)
 11:00—"Membership"—Open discussion to be led by Chairman Parrott.
 11:20—"Club Work in Canada"—W. B. TINGLE, President of the Montreal Publicity Association.
 Thirty minutes for questions on subjects that have been discussed this morning.
 12:00—Adjourn for Lunch.

WEDNESDAY AFTERNOON, JUNE 23D

Opening at 2:00 o'Clock

- 2:00—"Club Finances"—(Ten minutes to full-time secretary and ten minutes to a volunteer secretary.)
 2:20—Questions and Discussion.
 2:35—"Club Service Department—Associated Advertising Clubs of the World"—ED HUNTER, Director, Club Service Department.
 2:45—"Hints of Officers of Small Clubs"—REGINALD COLLEY, former President, Advertising Club of Fargo, N. D.; now Special Field Representative of the Associated Advertising Clubs of the World.

DIRECT MAIL ADVERTISING ASSOCIATION

Zoological Laboratory, Room 10
 University of Pennsylvania

TUESDAY AFTERNOON, JUNE 22D

Opening at 2:00 o'Clock

- Presiding—FRANK L. PIERCE, Executive Secretary, Direct Mail Advertising Association, Detroit, Mich.
 2:00—"Handling Mailing Lists to Get the Best Results"—EDWARD COLEMAN, Publicity Department, Abraham & Straus, Inc., Brooklyn, N. Y.
 2:30—Discussion.
 2:45—"Using Direct Mail to Make Space Advertising Effective"—S. E. CONYBEARE, Assistant Sales Manager in Charge of Advertising, Armstrong Cork Company, Lancaster, Pa.
 3:15—Discussion.
 3:30—"Getting Your Message Over to the Other Fellow"—A. M. CANDEE, Advertising Manager, The National Enameling & Stamping Company, Inc., Milwaukee, Wisc.
 4:00—Discussion.
 4:15—Address—HAROLD HERD, London, England.
WEDNESDAY MORNING, JUNE, 23D
 Opening at 9:30 o'Clock
 Presiding—ELMER J. ROEPER, Business Manager, *The Postage Magazine*, New York, N. Y.
 9:30—"Reducing Sales Costs Through Good Printing"—WATSON M. GORDON, S. D. Warren Company, Boston, Mass.
 10:00—Discussion.
 10:15—"The Place of a House Organ in a General Advertising Program"—E. R. MANCHESTER, Editor, *DuPont Magazine*, E. I. DuPont DeNemours & Co., Wilmington, Del.
 10:45—Discussion.
 11:00—"Better Direction in Direct Mail Selling"—S. ROLAND HALL, Advertising Agency Service, Easton, Pa.
 11:30—Discussion.

WEDNESDAY AFTERNOON, JUNE 23D

Opening at 2:00 o'Clock

- Presiding—ROBERT E. RAMSAY, President, The

Robert E. Ramsay Organization, New York, N. Y., and Past President, the Direct Mail Advertising Association.

- 2:00—"You Can't Say 'No' to the Ceiling"—STREETER BLAIR, Treasurer, The Havens-Blair-Cartlich Company, Kansas City, Mo.
 2:30—Discussion.
 2:45—"The Postal Situation from a Government Viewpoint"—HON. ROBERT S. REGAR, Third Assistant Postmaster General, Washington, D. C.
 3:15—"The Postal Situation from a Mail User's Viewpoint"—RICHARD H. LEE, National Council of Business Mail Users, New York, N. Y.
 4:00—Discussion.

FINANCIAL ADVERTISERS' ASSOCIATION

Ritz-Carlton Hotel, Broad Street

WEDNESDAY MORNING, JUNE 23D

Open at 9:30 o'Clock

- Presiding—H. ENNIS JONES, Franklin Trust Company, Philadelphia, Pa.; Chairman, Program Committee.
 9:35—Address of Welcome—E. T. STOTESBURY, Drexel & Co., Philadelphia.
 9:50—Response by CARROLL RAGAN, United States Mortgage & Trust Co., New York, N. Y.; President Financial Advertisers' Association.
 10:00—"Are Banks Advertising Their Community or Should They?"—T. H. SEWELL, Ohio Savings Bank & Trust Co., Toledo, Ohio.
 10:25—"Living Up to Your Bank's Advertising"—O. HOWARD WOLFE, Philadelphia Girard National Bank, Philadelphia, Pa.
 10:45—"Advertising: The Biggest Financial Issue in the World's History"—JAMES HOWARD PERKINS, Advertising Manager, Goodall, Blackhouse & Co., Leeds, England.
 11:00—"Selling Trust Service"—FRANCIS H. SISSON, Guaranty Trust Company, New York, N. Y.
 11:40—"Life Insurance Trusts"—CLINTON F. BERRY, Union Trust Company, Detroit, Mich.; 2d Vice-President, Financial Advertisers' Association.
 12:10—Announcement by President CARROLL RAGAN.
 12:15—Adjournment.
 1:00—Luncheons:
 "Savings Department"—FREDERICK H. P. SIDONS, American Security & Trust Co., Washington, D. C.
 "Trust Department"—PAUL HARDESTY, Union Trust Company, Chicago, Ill.
 "Commercial Department"—GUY W. COOKE, First National Bank, Chicago, Ill.
 "Investment Department"—EDMUND BOUSHELLE, A. B. Leach & Co., New York, N. Y.
 2:00—Historical Tour of Philadelphia and Valley Forge. Leaving from Headquarters Hotel.
GENERAL MAGAZINE REPRESENTATIVES
 College Hall, Room 205, University of Pennsylvania
TUESDAY MORNING, JUNE 22D
 Opening at 10:00 o'Clock
 Presiding—A. M. CAREY, Advertising Manager, International Studio, New York; Chairman, Magazine Group, Advertising Club of New York.
 10:00—Organization and General Discussion.

OFFICIAL PROGRAM

- 10:30—"Cultivating the Advertising Prospect for the Magazine Salesmen"—PHILLIP KOBBE, Phillip Kobbe Company, New York, N. Y.
 11:10—"The Present Day Methods of Selling Magazine Advertising"—Three minute talks by magazine advertising specialists.

TUESDAY AFTERNOON, JUNE 22D
 Opening at 2:00 o'Clock

Presiding—GILBERT T. HODGES of the Executive Board, Frank A. Munsey Company, New York; President, Magazine Club of New York.

- 2:00—"The Magazine as a Social Force"—REV. DR. A. RAY PETTY, Pastor, Grace Baptist Temple, Philadelphia, Pa.
 2:35—"The Place of the Magazine in the Advertising Schedule"—G. LYNN SUMNER, President, G. Lynn Sumner Company, New York, N. Y.
 3:05—"Magazines as Advertising Media in England"—IVOR NICHOLSON, Business Manager, National Magazine Company, Ltd., London, England.
 3:50—"Some Recent Developments in Circulation Statistics"—PAUL T. CHERINGTON, Director of Research, J. Walter Thompson Company, New York, N. Y.
 4:25—"The Part Played by Magazines in the Educational Development of the Nation"—PROF. HAROLD J. STONIER, University of Southern California, Palo Alto, Calif.

GRAPHIC ARTS DEPARTMENT

Engineers' Bldg., Room 323, University of Pennsylvania

TUESDAY MORNING, JUNE 22D
 Opening at 10:00 o'Clock

Presiding—J. LINTON ENGLE, President, The Holmes Press, Philadelphia, Pa.

- 10:00—"Advertising Ahead of Salesmen and Getting the Salesmen Behind the Advertising"—JACK W. SPEARE, Advertising and Sales Promotion Counsel, Rochester, N. Y.
 10:30—Discussion.
 10:35—"How the Printer Can Best Help the Advertiser"—BERNARD LICHTENBERG, Assistant Director of Advertising, Alexander Hamilton Institute, New York.
 11:05—Discussion.
 11:10—"Getting the Advertiser's Point of View Into Typography"—W. ARTHUR COLE, Vice-President, The Corman Company, New York, N. Y.; President, American Institute of Graphic Arts.
 11:40—Discussion.
 11:45—"Helping to Solve the Merchandising Problem"—DANIEL B. HASSINGER, Art Director, Robert Gair Company, New York, N. Y.
 12:15—Discussion.
 12:20—"A Message From Overseas"—WILLIAM CONNOR, Artist, Belfast, Ulster.
 12:45—Adjournment.
 WEDNESDAY MORNING, JUNE 23D
 Opening at 10:00 o'Clock
Presiding—J. LINTON ENGLE.
 10:00—"What We Expect in the Way of Help From Printers"—VERNE BURNETT, Secretary, Institutional Advertising Committee, General Motors Corp., Detroit, Mich.
 10:30—Discussion.

- 10:35—"Copy and Illustration"—JAMES WALLEN, Advertising Counselor, New York, N. Y.

11:05—Discussion.

- 11:10—"Shall Printers Become Advertising Men?"—CHARLES AUSTIN BATES, Advertising Counselor, New York, N. Y.

11:40—Discussion.

- 11:45—"Why Quality Adds to the Effectiveness of Printed Matter"—DAVID SILVE, Consulting Typographer, New York, N. Y.

12:15—Discussion.

12:20—Departmental Business.

12:45—Adjournment.

INSURANCE ADVERTISING CONFERENCE

Benjamin Franklin Hotel

TUESDAY MORNING, JUNE 22D
 Opening at 9:00 o'Clock

Group sessions of the three groups which make up the personnel of the Insurance Advertising Conference:

Life Group—*Presiding*—B. N. MILLS, Advertising Manager, Bankers' Life Insurance Company, Des Moines, Iowa.

Fire Group—*Presiding*—JOHN W. LONGNECKER, Advertising Manager, Hartford Fire Insurance Company, Hartford, Conn.

Casualty and Surety Group—*Presiding*—SIDNEY C. DOOLITTLE, Publication Manager, Fidelity and Deposit Company, Baltimore, Md.

- 12:20—Luncheon—*Presiding*—EDWARD A. COLLINS, President, Insurance Advertising Conference.
Speaker—CHARLES H. HOLLAND, President, The Independence Companies, Philadelphia, Pa.

TUESDAY AFTERNOON, JUNE 22D
 Opening at 2:30 o'Clock

Presiding—WARREN W. ELLIS, Vice-President, Insurance Advertising Conference; Manager of Sales Promotion, Commercial Union Assurance Company, New York, N. Y.

- 2:30—"Blotter—An Expensive Habit or a Selling Investment?"—FRANKLIN DORCET, Whittet & Shepperson, Richmond, Va.

3:00—"The Insurance Advertising Exhibit"—A group of selected speakers, and discussions under direction of the Exhibit Committee, MISS ALICE E. ROCHE, Chairman.

- 4:30—Annual Business Meeting and Election of Officers.

NATIONAL ASSOCIATION OF TEACHERS OF ADVERTISING AND MARKETING

Law School, Room 1, University of Pennsylvania

TUESDAY AFTERNOON, JUNE 22D
 Opening at 2:00 o'Clock

Presiding—PROF. EDWARD J. KILDUFF, Chairman, Department of Business English, New York University, New York, N. Y.; President, National Association of Teachers of Advertising and Marketing.

"Supplementary Assignments for the Study of Advertising"—NEIL N. BORDEN, Assistant Dean, Harvard University, Boston, Mass.

"Supplementary Assignments for the Study of Marketing"—PROF. NATHANIEL W. BARNES, University of Chicago, Chicago, Ill.

TUESDAY EVENING, JUNE 22D
 Opening at 6:30 o'Clock
Benjamin Franklin Hotel

Presiding—PROF. EDWARD J. KILDUFF, New York, N. Y.

OFFICIAL PROGRAM

"What the University Can Do to Prepare Men and Women for Work in Advertising Agencies"—WILFRED W. FRY, President, N. W. Ayer & Son, Philadelphia, Pa.

"What the University Can Do to Prepare Men and Women for the Business Side of Periodical Publishing"—WILLIAM BOYD, Advertising Director, The Curtis Publishing Company, Philadelphia, Pa.

NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS

Engineers' Bldg., Room 209, University of Pennsylvania

WEDNESDAY MORNING, JUNE 23D

Opening at 10:30 o'Clock

Presiding—E. E. BRUGH, President, National Association of Theatre Program Publishers, Chicago, Ill.

10:30—Call to order by the President.

10:40—Report of progress of the Association in the past year.

Report of accomplishments of the National Advertising Commission.

11:30—"Selling Advertising"—J. C. CHEVALIER, Secretary, New York Theatre Program Corporation, New York, N. Y.

12:15—Luncheon.

WEDNESDAY AFTERNOON, JUNE 23D

Opening at 1:20 o'Clock

1:30—"The Use of Theatre Programs for Topics and Information of Civic and Community Interests"—CHARLES F. HATFIELD, President, American Community Advertising Association, St. Louis, Mo.

2:00—"Opportunity to Improve Theatre Programs and Broaden Our Service to the Advertiser"—E. E. BRUGH, Clyde W. Riley Advertising System, Chicago, Ill.

2:30—Reports from All Members of Association. Clyde W. Riley Advertising System—E. E. Brugh, Chicago, Ill.

Arthur M. Levy, Cleveland, Ohio. Theatre Program Corporation of Detroit, Mich.

James G. Sprecher, Los Angeles, Calif. L. N. Scott, Minneapolis and St. Paul, Minn.

New York Theatre Program Corporation, Ralph Trier, R. M. Huber, J. C. Chevalier.

The Mills Advertising Company, Omaha, Nebr.

Unique Advertising Company, Rockford, Ill.

National Advertising Company, San Francisco, Calif.

3:00—Election of Officers for Ensuing Year.

3:30—Adjournment.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA, INC.

Engineers' Bldg., Room 314, University of Pennsylvania

TUESDAY AFTERNOON, JUNE 22D

Opening at 2:00 o'Clock

Presiding—HARRY F. O'MEALIA, President, Outdoor Advertising Association of America, Inc.

Address of Welcome—PRESIDENT O'MEALIA.

"The Influence of Posters on the American Public"—HARVEY CONOVER, Director Creative Bureau, Chicago, Ill.

"The Economic Necessity of Outdoor Advertising"—PROF. A. L. GARDNER, University of Wisconsin, Madison, Wisc.

"Why a National Advertiser Should Use Outdoor Advertising"—MONT H. WRIGHT, Publicity Director, John B. Stetson Co., Philadelphia, Pa.

"The Refinements of Outdoor Advertising"—KERWIN H. FULTON, President, General Outdoor Advertising Co., Inc.

"The Road to More Markets"—SIR WILLIAM HENRY VENO, Advertising Advisor, Veno Drug Co., Ltd., The Woodlands, Altrincham, Cheshire, England.

"Outdoor Advertising and Financial Institutions"—PRESTON REED, Secretary, Financial Advertisers' Association.

"The Art of the Poster"—WILLY POGANY, World Famous Artist and Noted Designer of Stage Settings and Posters.

"Marketing Pennsylvania's Products"—E. ALLEN FROST, Legal Counsel, Outdoor Advertising Association of America, Inc., Chicago, Ill.

Open Discussion.

WEDNESDAY MORNING, JUNE 23D

Opening at 10:00 o'Clock

(In conjunction with Annual Meeting the Pennsylvania Outdoor Advertising Association.)

Presiding—HARRY F. O'MEALIA, President, Outdoor Advertising Association of America, Inc.

"A Better Understanding of America's Markets"—Representative of the United States Chamber of Commerce.

"The Community and the Poster"—DON E. MOWRY, Secretary, American Community Advertising Association.

"A Message from the Advertising Profession of England"—J. K. TRUEMAN, Associated Newspapers, Ltd., London, England.

"Where Outdoor Advertising Gets Its Power"—SAMUEL N. HOLLIDAY, Assistant to the President, General Outdoor Advertising Company, Inc., New York.

"Self-Government in Outdoor Advertising and Community Development"—I. W. DIGGES, Secretary General Outdoor Advertising Company, Inc.

"The Credo of Outdoor Advertising"—CLARENCE B. LOVELL, General Manager, Outdoor Advertising Association of America, Inc., Chicago.

"The Relationship Between Advertising Mediums"—Representative of the Association of Newspaper Advertising Executives.

"Outdoor Advertising for the Church"—W. N. BAYLESS, Bayless-Kerr Company, Cleveland, Ohio.

Open Discussion.

PHILADELPHIA CLUB OF ADVERTISING WOMEN

MRS. ELLEN S. PATTEN, *President*

MISS FLORENCE M. DART, *Chairman Convention*

SUNDAY EVENING, JUNE 20TH, 6 o'Clock

Reception and Dinner in honor of the Overseas Delegates. Admittance by Card. Ritz-Carlton Hotel. Hostess, MISS CLARE V. FEY.

TUESDAY, JUNE 22D, 12:30 P. M.

Luncheon for Women Members of the A. A. C. of W. preceding Annual Business Session. Penn Athletic Club. Hostess, MISS MARY J. DENTON.

Program—
"What the Woman Consumer Wants to Know"—MISS EDITH M. BURTIS, Secretary, *The Silent Partner*,

OFFICIAL PROGRAM

and special syndicate writer for the Philadelphia Ledger.

ADDRESS—LT.-COL. EDWARD FREDERICK LAWSON, Assistant Manager and Proprietor, London Daily Telegraph.

"The Value of Membership to Advertising Women in Women's Clubs"—MISS HAZEL LUDWIG, Manager Research Department, D'Arcy Advertising Co.; Past President, Women's Advertising Club of St. Louis.

Business Session:

Report—Executive Committee Member.
Report of Officers.
Awarding Toledo Trophy.
Three-Minute Report by Club Presidents.
Election of Officers.

TUESDAY EVENING, JUNE 22D, 9 P. M.

GRAND BALL, to which are invited all the members and delegates, guests of the Associated Advertising Clubs of the World, and affiliated Clubs of this City. Hostess, MISS WILHELMINA KANE.

PUBLIC UTILITIES ADVERTISING ASSOCIATION

Auditorium, Harrison Laboratory
University of Pennsylvania

TUESDAY MORNING, JUNE 22D

Opening at 10:00 o'Clock

Presiding—WILLIAM H. HODGE, Byllesby Engineering & Management Corporation, Chicago, Ill.; President, Public Utilities Advertising Association.

Announcements by Convention Arrangements Committee—J. S. S. RICHARDSON, Director, Pennsylvania Public Service Information Committee, Widener Building, Philadelphia, Pa.

Secretary's Report—DEMPSTER MACMURPHY, Secretary, Public Utilities Advertising Association, Chicago, Ill.

Treasurer's Report—C. W. PERSON, American Gas Association, New York, N. Y.

Geographic Sections Report—W. P. STRANDBORG, Portland Railway, Light and Power Company, Portland, Ore.

Presentation of 1926 Advertising Portfolio, Containing 500 Representative Public Utility Advertisements—IRVING M. TUTEUR, McJunkin Advertising Company, Chicago, Ill.

"Some Costs and Results Figures"—E. PAUL YOUNG, A. E. Fitkin & Co., New York, N. Y.

"Outdoor Advertising for Public Utilities"—J. J. MORAN, Commercial Manager, Chicago Rapid Transit Company, Chicago, Ill.

"Radio Broadcasting in Advertising"—MARTIN P. RICE, Director of Broadcasting, General Electric Company, Schenectady, N. Y.

TUESDAY AFTERNOON, JUNE 22D

Opening at 2:00 o'Clock

Presiding—LEONARD ORMEROD, Vice-President, Public Utilities Advertising Association, Philadelphia, Pa.

President's Address—WILLIAM H. HODGE.

Address by PAUL S. CLAPP, United States Department of Commerce, Washington, D. C.

Address by LOUIS WILEY, Business Manager, New York Times, New York, N. Y.

Address by W. N. TEASDALE, Advertising Manager, London & North Eastern Railway, London, England.

REAL ESTATE ADVERTISERS' ASSOCIATION

Philadelphia Real Estate Board
13th and Locust Streets

TUESDAY MORNING, JUNE 22D

Opening 10:00 o'Clock

Presiding—W. EDWIN BLAIR, President, Real Estate Advertisers' Association; President, Blair, Inc., Philadelphia, Pa.

"Promotion of Real Estate as an Investment"—E. T. PURCELL, Advertising Manager, Coral Gables Company, Miami, Fla.

"Advertising and Selling of the Co-operative Apartment House"—FREDERICK CONE, President, Andrew Cone General Advertising Agency, New York, N. Y.

WEDNESDAY MORNING, JUNE 23D

Opening at 10:00 o'Clock

Presiding—MISS GERTRUDE BANKS, Secretary, Real Estate Advertisers' Association; Advertising Manager, J. S. Bradley Company, Toledo, Ohio.

"Building Home Communities Through Advertising"—WILLIAM H. WILSON, President, William H. Wilson & Co.; Past President, Philadelphia Real Estate Board; Past Vice-President, National Association of Real Estate Boards, Philadelphia, Pa.

"Co-ordination of Display and Classified Real Estate Advertising"—HERBERT W. HESS, Ph.D., Professor of Merchandising, Wharton School, University of Pennsylvania, Philadelphia, Pa.

SOCIAL WELFARE ADVERTISING CONFERENCE

Law School Bldg., Room 2, University of Pennsylvania

WEDNESDAY MORNING, JUNE 23D

Opening at 9:30 o'Clock

Presiding—EVART G. ROUTZAHN, Russell Sage Foundation, New York, N. Y.

This conference will include a discussion of the following subjects:

What Advertising Has Done by Social Agencies.
What Help Has Been Given by Associated Clubs.
What Are the Chief Problems in Advertising Social Work?

Is There a Service Opportunity for Advertising Clubs and Advertising People?

Should There Be a Department on Advertising Social Welfare?

WINDOW DISPLAY ADVERTISING ASSOCIATION

Engineers' Bldg., Room 311,
University of Pennsylvania

TUESDAY MORNING, JUNE 22D

Opening at 10:00 o'Clock

Presiding—FRANK C. KENYON, JR., Manager Sales Promotion Congoleum-Nairn, Inc.; Vice-President, Window Display Advertising Association.

"Push vs. Pull in Window Displays"—HERBERT W. HESS, Ph.D., Professor of Merchandising, Wharton School, University of Pennsylvania.

Discussion—Ten Minutes.

"Farm Market Window Displays"—B. J. PARSONS, formerly with J. Walter Thompson Company, now Director of Merchandising, Standard Farm Unit, Chicago, Ill.

Discussion—Ten Minutes.

"Business a Business With Window and Store Displays"—SAMUEL C. DOBBS, former President, Coca Cola Company; former President, Associated Advertising Clubs of the World.

Discussion—Ten Minutes.

OFFICIAL PROGRAM

GENERAL SESSION

Auditorium, University Museum,
University of Pennsylvania

THURSDAY MORNING, JUNE 24TH

Presiding—LOU E. HOLLAND, Kansas City. Past President, Associated Advertising Clubs of the World; President, National Better Business Bureau.

9:00—Music.

9:30—HON. WILLIAM M. JARDINE, Secretary of Agriculture, Washington, D. C.—“The Business of Agriculture.”

10:10—JUDGE C. E. LOBDELL, Fiscal Agent, Federal Land Bank, Washington, D. C.—“Financing the Farmer.”

10:50—LAURICE T. MORELAND, George Batten Company, Boston, Mass.—“The Influence of Advertising Upon the Home.”

11:20—DR. GLENN FRANK, President, University of Wisconsin, Madison, Wisc.—“Business and the Social Future.”

12:00—Adjournment.

THURSDAY AFTERNOON, JUNE 24TH

2:30—Music.

3:00—Annual Business Meeting.

Report of Secretary-Treasurer, JESSE H. NEAL.

Report of Federation of Women's Advertising Clubs, MISS ETHEL B. SCULLY.

Report of Committees:

Constitution and By-Laws—GEORGE W. HOPKINS, Chairman.

Educational—PAUL T. CHERINGTON, Chairman.

Speakers' Bureau—E. D. GIBBS, Chairman.

Washington Service Advisory Committee—F. M. RANDALL, Chairman.

Exhibit Committee—CHARLES R. FREDERICKSON, Chairman.

International Advertising Club Relations—FREDERICK M. FEIKER, Chairman.

Reforestation—MALCOLM MUIR, Chairman.

ENTERTAINMENT

WEDNESDAY EVENING, 9:30 to 11:30 P. M.

COLLOSAL MUSIC FESTIVAL AND PATRIOTIC PAGEANT

AMERICA

PERIOD ONE

8:30—Grand Procession of Chorus and Band—“American Patrol.”

9:00—Massed Chorus—“Song of World Adventurer.”

9:04—Tableau and Pantomime—Court of Isabelle and Ferdinand. Isabelle pledges jewels to Columbus for voyage of discovery.

Tableau—Columbus, Isabella, Ferdinand, Cardinal and 14 other characters—18 characters.

Portrayed by Matinee Musical Club. Ballet—“Espagna”—Chabrier.

9:14—Massed Chorus “Gloria” from the Twelfth Mass—Mozart.

PERIOD TWO

(Colonial) 1700-1800

9:20—Tableau—Landing of the Pilgrims. Portrayed by the members of Plays and Players. Given under the sanction and support of the Mayflower Society.

“Pilgrims' Chorus” from Tannhauser—Wagner Massed Chorus.

9:23—Attack on Stockade and Indian Massacre. Red Men.

9:28—Tableau of Penn with Indians. Portrayed by the Poor Richard Club.

9:33—Tableau—Declaration of Independence—Poor Richard Club.

Procession of Colonists—Philadelphia Music Club.

Washington's Reception at Trenton. Staged by Colonial Dames.

Original arch in the picture is in the barracks at Trenton. (See description of reception.)

Minuet—Ballet—“Marchianza.”

9:43—Procession—Flags of 13 Colonies.

Coronation March from “The Prophet.”

9:53—Betsy Ross—Tableau “The First Flag.”

5 characters—Portrayed by Daughters of the American Revolution. At right, the tableau of “The Spirit of '76,” by the Sons of the Revolution. 4 characters. At left, tableau of “Minute Men.”

Chorus—“Land of Hope and Glory”—Elgar.

PERIOD THREE

1800-1876

10:00—Sham Battle—Soldiers, Sailors, Marines—Navy Yard.

10:10—Fort McHenry—Tableau—Flag on Rampart. Procession of Soldiers—Second City Troop—Captain Kinsley.

10:12—“Largo” from New World Symphony—Massed Chorus.

Scene—Uncle Tom's Cabin.

“Deep River”—Burleigh.

Lincoln Tableau.

Littlefield Pickaninny Ballet.

PERIOD FOUR

10:15—Processional—State Fencibles—2d Troop, etc. Flags of all States and Territories. American Medley.

10:25—Drill—Soldiers, Sailors and Marines—“Over There.”

10:35—“America For Me”—Massed Chorus. 5 minutes.

10:40—Armistice Day—“Victory Ball”—Ballet. 20 minutes.

11:00—Americanization—Flag Business—Massed Bands.

“Stars and Stripes.”

11:10—Penn Athletic Club—Progress of Sport.

11:20—Ensemble—“America.”

Curtain—11:26-11:30.

And when you return downtown—the cabaret from 11:30 p. m. to 2:00 a. m., aided by—PROVIDENCE, R. I. WOMAN'S CLUB,

Bellevue-Stratford MILWAUKEE ADVERTISING CLUB. Ritz-Carlton PUBLIC UTILITIES ADVERTISING ASSOCIATION,

Adelphia NEW YORK WOMAN'S CLUB. Walton

LANCASTER ADVERTISING CLUB. Arcadia

NATIONAL INDUSTRIAL ADVERTISING ASSOCIATION, Sylvania

NEW STORY OF PHILADELPHIA PIONEER JOURNALISM

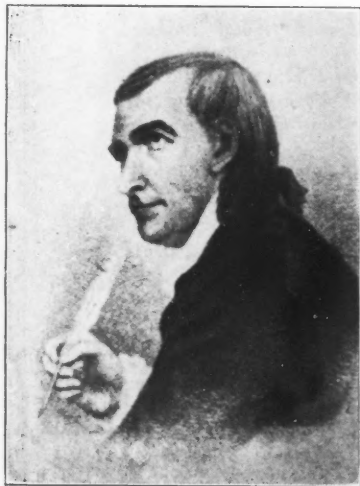
(Written for EDITOR & PUBLISHER)

By JAMES MELVIN LEE,

Director of Department of Journalism, New York University, and author of "History of American Journalism"

PHILADELPHIA, bewigged and benighted, set a swift pace for exhibitions when, in July, 1788, it celebrated the adoption of the Constitution. The Chairman of the Committee on Arrangements, who incidentally in his published works left a most vivid account of this celebration, was Francis Hopkinson.

Mention of Hopkinson in this article, however, will confine itself not to how



F. HOPKINSON,

Intimate of Franklin and close student of Philadelphia's struggling pioneer press

he led the parade, but to how he molded without any direct editorial control public opinion in Philadelphia. Thomas Jefferson once spoke of the *National Gazette* as having saved our Constitution "which was galloping fast into monarchy and has been checked by no means so powerful as by that paper." I may well conclude, therefore, a little account of the journalistic activities of Philip Freneau, well known as the "poet of the Revolution," but not so well known as the editor of the *National Gazette*.

In the history of American journalism no editor has been more severely criticized than William Cobbett whose newspaper career in this country was practically limited to Philadelphia. Yet so careful a critic as Allan Nevins, the official historian of the *New York Evening Post*, lately remarked that Cobbett was the greatest journalist of his time, in England or in America. Consequently, I want to present a little different picture of Cobbett than that which has previously appeared in print in America.

The cradle days of Philadelphia newspapers, having been treated somewhat fully in my "History of American Journalism," may be passed over with only brief mention. The first newspaper in Philadelphia—as any school boy knows, to use Macaulay's pet phrase—was the *American Weekly Mercury* established Dec. 22, 1719, by Andrew Bradford, the founder of the newspaper press in the Middle States of America. Until May 25, 1721, John Copson, a Philadelphia bookseller, seems to have been associated with Bradford in the sale of the *Mercury*. From the latter date the imprint was "Philadelphia; printed and sold by Andrew Bradford at the Bible, in Second street, and also by William Bradford, in New York, where advertisements are taken in." The William Bradford mentioned in the imprint was the father who on Nov. 8, 1725, published in New York its first paper, the *New York Gazette*. But this is another

story that was well told in *EDITOR & PUBLISHER* in Nov. 1925.

Little local news appears in issues of the *Mercury*. But the advertisements in this paper and those that followed tell the story of the industrial and commercial growth of Philadelphia. Stationery, for example, is always a pretty good index of station—commercial or social. The daily paper that today carries ads of embossed stationery indicate that some readers have money to spend on luxuries. In a similar way when the *American Mercury* began to advertise "very good paper, gilt paper for letters, very nice ink stands of various sorts," the proof is rather positive that wealth was increasing in Philadelphia.

For 23 years Andrew Bradford conducted the *Mercury*. Of course he had trouble with public authorities for printing disagreeable facts and, like other colonial editors, he had inside information about the Philadelphia prison. But his sentence, supplemented by that of his father, gave Andrew Hamilton the background that enabled this great Philadelphia lawyer to defend so ably the cause of John Peter Zenger of New York where the liberty of the press in America was first established by legal decision.

After the death of Andrew Bradford on Nov. 24, The *Mercury* was continued by his widow, Cornelia Bradford. Just how long she continued publication is not definitely known, but the date of the last issue still preserved is that of May 22, 1746. The Bradford family, however, continues for years to be linked with Philadelphia journalism.

The second paper in Philadelphia, the *Pennsylvania Gazette*, had an unusually long life for a colonial newspaper. It started with an "advertisement" dated Oct. 1, 1728. But the first issue appeared December 24, 1728, with the name of Samuel Keimer in the imprint. On Oct. 2, 1729, B. Franklin, from whom Keimer got the idea of starting the paper, became part owner and on May 11, 1732 he became the sole proprietor. Later he took into partnership David Hall who had a genius for business organization and the two made the *Pennsylvania Gazette* one of the most influential papers of colonial days. The *Pennsylvania Gazette* lasted until Oct. 11, 1815, when it was forced to suspend for lack of public support.

The Bradford family reappears in Philadelphia journalism when William Bradford, a grandson of New York's first newspaper publisher, started the

Pennsylvania Journal on December 2, 1742. If Benjamin Franklin was the victor in the newspaper battle with Andrew Bradford, he had to bow before the genius of William Bradford III whose *Pennsylvania Journal* pressed to the front and which was, after the passage of the Stamp Act, the most powerful paper in Philadelphia until in turn it yielded to the *Freeman's Journal* when America had obtained its independence from Great Britain. The last known issue of the *Pennsylvania Journal* is that for Sept. 18, 1793. The story of the *Pennsylvania Gazette* and that of the *Pennsylvania Journal* have already been told in a series of articles which I contributed to the *EDITOR & PUBLISHER* in 1917 on "The Growth and Development of American Journalism." But in that series I did scant justice to the *Freeman's Journal*.

The historical facts about the *Freeman's Journal* occupy but little space for its life was only a little more than a decade. Established in Philadelphia on April 25, 1781, by Francis Bailey, who had come to Philadelphia from Lancaster, Pa., where he had a printing house on Spring street, it remained under his control until May 9, 1792, when it was sold to James Scott. The latter publisher, however, only printed two issues: his last number was dated May 16, 1792.

At the close of the Revolution it led all other Philadelphia newspapers. To its editorial mast Bailey nailed the following: "To encourage genius, to deter vice, and disrobe tyranny and misrule of every plumage." But what gave the paper its preeminence was its staff of contributing editors for which a definite bid was made, "Open to Queries, Hints, Cards, Satires, Essays, Strictures, Disquisitions, Poems, Advertisements extraordinary, etc."

Among these staff contributors and editorial advisers were two of these three men mentioned at the opening of this chat. In its columns appeared many of the patriotic poems of Freneau and some of his best satirical squibs. These contributions from Freneau's pen appeared from 1781 to 1785. Francis Hopkinson divided honors with Freneau in the *Freeman's Journal*. To them belong the authorship of the satirical pieces to lampoon the Tory editors of New York.

What angered both of these gentlemen was that New York printers during the Revolution had used their presses to flood the country with counterfeit continental money. The counterfeits were

so well done that they could not be distinguished from the genuine: they did much to cause the truth of the assertion, "Not worth a continental." Freneau, who had served in the ranks and doubtless had had experience with continental currency, may be excused if at times he was extremely bitter when writing on this topic.

Hopkinson was the son of Thomas Hopkinson who came from London to Philadelphia in 1731, and who ten years later succeeded Andrew Hamilton as Judge of the Vice-Admiralty for Pennsylvania. Hopkinson was the intimate friend of Franklin and they were asso-



WILLIAM COBBETT,

Early Philadelphia editor, often criticized, but by Allan Nevins called the greatest journalist of his time.

ciated together in many enterprises—educational and scientific in character. The college of Philadelphia—now the University of Pennsylvania—owes its existence to Franklin and Hopkinson.

Hopkinson's letters show that he was a close student of the press in Philadelphia. In writing to Jefferson, for example, Hopkinson said that "you will be surprised when I tell you that our public newspapers have announced General Washington to be a Fool influenced & led by that Knave Dr. Franklin who is a public Defaulter for Millions of Dollars, that Mr. Morris has defrauded the Public out of as many Millions as you please & that they are to cover their frauds by this new Government."

The following quotation refers to articles which Hopkinson prepared for The *Freeman's Journal* and shows how extensively he was quoted in exchanges:

I had the Luck to discover & bring forward into public View on sufficient Testimony the writer of a Series of abominable abuse, under the Signature *Philadelphienis*, he is an Irishman who came from Dublin about 3 years ago & got admitted as Tutor in Arithmetic in our University. I am now under the Lash for this Discovery, scarce a Day's papers without my appearance in the newspaper in every scandalous Garb that scribbling Vengeance can furnish. I wrote also a piece stiled *The New Roof* which had a great Run. I would send you a copy but for the Postage. You will probably see it in some of the Papers, as it was reprinted in, I believe, every State.

In much the same way, the patriotic poems which Freneau contributed to The *Freeman's Journal* were reprinted in other papers throughout the country—often without credit. Of the poems which attacked the Tory publishers of New York possibly the most famous was "Rivington's Last Will and Testament" which first appeared in The *Freeman's Journal* on Feb. 27, 1782, after having been advertised in the issue for Feb. 20. Freneau was much more bitter toward Rivington than toward Gaige.

In the poem "Rivington's Confessions"

Price of Bills of Exchange, Price Carriage, &c.

Ben Franklin's Monthly Newspaper, in its sixth number, carried on its back page the advertisement of a ferry which crossed the Potomac River from Annapolis to Williamsburg, described as "a good new boat" in "able hands."

THE GENERAL MAGAZINE AND Historical Chronicle

For all the British Plantations in America

(To be Continued Monthly)

JUNE, 1744

VOL. I. No. VI.

PHILADELPHIA: Printed and Sold by B. FRANKLIN.

Ben Franklin's Monthly newspaper, in its sixth number, carried on its back page the advertisement of a ferry which crossed the Potomac River from Annapolis to Williamsburg, described as "a good new boat" in "able hands."

IMMORTALS OF AMERICA'S FREE PRESS INSTITUTION

—addressed to the Whigs of New York—Freneau thus pays his respects to Rivington and the latter's paper:

My paper is alter'd—good people don't fret—
I call it no longer *The Royal Gazette*;
To me a great monarch has lost all his charms.
I have pull'd down his *Lion*, and trampled his arms.
While fate was propitious, I thought they might stand
(You know I was zealous for George's command).
But since he disgrac'd it, and left us behind,
If I thought him an angel, I've alter'd my mind.

On the very same day that his army went hence I ceas'd to tell lies for the sake of his pence:
And what was the reason? the true one is best.
I worship no suns when they hang to the west.

On the press of *The Freeman's Journal* was printed the first collected edition of Freneau's poems (1786). Advertisements of the volume contained the following:

A considerable number of the performances contained in this volume, as many will recollect, have appeared at different times in Newspapers (particularly *The Freeman's Journal*) and other periodical publications in the different States of America, during the late war and since.

References to Hopkinson and to Freneau, however, should not detract from the journalistic ability of Francis Bailey. At times when a big news story broke he did not hesitate to rip open his front page and print the facts in streamer heads stretching clear across the page. The reproduction of his issue for Oct. 24, 1781, shows how he featured the surrender of Cornwallis to Washington. The story in the first column refers to a Philadelphia magazine which will be mentioned more in detail in another article in this issue.

After *The Freeman's Journal* was discontinued the most powerful paper in Philadelphia—possibly in the entire country—was the *National Gazette* established in Philadelphia, Oct. 31, 1791, and published by Philip Freneau, who by this time enjoyed wide popularity because of his poems. In its columns Freneau was a strenuous advocate of Jeffersonian doctrines and at the same time he held an appointment under Jefferson in the State Department.

Another rival paper was the *Gazette of the United States* edited by John Fenno, who was a propagandist for Hamilton and held an appointment under Hamilton in the Treasury Department. The latter paper had been established in New York City April 11, 1789. But when the Government had been moved to Philadelphia this Hamiltonian organ went with it.

Space, even in an article devoted to the press of Philadelphia, does not permit a detailed account of the bitter conflict between these two personal political papers of which the more ably edited was unquestionably the *National Gazette*. Democratic papers all through the country took their cue from Freneau's paper. In the South where but few newspapers had been established the *National Gazette* had a wide circulation. Its popularity to some extent was due to the fact that Freneau spoke for the masses rather than the classes.

Washington was not often moved to profanity, but the *National Gazette*, in the language of the street, often "got his goat." Time and time again Washington uttered a string of oaths against that "rascal Freneau who sends me three copies of his paper every day, as if he thought I would be a distributor of his paper." Indeed, Washington wanted Jefferson to fire Freneau. It was when Washington made this request that Jefferson made that reply about how *The National Gazette* had saved the Constitution, but admitted at the same time that "some bad things have passed through it to the public," yet on the whole that "the good have predominated immensely." Much of the matter, however, that was appearing in Philadelphia papers at the time would not make pleasant reading today for gatherings of patriotic societies.

For the most part Freneau attacked measures which Washington favored; seldom, if ever, did he attack Washington personally. When Washington died

press praise was most fulsome. The writers, however, received this rebuke from Freneau:

We grieve to see such pens profane
He "OWNED NO WORDS," he ruled no waves,
But—and exalt it if you can,
To Washington—a man who died—
Is "Abba, father," well applied!

He was no god, ye flattering knaves,
He "OWNED NO WORDS," he ruled no waves,
But—and exalt it if you can,
He was the upright HONEST MAN.

An epidemic of yellow fever in Philadelphia, possibly supplemented with a period of hard times, put an end to both these political organs. The *Gazette of the United States* was discontinued Sept. 18, 1793 and the *National Gazette* Oct. 26

thirst for knowledge was great. In his youth he once sacrificed his supper in order to buy Dean Swift's "Tale of a Tub" for three pence. From that time on, in matters of style, Swift was Cobbett's teacher.

Cobbett landed in Philadelphia in October, 1792. He was first a pamphleteer, then a contributor to the press, and finally editor and publisher of *Porcupine's Gazette and the United States Daily Advertiser* which began on March 4, 1797. A little more than a month later this title was shortened to *Porcupine's Gazette*.

In an editorial salutory Cobbett said that he would make no professions of

Cobbett lost and judgment was entered against him for \$5,000. By strange coincidence the judgment was given on Dec. 14, 1799, the day on which Washington died, "in some degree the victim of the treatment prescribed by Rush." To pay the judgment and court costs Cobbett's property in Philadelphia was sold by the sheriff at public auction.

The best picture of the situation may be found not in Philadelphia papers but in a Boston contemporary, *The Columbian Centinel*, edited by Benjamin Russell who had done so much to promote the adoption of the Constitution. In an editorial headed "The Fretful Porcupine" Russell said of Cobbett, "Success has made this quill-driving animal vain and conceited." By way of apology, Russell added that Cobbett was never supported by the Federalists "as a solid, judicious writer in their cause" but that they kept him merely "to hunt Jacobinic foxes, skunks, and serpents."

To complete the picture of Cobbett, and to show the language used by an extremely conservative editor, I want to quote part of the concluding paragraph of the editorial on "The Fretful Porcupine":

The Federalists found the Jacobins had the *Aurora*, *Argus*, and *Chronicle*, through which they ejected their mud, filth and venom, and attacked and blackened the best characters the world ever boasted; and they perceived that these vermin were not to be operated on by reason or decency. It was therefore thought necessary that the opposite party should keep and feed a suitable beast to hunt down these skunks and foxes; and "The Fretful Porcupine" was selected for this business. The imported or transported beast has been kept as gentlemen keep a fierce bull dog, to guard his house and property against thieves, Jacobins and Frenchmen, and as such he has been a good and faithful dog, and has been fed and caressed accordingly. It is true he has sometimes, as most dogs will, growled at his masters, and as "Sterne's puppy" was wont to do, has darted at the venerable Priestley; but as he has evinced an inveterate antipathy to all Frenchmen, he has been excused. However, as he grows more and more fretful for want of food (as may be seen by his modest, polite, decent, civil, gentlemanlike dunning, or rather bullying advertisement to his feeders), some think we should shorten his chain; or send him home again to England, to starve, or feed on Jacobin vermin there; or else transport the "Hedge-Hog" to Boston, where the Board of Health would soon order him to be taken by the tail, and thrown into the dock at low tide, as a common nuisance.

An English caricaturist, James Sayers, knowing Cobbett's fondness for attacking almost every institution thus took off the fighting editor in a humorist skit: Mr. Cobbett ask'd leave to bring in very soon A Bill to abolish the Sun and the Moon. The Honorable Member proceeded to state Some arguments, used in a former debate. On the subject of sinecures, taxes, vexations. The Army and Navy, and old Corporations:—The Heavenly Bodies, like those upon Earth, He, he said, been corrupt from the day of their birth. With reckless profusion expending their light. One after another, by day and by night. And what class enjoy'd it?—The upper alone—Upon such they had always exclusively shone.

"It has been said of Cobbett that he enjoyed "the cut and thrust, the falls, bruises, and dry blows of an argument," but that if he often forgot that others did not equally enjoy sport he never asked for quarter. By way of proof the following words, taken from "The Life of Peter Porcupine" and addressed to American critics, were offered:

Let them write on, till their own pens are worn to the stump; let the devils sweat; let them fire their balls at my reputation, till the very press cries out murder. If ever they hear me whine or complain, I will give them leave to fritter my carcass and trail my guts along the street, as the French *sans-culottes* did those of Thomas Maudsl.

When Cobbett first took up his pen in Philadelphia he thus set forth the rules which should govern controversies in the press:

No man has a right to pry into his neighbour's private concerns; and the opinions of every man are his private concern, while he keeps them so; that is to say, while they are confined to himself, his family, and particular friends; but when he makes those opinions public; when he once attempts to make converts, whether it be in religion, politics, or anything else; when he once comes forward as a candidate for public admiration, esteem or compassion, his opinions, his principles, his motives, every action of his life, public or private, becomes the fair subject of public discussion.

(Continued on page 58)



William Bradford's famous American Magazine, as of 1758, contained news for the British colonies, essays, history, philosophy and poetry, contributed by "a society of gentlemen."

of the same year. (Fenno later started a daily paper in Philadelphia and used the *Gazette of the United States* as part of the title.)

Hamilton finding that Fenno was no match for the able editors of the Democratic sheets turned in desperation to William Cobbett.

Cobbett had been born on a farm in the little Surrey town of Farnham in England on March 9, 1763. For a brief time he went to a little school kept by an old woman who taught him his letters. If his education was most meager, his

being impartial. He regarded such professions not only as useless but as nonsense for "the news-monger who does not relate news as he finds it is something worse than partial." He then continued that one who "does not exercise his own judgment either in admitting or rejecting what is sent to him is a poor, passive tool and not an editor." He frankly admitted that he had not descended from the censorial chair "merely to become a news-monger." "I have not," he said, "taken up that cut and thrust weapon, a daily newspaper, without a resolution not only to make use of it myself, but to lend it to whomsoever is disposed to assist me." Indeed, one rather admires the frankness with which Cobbett states that he is going to stress views rather than news. But Cobbett's vanity showed itself in his boast that his paper already had more subscribers in every town of note along the Great Post-Road than any other two papers published in Philadelphia.

The last Philadelphia issue of this daily was on Aug. 28, 1799. On account of yellow fever Cobbett left the city for the suburban town of Bustleton, ten miles from Philadelphia, where he brought out ten weekly issues: the last was on Oct. 26, 1799.

For the cure of yellow fever Dr. Benjamin Rush had advocated a system of purging and bleeding. This system was severely criticized both by Fenno and by Cobbett. The latter in his *Porcupine Gazette* spoke of Rush as a poisonous, trans-Atlantic quack and put this head over the article—"Can the Rush grow up without mire?" Rush brought action for libel against both Fenno and Cobbett, but later withdrew the suit against the former because he had the tip that an American jury would hesitate to bring in a verdict against a fellow countryman.

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HOW A. A. C. W. WAS BROUGHT TO PHILADELPHIA

Committee Has Endeavored to Recreate Convention Success of Ten Years Ago—Tried Not to Overdo Entertainment Features, Emphasizing Class Room Atmosphere

TEN years ago Philadelphia was the convention city of the A. A. C. of W. and that convention will be long remembered by the people of Philadelphia for the fine impression made on our city. The entertainment features were the most spectacular; the delegates made a good impression and the program included men of national and international reputation, whose subjects were of interest to every merchant and business man.

Secretary Lane, of the Department of Interior, opened the convention with an inspiring address and President Wilson closed the convention with a stirring message delivered from the steps of Independence Hall.

Our visitors were complimentary enough to say that it was one of the finest conventions they had ever attended and today when we meet advertising men from all parts of the world they still talk about the good time they had in Philadelphia and what a great city it is. Only recently Governor Farrington, of Hawaii, told me in Washington that he greatly regretted he would not be able to be in Philadelphia this June, because the representatives from that part of the United States enjoyed themselves so much here ten years ago.

Three or four years ago when plans were made by Philadelphia to celebrate One Hundred and Fifty Years of American Independence with a Sesqui-Centennial Exposition the members of the Poor Richard Club at the conventions of the A. A. C. of W. expressed the desire to have the convention held here during the Sesqui-Centennial year and at Houston we extended the invitation formally with the result that Philadelphia was voted the convention city for 1926.

On our convention committee are a number of men who were on the convention committee of 1916 and we have tried again to welcome you as guests to the city in a way that will make your stay pleasant and profitable and send you back home with the impression that Philadelphia is a great American city and its citizens are glad to see you and have you as visitors and to show you as well the practical side of the "Workshop of the World."

Again the Association has been honored by having the University of Pennsylvania place at its disposal its buildings and grounds in which the departmental sessions will be held and providing for the exhibit of advertising in Houston Hall, the University students' Club House—a most excellent building for that purpose.

The International Trade Conference will have for its meeting one of the most perfect auditoriums in this country in the University of Pennsylvania Museum and in this building also is one of the finest archaeological collections from Egypt and Central and South America, which will appeal to those who are interested in the study of art, architecture, customs, and beliefs of ancient peoples as shown in their monuments, implements, inscriptions, relics, etc., and how those things can be applied to modern advertising. In the University Library too is one of the finest collections of the printing work done by the great Benjamin Franklin.

The departmental sessions in the college buildings and the general sessions on Thursday in Weightman Hall will throw around these meetings an atmosphere of a class room, which is the proper setting for a convention to which the delegates come for instruction and review.

The Inspirational Meeting on Sunday, June 20th, will be held in the Sesqui-Centennial Auditorium—a great building right at the entrance to the Sesqui-Centennial Exposition and opportunity will be given during the convention for our

By ROWE STEWART

General Manager, Philadelphia Record; Past President Associated Advertising Clubs of the World; Chairman Convention Committee of the Poor Richard Club

(Written for EDITOR & PUBLISHER.)

delegates to visit the other buildings of this exposition, which, while not 100 per cent completed, will furnish many interesting sights and induce our visitors, we hope, to return to Philadelphia during the summer and early fall while this exposition is in progress.

We have tried not to overdo the entertainment features of the convention and yet give our delegates plenty to do in seeing the historic points of interest and to give them the opportunity to get together on a social basis during the hours that the convention is not in session. In this we have been greatly assisted by the people of Philadelphia, who are glad to have the opportunity of meeting the men and women of this and other countries who are engaged in the development and promotion of advertising in its many phases.

The details of the program are printed in other parts of EDITOR & PUBLISHER, and we hope they will be of such diversity that our delegates will find enough of them interesting to please everybody.

The Advertising Pageant on Monday evening and the Music Festival on

Wednesday evening, I know, will be long remembered as great events. Many advertising men and women thought that all entertainment should be cut out of annual conventions and that it should be strictly a business meeting. There are many others, however, who are attracted to a convention because they expect to have a good time in taking part in the entertainment features, as they also give one the opportunity for the renewal of friendships and for making new friends. Our program is sufficient for both kinds of delegates.

I do not believe that you can lay down too strict a rule to be followed by any group as large as the 5,000 or 6,000 who will be in attendance at the convention and that you must give them a program well balanced with business on the one hand and pleasure on the other.

In the magnificent new Club House of the Poor Richard Club you will be welcomed any time during the convention and both there and at our convention headquarters on the tenth floor of The Evening Bulletin Building, which

has been placed at our disposal by that newspaper, everything that you may need during your visit will be furnished you.

The Mayor of Philadelphia, as a member of the Poor Richard Club, also joins with us in your welcome. We know that the business program will be of great benefit to the cause of advertising and we are happy to have been the hosts in setting the stage for this important gathering.

HOTELS WHERE DIFFERENT CLUBS ARE STAYING

Bellevue-Stratford:

Long Beach, California.
Los Angeles, California.
Montreal, Canada.

Foreign Delegates.

Chicago, Ill. (Adv. Council of)
Chicago, Ill. (Women's Adv. Club).
St. Louis, Mo.
New York City, N. Y.
Greensboro, N. C.
Pittsburgh, Pa. (Women's Adv. Club).
Providence, R. I. (Women's Adv. Club).
Memphis, Tenn.
Fort Worth, Texas.

Benjamin Franklin:

Washington, D. C.
Peoria, Ill.
Indianapolis, Ind.
Baltimore, Md.
Baltimore, Md. (Women's Adv. Club).
Boston, Mass.
Detroit, Mich.
Detroit, Mich. (Women's Adv. Club).
New York City, N. Y.
Insurance Adv. Conference.
Cleveland, O. (Women's Adv. Club).
Adv. Club of Columbus, O., Chamber of Commerce.
Toledo, O. (Women's Adv. Club).
Milwaukee, Wis. (Women's Adv. Club).

Pennsylvania:

Little Rock, Ark.
Davenport, Iowa.
Louisville, Ky.
Binghamton, N. Y.
Ithaca, N. Y.

Elks Club:

San Diego, Calif.
Stanford Adv. Club of Palo Alto, Calif.
Pueblo, Colo.
Colorado Springs, Colo.
Honolulu.
Clarksburg, W. Va.
Charleston, W. Va.

Sylvania:

Toronto, Canada.
Denver, Colo.
St. Petersburg, Fla.
Des Moines, Iowa.
New Orleans, La.
Kansas City, Mo.
New York City, N. Y. (League of Advertising Women).
Buffalo, N. Y. (League of Advertising Women).
Cleveland, O. (Women's Adv. Club).
Johnstown, Pa.
Houston, Texas (Women's Adv. Club).
Dallas, Texas.
Houston, Texas.

Adelphia:

Orlando, Fla. (Orlando & Orange County Adv. Club).
Bethlehem, Pa.
Pittsburgh, Pa.
Lancaster, Pa.
Public Utilities Advertising Association.

Walton:

Miami, Fla.

Ritz-Carlton:

Financial Advertisers' Association.

Vendig:

Nashville, Tenn.
Milwaukee, Wis.

Welcome To Philadelphia!

Message To Delegates from His Honor,
Mayor Kendrick

Written for Editor & Publisher



Mayor Kendrick

To the Delegates
To the Convention of Associated Advertising Clubs of the World.

ON the eve of the Twenty-second Annual Convention of the Associated Advertising Clubs of the World, as Mayor of the great city of Philadelphia, the Workshop of the World, I am delighted to welcome you to our city and shall take the opportunity to greet you in person at historic Independence Hall.

Also as an honorary member of The Poor Richard Club I will be glad to place the facilities of our city at your disposal in any way that will make your

stay more pleasant and profitable.

Also as President of the Sesqui-Centennial Exhibition Association I especially invite your attention to that great celebration marking the One Hundred and Fiftieth Anniversary of the adoption of the Declaration of Independence, which is now open and at which, on July 4th next, the President of the United States will be the orator.

Enjoy yourself in Philadelphia and come back and see us often.

Very truly yours,

W. FREELAND KENDRICK
Mayor

Special Editor & Publisher Rotogravure Section



C. K. WOODBRIDGE
President Associated Advertising
Clubs of the World.

*Executive Committee
of the Associated Advertising Clubs
of the World.*



JESSE H. NEAL



MISS ETHEL B. SCULLY



E. T. MEREDITH



LOU E. HOLLAND



W. FRANK McCLURE



WILLIAM S. PATTON

Poor Richard Club Convention Committee Chairmen.



HOWARD C. STORY
President Poor Richard Club



ROWE STEWART
Chairman



LEONARD ORMEROD
Executive Secretary



THEODORE E. ASH
Badges



H. L. APPLETON
Pageant



P. C. STAPLES
Music Festival



KARL BLOOMINGDALE
Entertainment



WM. J. ELDRIDGE
Churches



H. ENNIS JONES
Camden



JACK LUTZ
Publicity



A. C. DELAPLAINE
Hotels



EDWARD S. PARET
Sec.-Treas. Poor Richard Club



J. B. MACKENZIE
Printing



JOHN H. SINBERG
Poor Richard Associates

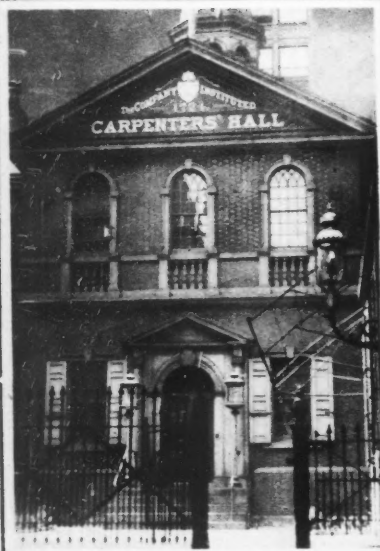


DR. JOSIAH H. PENNIMAN
Provost, University of Penna.



Official Badge

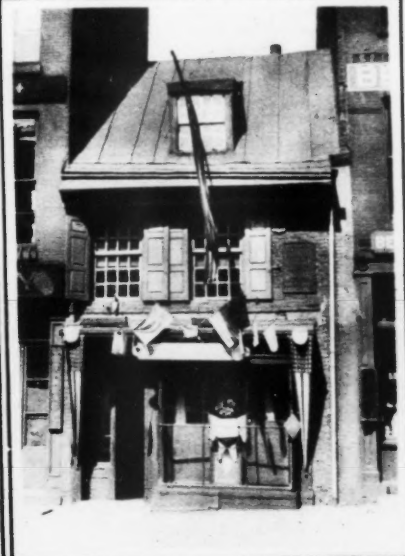
Ancient Symbols of American Freedom - in Philadelphia.



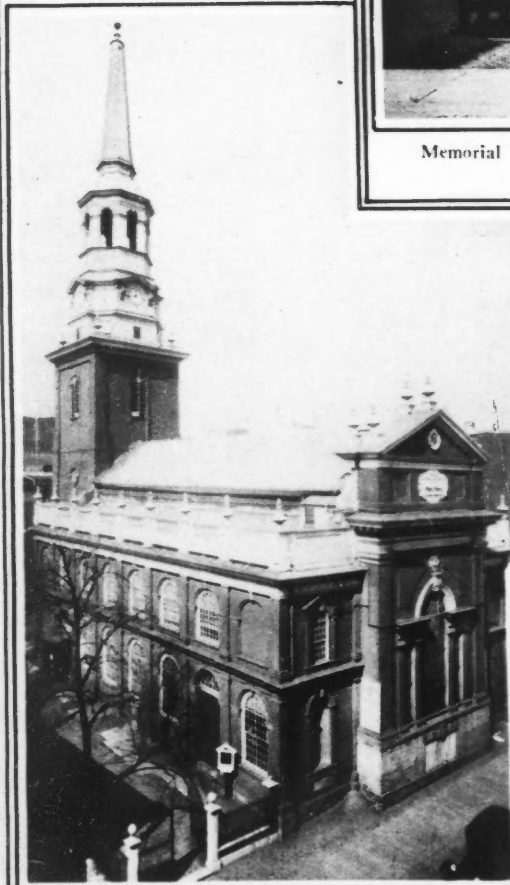
Carpenters' Hall, where the first Continental Congress met in 1774.



Memorial Tower, University of Pennsylvania, where advertising convention sessions will be held.



Betsy Ross House.
Birthplace of the stars and stripes.



Christ Church. A relic of 1727.

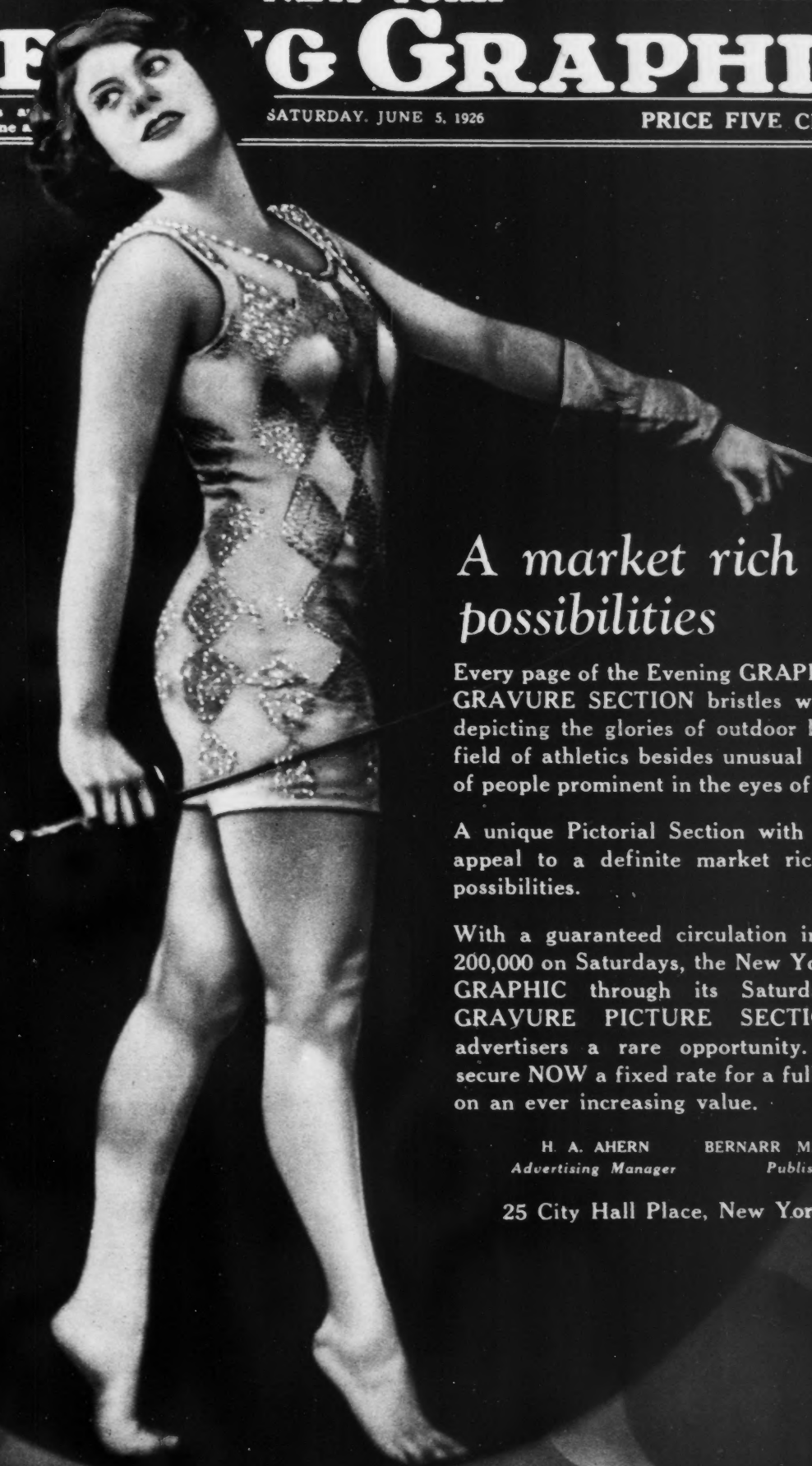


Liberty Bell.



Independence Hall. Best loved building in America.

Week End Edition
SATURDAY SPECIAL SECTION NO. 3 **NEW YORK** LATEST PHOTOS IN ROTOGRAVURE
EVENING GRAPHIC
All the News and Feature Magazine
SATURDAY, JUNE 5, 1926 PRICE FIVE CENTS



A market rich in possibilities

Every page of the Evening GRAPHIC ROTOGRAVURE SECTION bristles with pictures depicting the glories of outdoor life and the field of athletics besides unusual illustrations of people prominent in the eyes of the masses.

A unique Pictorial Section with a powerful appeal to a definite market rich in profit possibilities.

With a guaranteed circulation in excess of 200,000 on Saturdays, the New York Evening GRAPHIC through its Saturday ROTOGRAVURE PICTURE SECTION offers advertisers a rare opportunity. You can secure NOW a fixed rate for a full year based on an ever increasing value.

H. A. AHERN
Advertising Manager

BERNARR MACFADDEN
Publisher

25 City Hall Place, New York City.



ROTO
Prints Perfect

ACCORDING TO THE ANCIENT Chinese proverb, reproduced at the right, "One picture is worth ten thousand words." In rotogravure where pictures tell the story, people eagerly read the picture news of merchandise as well as of current events.

Rotogravure is editorially desirable because it holds its readers in the tight grip of natural interest. Its appeal is universal.

These same characteristics make it valuable as a selling force, whether used as the chief advertising or in the form of printed material supplementing the main campaign. Seventy well-known American newspapers provide this feature de luxe—rotogravure, and there are numerous plants where rotogravure printing may be obtained.

We shall be glad to supply newspapers or advertisers with full information about rotogravure.

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK: 51 CHAMBERS STREET · LOS ANGELES: 716 SUN FINANCE BUILDING · CHICAGO: 208 SOUTH LA SALLE STREET

Manufacturers of **ROTOPLATE**, the perfect paper for rotogravure printing
REG. U. S. PAT. OFF.

Headquarters at the Benjamin Franklin Hotel for the A.A.C.W. Convention

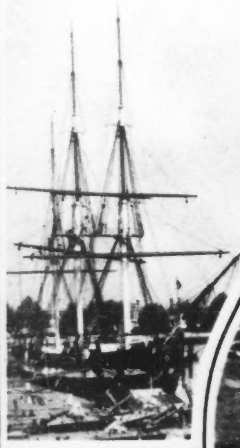
This picture expresses the thrilling action of Louise Brooks' performance. It has caught the shimmering, foamy bits of silk and lace and pearls and feathers that compose the dreamy frock, beautifully blending them into the swift-moving but dainty charm of this star. Posed by Louise Brooks. Frock by Milgrim, New York and Chicago.

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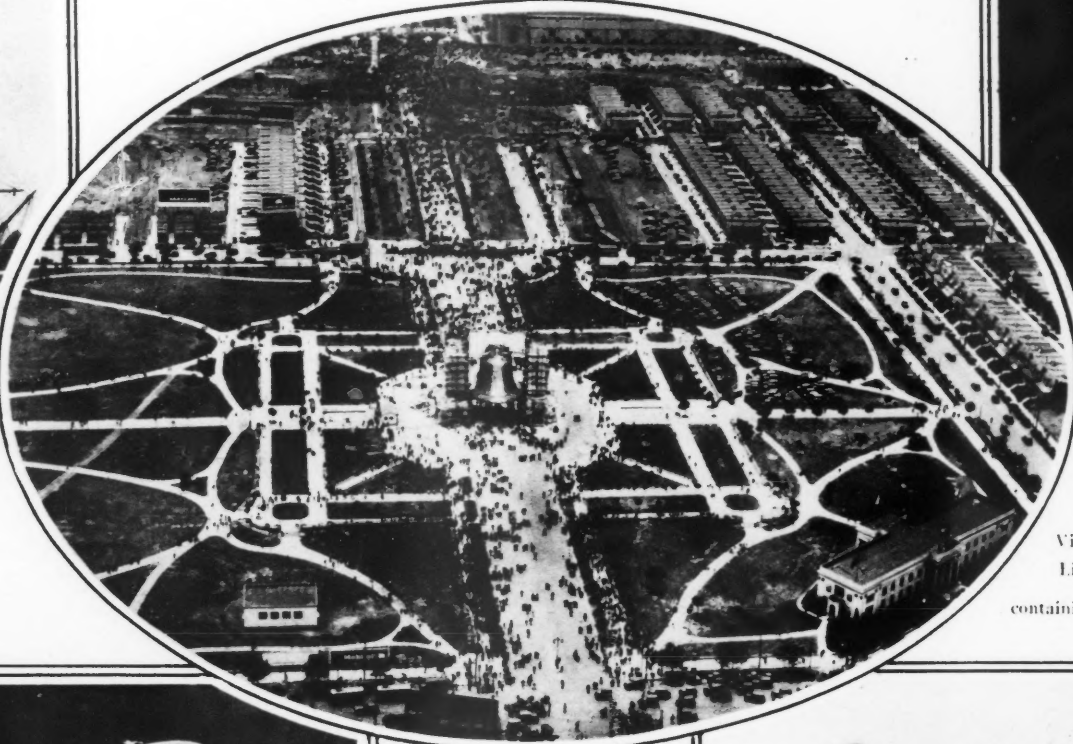
According to an Ancient Chinese Proverb
One Picture is worth 10,000 words

GRAVURE
Pictures - the Universal Language

Advance Glimpses of Sesqui Centennial.



U. S. S. Constellation,
old Revolutionary
War frigate.

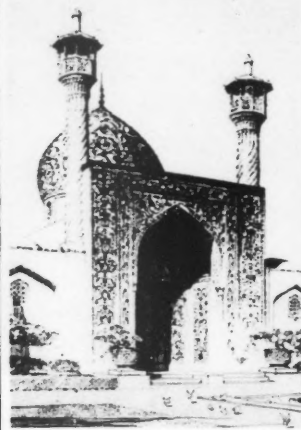


Civic Virtue.

View of huge
Liberty Bell
containing 26,000 lights



Sculptured Groups representing "Philadelphia Progressive"
by Kanti.



Persian Pavillion.



Electric House.



Palace of Agriculture.



Sulgrave Manor, the ancestral home of George Washington.

Individuality

Attention

Beauty

Results

GRAVURE PICTURE SECTION
OF THE

NEW YORK

Herald Tribune

RAPID DEVELOPMENT OF VELVETY GRAVURE PRINTING

Seventy Newspapers in the United States Now Employ This Attractive Medium—Spread of Idea to Other Lands—Increasing Linage Records Indicate Appreciation of Advertisers, While Pictures Attract New Readers in Vast Numbers—Remarkable Mushroom Growth of New Art

TO visualize the development of rotogravure during the past decade, it may be likened to the growth and development of an apple orchard from the seed of a single fruit.

The word "blossomed" is advisedly used, because the beautiful brown picture section added the final touch to the symmetry of the tree, with its already developed branches, twigs and leaves. As an editorial feature, par excellence, the rotogravure section was seemingly destined, from the very beginning, to hold major importance. Although this printing process has been, and is being used, for commercial printing to quite an extent, the most marked development has taken place in the newspaper field.

The number has grown gradually and healthily, until today there are 70 regular rotogravure sections issued weekly by newspapers in all sections of the United States. Added to this list might be included three in Canada, two in Mexico, one in Cuba and two in South America. Beside the newspapers which carry a section regularly, there are other newspapers which from time to time use rotogravure for special editions in celebration of various occasions.

In view of the silent growth of this young giant, it is not surprising that attention should be definitely focused by the printing industry as well as newspaperdom upon a feature that is slowly moving into the spotlight.

With its full-tone reproducing qualities, rotogravure was recognized from the first as the perfect medium for presenting the most powerful and best loved material from a reader interest standpoint—the picture story. Besides the natural appeal of pictures, rotogravure sections have been rapidly striding forward in the matter of makeup, artistic presentation and diversification of subjects, in order to make a general appeal to readers of all classes and stations in life.

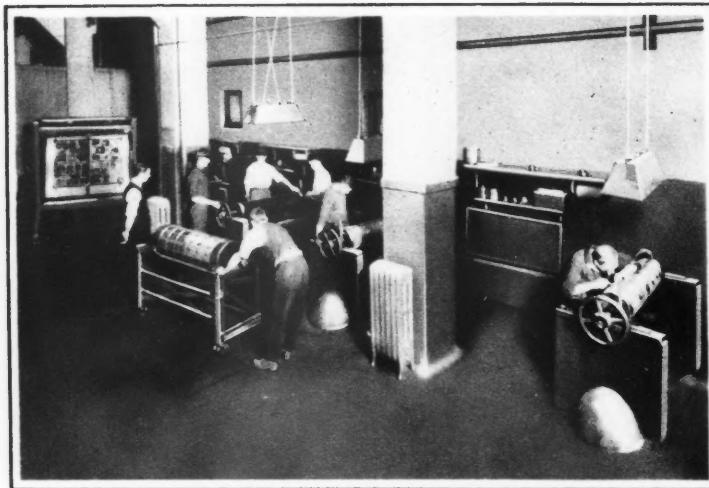
For numerous reasons it is well to recall that rotogravure has been growing and been blossoming and beginning to bear fruit at the same time that the moving picture industry has risen from a place of obscurity and mediocrity to a commanding position in the amusement and educational world.

Therefore, it was but natural that there should follow in the wake of the adoption of the rotogravure section growth in the circulation of newspapers. Today the circulation of regular rotogravure sections in the United States alone totals some 11,000,000. Approximately 51 per cent of the entire Sunday newspaper circulation is covered by rotogravure sections.

The Census Department records that there are four and a fraction persons in the average American family. Conservatively estimating that there are three readers of each rotogravure section, it may be said that 30,000,000 people look at rotogravure pictures every week.

To those unfamiliar with all the facts, it might seem that rotogravure had just arrived. However, to those most closely allied and actively interested in rotogravure, it seems but as a youngster but recently out of swaddling clothes.

Now that the most expensive experimental work has been done and the hazard has been practically eliminated, rotogravure has been added by smaller city publishers. A good proportion of so-called small city newspapers are to be found on the list of rotogravure newspapers.



Rotogravure pages in the making.

Figures, in themselves, are always cold and bloodless. Figures show that the orchard produces so many bushels of apples each season. The cold figures do not tell the complete story—the romance, if you please. They are, nevertheless, the measuring stick.

For this reason it is interesting to note that over a period of five years (1921-1925, the post-war era) records show that of 24 large cities all but one rotogravure newspaper has shown an increase in circulation since the addition of this feature to a regular issue, whether it be the Sunday or the Saturday evening, or even a mid-week edition. These are but straws indicating the direction of the breeze.

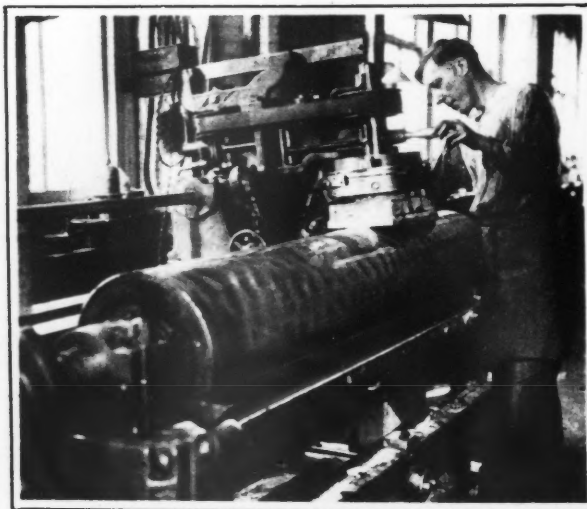
Now we come to the part of the historical record that is of the greatest interest and of deepest concern. Is the orchard bearing fruit?

As in other branches of commerce, there are leaders in advertising. Consciously or by intuition, these leaders seem to sense the value of new and un-

tried fields. Some of these pace-setters were not slow to see the value of rotogravure for telling a picture story about merchandise. Today, more than ever before, the picture story has a place of its own in modern advertising and merchandising.

Advertisers have learned—then—of the power of rotogravure to move goods. That each year more advertisers are making this discovery is evidenced by the yard stick of lineage increases for the past five years. The growth in rotogravure has been consistent in the face of fluctuations in other media.

Year	Lines Published	Per cent of Gain
1921	6,330,091 lines	..
1922	8,781,751 lines	38
1923	10,030,383 lines	14
1924	12,865,265 lines	28
1925	14,518,691 lines	13



Grinding the cylinder.

Further substantiating the tendency, a comparison made in the twenty-three chief cities of the United States from which *Editor & Publisher Year Book* has tabulated newspaper advertising lineage, shows that the black and white lineage made in 1922 showed a 4 per cent gain, in 1923 a 7 per cent gain, in 1924 a 1 per cent loss, and in 1925 a 5 per cent gain. The rotogravure advertising records for the same twenty-three cities show in 1922 a 32 per cent gain, 1923 a 10 per cent gain, 1924 a 29 per cent gain and 1925 a 12 per cent gain.

On the part of both national and local advertiser there has been and is a gradual capitulation to the fact that rotogravure is a medium in itself. Not many years ago the proportion of national lineage to the local lineage carried in rotogravure greatly predominated. However, there is a closing of the gap as indicated by the 1925 totals showing less than 2,500,000 lines separating local and national. Local lineage amounted to slightly over 2/5 of the total lineage.

Furthermore, the lineage records for the first three months of 1926 show approximately 31 per cent increase in local advertising over the same period of 1925.

Due to the universal reader interest, advertisers have discovered that consistent use of this medium brings satisfactory results. These results are twofold. Not only are there so-called direct results, which in many cases are almost phenomenal, but as a confidence creator, prestige builder and good will developer rotogravure is at its best.

Advertisers have used space in these rotogravure sections to merchandise the highest-priced luxuries as well as necessities. It often happens that the same section carries a pictorial story about merchandise whose unit cost runs into thousands of dollars as well as an advertisement of such necessities as soap with a unit price of five cents.

There are many instances to illustrate the fruitfulness of rotogravure advertising, both to the newspaper and to the advertiser. The growing lineage, in itself, indicates that rotogravure is becoming fruitful for the publisher. Of course, the advertiser must find it fruitful if he is to continue and the growing figures indicate that it is true. They do get direct results, also.

There is the real estate company that sold the \$60,000 home. There is the shoe store that sold 488 pairs of high-priced women's pumps for one advertisement. There is the ready-to-wear store that sold 400 dresses in one day and a thousand dresses by Friday following Sunday on which the copy appeared. There is the dairy that doubled its business in three years. There is the jeweler who sold a \$5,000 diamond bracelet. There is the department store that increased sales the first week of its annual furniture sales 250 per cent and beat the previous year's record for the month by 78 per cent. There are furniture stores, drug stores, banks, florists, men's wear stores, monument manufacturers, tent and awning makers, and all the lines of retailing that have recorded the benefit secured directly from their use of rotogravure.

There are also some national advertisers, who, having used rotogravure exclusively, know the full power of rotogravure as a medium to present merchandise that can have the spotlight of perfect presentation through the eyes of the camera and full-tone reproduction.

FIRST IN ROTOGRAVURE



The New York Times inaugurated the rotogravure process in the United States. The Times has always been first in the perfection of its pictorial representation of all the news of the world, and in volume and quality of rotogravure advertising.

Five beautiful sections of the Sunday edition of The New York Times are now printed by the rotogravure process.

1. Rotogravure-Picture Section—two or three parts, 16 to 24 pages, largest and best rotogravure section in the world. Advertising rate \$2.10 an agate line; net paid circulation 625,000.
2. New Jersey Rotogravure Section—Tabloid size, devoted to events in New Jersey and distributed only in that state, 16 pages. Advertising rate 40c an agate line; net paid circulation in excess of 75,000.
3. Brooklyn and Long Island Rotogravure Section—Tabloid size, first issue Sunday, June 20th; 16 pages of pictures of events and personalities in Long Island. Advertising rate 40c an agate line; net paid circulation in excess of 90,000.
4. The New York Times Magazine—Tabloid size, printed in black and white rotogravure; illustrated articles interpreting important and interesting current happenings. Advertising rate \$1.10 an agate line; net paid circulation 625,000.
5. The New York Times Book Review—Tabloid size, printed in black and white rotogravure; deals with books as news. Critical analysis of the latest volumes by recognized leaders in the literary world. Advertising rate for book and magazine announcements \$1.00 an agate line; for other advertisements, \$1.10 an agate line. Net paid circulation 625,000.

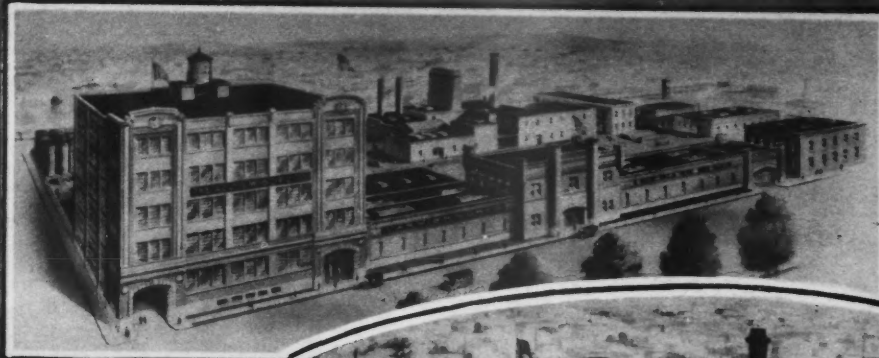
(Combined advertising rate for New Jersey and Brooklyn rotogravure sections, 75c an agate line.)

The Times censorship excludes all false and misleading advertising and establishes strong confidence among readers.

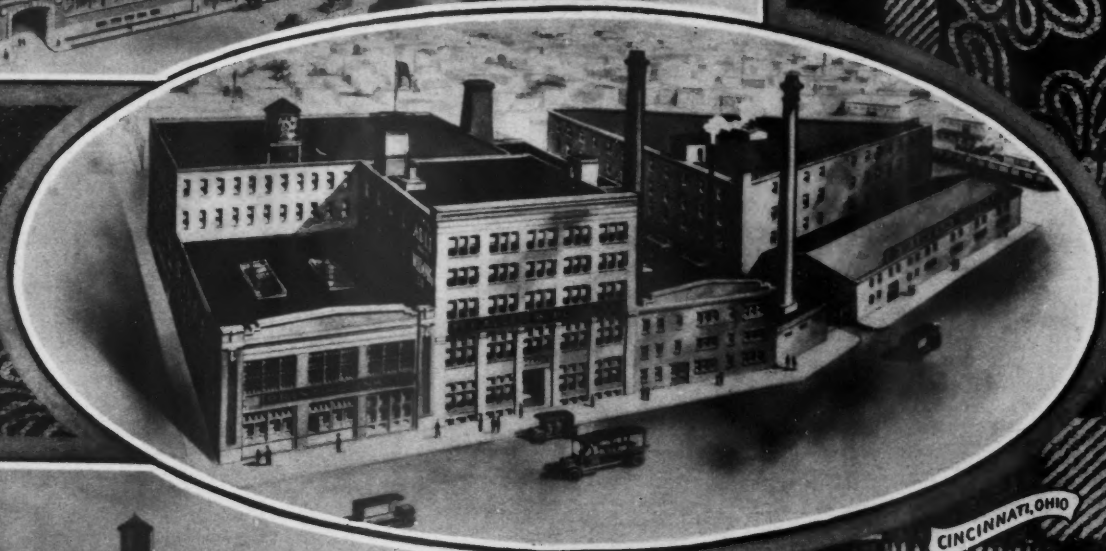
The New York Times has a larger sale among intelligent thinking and substantial people than any other newspaper. In New York City and its suburbs the Sunday edition of The Times has the largest circulation of high quality of any newspaper. More than 425,000 copies are sold in the city and within a radius of 150 miles.

The New York Times published 423,102 agate lines of rotogravure advertising in five months of this year, a gain of 38,324 lines over the corresponding period of 1925 and 199,922 lines in excess of the next New York rotogravure section.

The New York Times publishes more advertising than any other New York newspaper, printing in five months of 1926, 12,843,818 agate lines of advertising, a gain of 1,322,484 lines over the corresponding months of 1925 and an excess over the second New York newspaper of 4,765,934 lines.



NORWOOD



CINCINNATI, OHIO



JERSEY CITY, N.J.



CHICAGO, ILL.

LONG ISLAND

THE FINEST PRODUCTS from MODERN FACTORIES
The AULT & WIBORG CO.
INTAGLIO INKS

MOTOR TRIPS ARRANGED FOR A. A. C. W. WOMEN

Page Morton Gibbons-Neff—He's in Charge of Auto-Transportation to Tea at Stotesbury Mansion, Monday, Visit to DuPont Estate, and Valley Forge, June 23-24

WOMEN delegates to the A. A. C. W. convention, and wives of members attending have been invited to be afternoon tea guests of Mr. and Mrs. E. T. Stotesbury at their famous mansion "Whitemarsh" in Chestnut Hill, June 21. Page Morton Gibbons-Neff, chairman of the transportation committee! He will arrange for automobiles to take you there between 2:30 and 6:30 p. m. Monday. It is one of several trips planned for the women, which include a journey to Valley Forge, and the beautiful gardens of Pierre S. duPont, "Longwood," on the Baltimore Pike, near Wilmington, Del. Men are not left entirely out of the automobile excursions. They also are

architect. He has designed the building to convey the appearance of two stories, whereas in reality it has six. True, three of these are underground, the caretaker explains. And the effectual concealment of an entire upper story is pointed out as "an amazing architectural feat." This one camouflaged story alone contains 39 rooms.

Mr. and Mrs. Stotesbury eat their breakfasts in the basement, when it is not brought to them in their beds. They realized it was entirely contrary to custom to have a breakfast room without sunlight, and accordingly, arranged to have the place flooded with electric lighting, burning from unseen bulbs. Those

Beyond the galleried hall is a great dining room, which those who have seen it say is magnificent. It is from this part of the building that access is had to the wing. In the latter are five men's rooms with baths and lavatories. Here, too, are the pantry, the housekeeper's office, the butler's office, the silver-polishing room, the safe for the silverware and the linen rooms.

On the opposite side of the main building and likewise adjoining the ballroom is a salon and loggia. Access to these rooms can also be had from the palm courts on that side. Adjoining the palm court on the other side is a living room.

All the rooms on this, the main floor, are elaborately decorated with stucco work of the Italian Renaissance. The walls, in restful relief, are painted soft gray and buff.

The more intimate family section of the house is found on the second floor above ground of the main building. There are two suites, here, each consisting of a bedroom, a sitting room, a dressing room, and a bath. One of the suites is for Mr. and Mrs. Stotesbury; the other is for their son. Both suites are almost identical.

The guests' chambers—nine of them—are also on the same floor, as are also rooms for maids, many baths, and a loggia.

The third floor of the main building and the second floor of the wing are occupied chiefly by servants. Fourteen servants' rooms, a secretary's office and living rooms, valets' rooms, clothes-dressing rooms, supplies rooms, additional linen rooms, bathrooms for the servants and trunk and cedar chest rooms are there. This is the portion of the house which is invisible to those looking for it from the outside. Altogether there are 39 rooms on this third floor.

The entire building, including the orangerie, belvederes, pavilions and pergolas, covers a total area of 300 by 240 feet. The main structure alone measures 283 by 101 feet, with a wing 88 by 32 feet.

Whitemarsh in Chestnut Hill is only a short automobile ride from hotel headquarters.

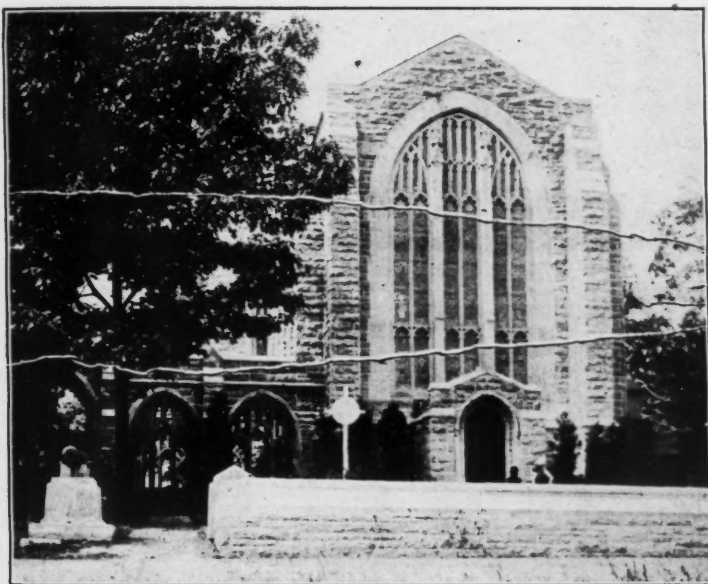
The tour to "Longwood," the duPont

Black Horse, Concordville, Chadds Ford and Hamorton to "Longwood."

The principal attraction of the duPont estate is the magnificent greenhouses, where some of the rarest and most highly developed flowers and fruits to be found in this section of the country are grown. Here will be found delightful blossoms, ranging from wistaria to Japanese camellias, in wonderful shades and combinations. Plants ranging from the wood violet to giant azalea bushes will be seen. Among the fruits are full grown banana trees, grape vines, cantaloupes, figs and peaches.

The main greenhouse, with its profusion of "Eastern flowers"—tulips, daffodils and azaleas in the spring—is the first sight to greet the visitor. At the rear of this glass enclosure is a music room, where organ recitals are frequently given. Less ordinary plants will be found in similar conservatories flanking the main one. The profusion of flowers cannot adequately be described. In the hackneyed term, Longwood actually must be seen to be appreciated.

While women delegates are visiting the duPont estate, the men will be taken by automobiles to Valley Forge. On June 24, the women will take their trip to the same historical spot.



Washington Memorial Chapel, Valley Forge, Pa.

invited on a special trip to Valley Forge on June 23, from three o'clock until six; and for a special sight-seeing tour of Philadelphia on Thursday from four until six.

But the best plum of the convention pudding, it seems, has been drawn by the ladies. Philadelphia newspaper men become rhapsodic describing "Whitemarsh."

"Dream palaces of the ages, the famous Tiburtine villa of Maecenas, the Golden House of Nero, residences of royalty everywhere, the quintessential beauties and grandeur of the most lavishly costly private residential structures of ancient times, plus the latest and most ingenious inventions of modern comfort—all, all seem to have contributed architectural ideas which have been brought together and embodied in the wonderful home Edward T. Stotesbury has built for himself atop of Chestnut Hill, at the intersection of Papermill road and Flourtown Pike," is the way one *Public Ledger* reporter begins a lyric word picture of the place. "Nothing else in Philadelphia, nor, indeed, in any other part of the United States is anything quite like it. It is of a composite style, suggestive of an Ionic temple, relieved by sculpture and other decorations, reminiscent of the Italian Renaissance."

Well, as a matter of plain practical fact, it is not so bad at that—this \$2,000,000 private home of an American capitalist. The different thoughts it arouses in people's minds is quite another question.

Whitemarsh, one is told, contains 145 rooms. And for all its gargantuan size, it has been so constructed as to give the impression, at least, of some moderation. This is due to the skill of the

so minded may like to know that it took 20 workmen more than a year to build this one room.

The first basement floor also contains kitchens—the plural is correct—refrigerating rooms, and a wine cellar which has yet to be raided.

On the opposite side of the building, this same floor holds a large gymnasium, and directly beneath it in a second subcellar is a beautiful swimming pool designed like a Roman bath. In this same part of the house are a squash court and servant quarters. In addition to this Roman bath, the awed whisper is afloat in Philadelphia that Mr. Stotesbury's mansion has 45 bathrooms.

On the second basement floor are many dressing rooms, dismissed by all contemporary writers, as simply "elaborate." On the same floor are also cloak rooms and lavatories.

Ice is manufactured, light generated, and heat supplied from the third underground story—the basement proper.

All this is unseen. When guests at Whitemarsh climb the princely terraced steps of marble to the main entrance, they first enter a vestibule, measuring 27 by 37 feet. On its left is a stair hall, a large smoking room, and a billiard room. To the right is the reception room; Mr. Stotesbury's study, a comparatively tiny affair, and a library, flooded with light, apparently, from all sides.

From the vestibule, these same guests enter a great hall 64 feet long and 34 feet wide—the ballroom. On each side of this ballroom is a gallery leading into circular palm courts, for those who wish to rest after a wearying Charleston. From the palm courts, they may step into a high-ceilinged music room, where a large pipe organ is installed.

WHAT ABOUT TRANSPORTATION?

A Fleet of 200 Cars Commandeered for A.A.C.W. Delegates

A FLEET of about 200 private automobiles and public busses has been commandeered by Morton Gibbons-Neff, chairman of the transportation committee, for use of A.A.C.W. delegates during convention week. Trains will be met and special excursions in and outside of Philadelphia are on the program.

Mr. Gibbons-Neff has arranged with the Philadelphia police for parking space for A.A.C.W. cars in front of all leading hotels. The cars will be plainly marked "Transportation Committee—A.A.C.W."

When large numbers arrive Sunday,



"Whitemarsh" \$2,000,000 Stotesbury estate, Chester Hill, Pa.

estate, to be held Wednesday, June 23, is a seventy-five mile round trip on the Baltimore Pike. Longwood lies between Hamorton and Kennett Square, Wilmington.

The trip is through a rolling farmland section, which, although heavily traveled, can be made in less than two hours from Philadelphia. Starting from City Hall, the motorist proceeds south on Broad street to Walnut; west on Walnut to 49th street to Baltimore avenue, and so into the Baltimore Pike, through Media,

June 20, they will be met by the Philadelphians and brought to their hotels. Other automobile trips, described in detail elsewhere, include a visit to the Stotesbury Marion, "Whitemarsh" in Chestnut Hill, the Pierre S. du Pont estate, "Longwood," near Wilmington, Del., and to Valley Forge.

In the United States Mint in Philadelphia, two-thirds of all currency of this country is minted.

ADVERTISING HISTORY TO PASS IN REVIEW

Origin and Evolution of the Business to Be Shown in Floats in Pageant Parade June 21—E. T. Stotesbury Grand Marshal with T. E. Ash Assistant

ADVERTISING history will pass in review before delegates to the 22nd annual convention of the Associated Clubs of the World in Philadelphia next week.



ROSS ANDERSON

For the Grand Pageant, scheduled on the program for 8 o'clock in the evening of June 21, will have advertising as its main theme and inspiration. Led by E. T. Stotesbury, noted financier and prominent Philadelphian, the parade, made up of some eight divisions, each many blocks long, will march to the music of eight bands from Broad and Snyder streets, north to the east side of City Hall, and out the Parkway to Logan Square. Mr. Stotesbury is to be grand marshal of the parade, and Theodore E. Ash, of the Theodore E. Ash Advertising Agency, is to be assistant marshal. The pageant was planned and organized by Ross Anderson, promotion manager of the *Philadelphia Record*.

The expected line of march calls for the appearance of foreign delegates to the convention in automobiles immediately following the Grand Marshal's car. They have asked, and will be granted, the privilege of breaking lines at the reviewing stand, in order to be able to watch the pageant pass before them. The reviewing stand is to be at the City Hall. Grand stand seats, it is planned, will be available for delegates in front of the Bell Telephone Company office building and the Academy of Music on Broad street.

The first division of the parade is called the Governmental Division. In it various departments of the government will be represented in floats.

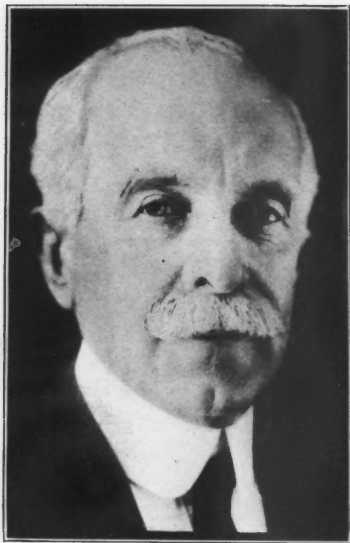
Next will come the Advertising Club division, which will include representatives of the Advertising Club of Ithaca, New York; the Poor Richard Club of Philadelphia; the Advertising Club of St. Petersburg, Fla.; the Advertising Club of Los Angeles, Cal.; the Advertising Club of Milwaukee, Wis.; the Advertising Club of Providence, R. I.; the Advertising Club of Kansas City; and the Advertising Club of Denver. Other clubs at the last moment may get up floats or arrange for costumes and be entered in the parade.

The Civic Division comes next. Put on by the city of Philadelphia, this division will comprise floats depicting historic events for which the city is noted, such as the making of the first flag by Betsy Ross, the signing of the Declaration of Independence, and William Penn receiving the charter from the Indians.

In their costly and spectacular costumes, six clubs winning prizes at the last "New Year's Shooter's" parade will also appear in this division. H. Bart McHugh, originator of the "Shooters," and who has directed their annual parade now for 26 years, is in charge of this section of the parade.

Floats entered by business and fraternal organizations of the city will also be in this division, as will floats prepared by the Chamber of Commerce and the Philadelphia Boosters' Association.

Now comes the fourth and most important division of all, in which the origin and evolution of advertising will be symbolized by nine floats. First will be shown the old smoke signals of the Indians, followed by a float showing the ancient hieroglyphics of the Egyptians. Next will come a float depicting the development of type by the Chinese. The



E. T. Stotesbury

Colonial town crier is to represent the next step in advertising progress. Most important to the development of advertising is the advent of paper. A float reproducing the first paper mill in America, which is situated in Philadelphia and still stands, will mark this epoch, followed by floats representing the advertising media of the present day—newspapers, magazines, billboards and direct mail.

This division of the pageant was organized by R. J. Considine, of the Paper House of Pennsylvania, and member of the Poor Richard Club.

About fifty national advertisers have agreed to place floats in the fifth division. Among them will be the Bell Telephone Company, the Atlantic Refining Company, Texas Oil Company, Delco Light,

XI Batteries, Bayuck Brothers, Dill & Collins, and the Baldwin Locomotive Works.

The grand free-for-all advertisement given each year to Atlantic City—the Bathing Beauty Contest will make up the next division. Led by the much advertised Fay Lamphier, "Miss America" of last year, there will be more than a dozen floats brought to Philadelphia from Atlantic City, including the beautiful Dolphin float, swarming with alleged feminine beauties in one-piece bathing suits. Bringing up the rear of this division, will be the rolling chair parade also from Atlantic City, each chair bearing one local beauty from about 20 towns.

Local Philadelphia advertisers, and 100-year-old firms of the city, have entered floats to make up the seventh division. This division alone will have between 35 and 40 floats.

Trade-marks, made known to millions by advertising, will comprise the eighth and last division.

The two noted Smith Brothers will wrangle their beards at the watching crowds, and probably throw out cough drops to those poor souls who have become hoarse from cheering. The Bon Ami chick will toddle pass the stands, chased by the wide-awake dog who heard his master's voice. A diamond of flowers, with Reading Lines in red electric lights, will represent the trademark of this railroad, and there will be many others.

No one need worry about understanding the symbolism to be portrayed in this pageant. Those who know nothing of advertising will learn about it at this time. Any lack of imagination will be made up by 400 local boy scouts who will erect platforms along the line of march and wig-wag signals to each other, communicating the progress of the parade and the meaning of it. With megaphones, the boy scouts will then turn towards the crowd, and explain what each float is supposed to represent.

And that terrible time of waiting before the first drum beats and the music

of the bands are heard, will not be without amusement. The committee in charge of the pageant has engaged a number of clowns, who precede the parade, and perform slap-stick tricks for those on hand early.

ISSUES PROMOTION SERIES

Omaha World Herald Prepares Copy on 20 Newspaper Accounts

The *Omaha World Herald* has just issued its second series of promotion copy "advertising advertising" for use by newspapers, consisting of a newspaper-size folder containing 12 proofs of the series, which is designed to run in full page-space.

The copy has sparkle and liveliness attained by the use of excellent pen and ink illustrations.

Under a half-page drawing which shows two women talking in a beautifully furnished room, one of the ads says:

"My, what an attractively furnished home you have, Clara."

"That clever little table is new, isn't it? And wherever did you find those smart book ends? We need a lot of new furnishings at our house, too, but I simply don't see how we can afford them, right now, at least."

"That clever little table and the smart book ends, along with hundreds of other furniture items from complete suites to frying pans, were prominently displayed, and very reasonably priced in the furniture ads in this newspaper. ... Her caller doesn't read the ads... Clara does, and therein lies the difference."

In a space at the left of the page is a list of furniture manufacturers and dealers who advertised in the *World Herald* during 1925, while a box at the bottom of the page carries comparative lineage in this classification.

The series contains promotion pages on the following newspaper advertising classifications: Food, women's apparel, men's apparel, building materials, accessories, household and electrical, furniture, musical, hotels and resorts, shoes, automobiles, insurance, department stores, jewelry, millinery, radio, hardware, financial, want ads (general), and real estate.

Issues 174-Page Tourist Edition

The *Winnipeg Tribune* recently issued its 1926 Tourist edition in a thick tabloid issue of 174 pages, with a four-color cover and many illustrations. Newspaper stock was used in the body of the edition. The issue carried a heavy quota of resort, hotel, railroad and general advertising from Manitoba, and also from the state of Minnesota. Greetings from the governors of Iowa, Minnesota and North Dakota were given a page in the issue.

Winnipeg to Fete Minnesota Editors

Mayor Ralph Webb of Winnipeg, and T. W. Leslie, superintendent of the Parliament building and T. J. Porter, manager of the tourist bureau, will welcome the editors of northern Minnesota to Winnipeg for their four days' outing, June 24 to 27. A banquet is to be held for the editors on June 27 at which Mayor Webb, W. McCurdy, business manager of the *Winnipeg Tribune*; J. W. Dafoe, editor-in-chief; J. W. Sifton, secretary and treasurer of the *Manitoba Free Press* and others will speak.

Chicago Ad Club Re-elects Buckley

Homer J. Buckley, president of Buckley, Dement & Co. was re-elected president of the Chicago Advertising Club, June 10. Vice-presidents named were G. R. Schaeffer, advertising manager of Marshall Field & Co., and Stanley Clague, managing director of the Audit Bureau of Circulations. Paul S. Van Auken was elected secretary.

INTERESTING PLACES IN PHILADELPHIA

INDEPENDENCE HALL, Chestnut Street between Fifth and Sixth. The home of the Liberty Bell and the place where the Declaration of Independence was signed.

CONGRESS HALL, standing in Independence Square, adjoining Independence Hall. Built in 1790. Here the National Congress sat, and here both Washington and John Adams were inaugurated.

CARPENTER'S HALL, rear of 322 Chestnut street, where the first Continental Congress met in 1774.

BENJAMIN FRANKLIN'S TOMB, in Christ Church Burying Ground, Fifth and Arch streets.

GENERAL GRANT'S LOG CABIN. Removed from its original site on the banks of the James River, Virginia, it stands in North Lemon Hill, Fairmount Park.

PENN TREATY MONUMENT, Beach street, north of east Columbia avenue, on the site where Penn made his famous oral treaty with the Indians.

PENN'S COTTAGE, built in 1682, and deeded by William Penn to his daughter Letitia. Removed from its original site near 6th and Market streets, Philadelphia, it has been placed in Fairmount Park, west of the Girard Avenue Bridge.

BETSY ROSS HOUSE, on Arch street, near Third, open daily from 9 to 5. The first national flag of the United States was made here in May, 1776, by Betsy Ross.

FAIRMOUNT PARK. One of the largest and finest parks in the world, situated on both sides of the Schuylkill and along the beautiful Wissahickon Creek. It is easily accessible by the Parkway and by various trolley lines.

MEMORIAL HALL (Fairmount Park), the home of the art collections of the Pennsylvania Museum and School of Industrial Art. Open Sundays, 1 to 6; closed Mondays; other days, 9:30 to 5. These art collections include the famous Wiltach paintings.

MUSEUM OF SCIENCE AND ART of the University of Pennsylvania, 33d and Spruce streets. Beautiful buildings, housing a priceless collection of ancient and modern objects. Open daily 10 to 5; Sundays from 2 to 6.

HISTORICAL SOCIETY OF PENNSYLVANIA, 13th and Locust streets. A fine collection of books, paintings and original documents. Open daily.

CURTIS NAMES HIS EIGHT FAVORITE AD WRITERS

"Almost Impossible," Says Philadelphia Publisher, to Find a Good One—Most Copy Loses Its Vigor After It Is Given the Usual "Shave and Haircut," He Declares

By PHILIP SCHUYLER

"DO you read the advertisements?" I asked Cyrus H. K. Curtis, internationally known publisher of Philadelphia.

I had invited myself to Lyndon, his estate in Wyncott, 15 miles from the city, and we were riding out there in Mr. Curtis' Rolls Royce. In the conversation that followed that first question the publisher gave the names of his eight favorite advertising copy writers, discussed newspaper promotion and his life ambition to become the leader of the publishing field. I had told him I wanted to hear him play the organ, and he had graciously consented.

"Of course I read the advertisements," he smilingly answered my question. "That is my business. I have to."

"But," he gestured through the glass at the passersby on Chestnut street. "Do they? They buy a paper and turn the pages. They are young and are looking for the sports page; or perhaps they turn first to the stock tables. An eye-catcher in an ad attracts them. They read it. How to make advertising pay? That's the hard thing to get at."

"Perhaps they read the Bulletin now. I have a message to give them. If they'd let me, I'd advertise my Ledger in the Bulletin, but they won't let me. But then what I put in the space I bought would be the important thing."

"If I could only find someone that could really write an advertisement. I've been trying for years to find somebody." Mr. Curtis was thinking out loud. "It's almost impossible." He shook his head. "They have no originality, their stuff is ineffective. They hand it to me all shaved and clean and that isn't what I like. Nice type, nice paragraphs, nice illustrations—nice introduction but nothing else original in it."

"Frequently when I look over the copy submitted to me, I run my blue pencil through all of it but the last paragraph. These advertising writers think they must have an introduction, must lead up to the subject gradually. But often I reach the last paragraph and say, 'There's your ad. Don't give them the introduction, give them the ad.'"

"Who are your favorite advertising writers," I asked?

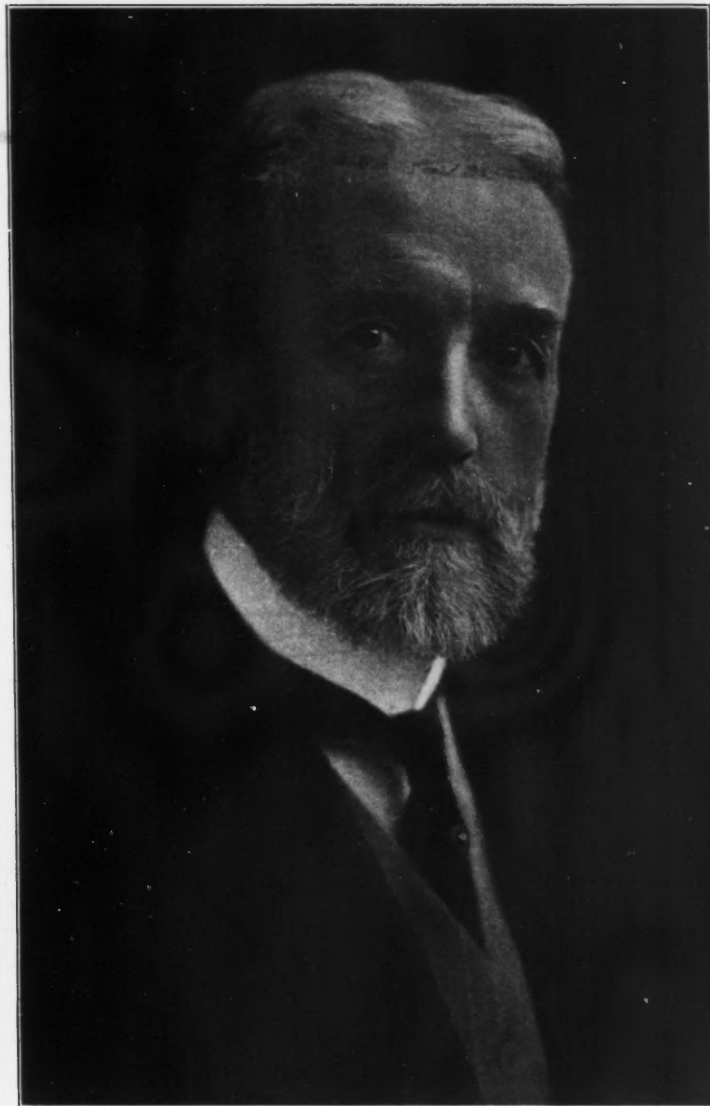
Mr. Curtis warmed up to the question immediately. And recalling short biographies and anecdotes about some of them, gave the list of his eight favorite advertising writers printed at the head of this article.

"Well," he began, "back in Portland when I was a boy—that was all of fifty years ago, there was a drygoods dealer, who made everyone sit up and take notice. I used to buy the paper every day and turn right away to his advertisement. It contained nothing I wanted to buy either. It was for my mother. I can't recall what he wrote, but he had a light flip-pant style. His copy was different than the others."

"It seems the man writing the copy was the head clerk. A. Q. Leach was his name. Eventually he left the drygoods dealer and set up in business for himself. Finally he attracted the attention of John Wanamaker and came here to Philadelphia. After five years he went back to Portland, where he bought the largest store in the city. He was successful because he knew how to write ads."

"Then there was Tom Lawson. Lawson knew advertising writing. And John E. Powers. He's the man who made Wanamaker's store. Powers was a Scotchman, and awfully hard to get along with,—blunt and outspoken. He struck a new note in advertising. He set it up in a different way."

"He wrote as brusquely as he talked. And he told the plain truth about the goods he sold. If he was writing about seconds, he'd call them seconds. 'These are seconds,' he'd write, 'that's why we're



Cyrus H. K. Curtis

putting a lower price on them, to get rid of them.' At the same time the other fellows were writing about 'Slaughter Sales,' 'Big Sacrifices.' And they weren't doing any such thing. Powers would come out and tell about some circular capes that had been moving slowly, and therefore the price had been lowered to clear the shelves. It was certainly a case where truth won out. And if anyone had, Powers had a blunt way of telling the truth."

"Well, Powers demanded a partnership with Wanamaker. I think, and Wanamaker wouldn't give it to him, so he quit. He became a free lance advertising writer. His son John O. Powers is in the advertising business today."

"And of course there was St. Moire Eaton, of the Book Lovers Library. That was all of 20 years ago. He had a style that was so different that he too had a following."

"Arthur Brisbane knows how to write real advertising also; and Ed Howe, of the *Atchison Globe*. They both have the faculty of appealing to the mass of people. They have the quality of writing just as they talk."

"I must add Edward Jordan to this list. He writes about his automobile in

a way that just commands attention. He writes simply. He sets down talk, not writing. His copy has the conversational sound."

"Most advertising writers won't do that. I've often said I wished I had a dictaphone handy when people were talking about my advertising copy with me. They'd say, 'Why I'll go right out and write it just the same way.' But they couldn't do it. They'd bring it back to me with a shave and a haircut. It wouldn't be the same."

"George H. Lorimer can write advertising, but he's too busy to do it all the time. He's written some wonderful advertisements for us several times, real advertisements, good because of their simplicity, and talking style."

"But good advertising is a question of good talking and simplicity. The hardest thing to write is the simplest. Pictures are good things too to catch the eye. But if the copy that follows after doesn't also attract the attention of the reader, he doesn't care a continental for the picture. Of course the first impressions come through the eyes. If you don't catch a reader right away, he will look for the sport pages or the stock markets or whatever he is interested in."

Mr. Curtis said he had named all of his favorite advertising writers. Perhaps, he thought, if given more time, he could think of some more. But the eight he had named were sufficient, he said, to make him dissatisfied and hard to please, as far as many others were concerned.

The car was swinging out along a bumpy parkway. Mr. Curtis, reminiscing, was speaking slowly, and I had been taking down what he was saying word by word as it appears above. I paused to rest a few moments and ask questions about the country we were passing through. Then I became inquisitive again.

I wanted to know his ideas about newspaper promotion.

"I have often said," he answered, "that the worst advertisers in the country today are the daily newspapers and the book publishers."

"The advertising for newspapers is often written or at least supervised by the advertising managers. They are interested in one thing and think everyone else is. The trouble is everyone isn't. What they do most frequently is to shout about lineage, lineage, lineage. And about their being the first paper in their town. The advertiser doesn't care a continental about that. Some argue that they do. But I disagree. Lineage is his chief interest, and he thinks it's right for others to have the same interest."

"The book people don't know how to write advertising, and what is worse, they won't spend any money. All they do is to print the name of a book, and put under it, 'Excellently written—*New York Times*' or 'Mr. . . . speaks well of this book.'"

"That doesn't give me any idea of what's in the book, what it's all about, or why I should read it."

"Mr. Jordan—they tell me he writes his own copy—has the faculty of telling his story in such a way that it excites your curiosity and you read it, and many people are buying his car. A Mr. Jordan is needed by the newspapers and the book publishers."

I pressed him for more specific ideas on newspaper promotion. He has given up entirely his interest in his magazines, and is devoting himself exclusively now to his four newspapers, the *Philadelphia Public Ledger* and *North American*, the *Philadelphia Evening Public Ledger*, the *Philadelphia Sun*, a tabloid, and the *New York Evening Post*.

"What do you think is the best way to promote a newspaper?" I asked.

"In the first place, you must have something to advertise," he began answering the question. "Only a little while ago I put it up to Mr. Smiley in this way: (David E. Smiley, executive editor of the Curtis-Martin Newspapers, Inc.) Begin by getting a series of articles. Like the one, for instance, on politics, written by Louis Seibold. That series increased the Post's circulation 5,000 to 6,000. When it stopped, the circulation slid back again. What we must do is to map out something to follow a series like that up. People have fixed habits in newspaper reading like everything else. They get these habits slowly. They are introduced to the Post first by a series of articles that attract their attention. They get to feel at home with the Post. The majority drop back to their fixed habit, but a few remain. Then is the time to start a series to start right after the first series ends on an entirely different subject that will interest an entirely different class of reader. In this way, by keeping it up continually, we will keep on adding a few at a time until our circulation is where it should be."

"And the appeal must change with each series. People get tired of ice cream if they have it all the time. Once in a while they want pie."

(Continued on page 31)

ADVERTISING GOLF FANS READY FOR TOURNEY

Four Grand Prizes to Be Awarded Winners at Meet to Be Held at Noted Manufacturers' Club, Orelands, Pa., June 25—J. B. Mackenzie, Fox & Mackenzie, Committee Chairman

FOUR grand prizes will be awarded winners of the annual advertising golf tournament to be held at the Manufacturers' Club, Orelands, Pa., immediately after the 22nd annual A.A.C.W. convention, June 25, according to an announcement made this week by J. B. Mackenzie, of the firm of Fox & Mackenzie, Philadelphia advertising agency.

The tournament will be held all day Friday, with 18 holes scheduled for the morning and the same number for the afternoon. Prizes will go to delegates turning in the low individual gross score, the low individual net; and to the team with the low gross score, and with the low net.

Individuals and teams wishing to play in the tournament will register with Mr. Mackenzie, who is chairman of the golf committee, at hotel headquarters, during the week.

The Advertising Club of Lancaster, Pa., is sending down a strong team, members of which have handicaps ranging from two to ten. Teams, made up of four members, have also already been entered by the Advertising Club of New York, the Advertising Club of Chicago, and the Poor Richard Club of Philadelphia.

"Those who want to practice for the tournament, and anybody who any day feels overburdened with convention cares, may motor out to anyone of 20 golf courses near Philadelphia, which have extended golf privileges to A. A. C. W. delegates," Mr. Mackenzie told EDITOR & PUBLISHER.

The clubs inviting A.A.C.W. members to come out and play golf, Mr. Mackenzie listed as follows:

The Aranomink Golf Club, Berkshire Country Club, Brookline Square Club, Brookside Country Club, Doylestown Country Club, Green Valley Country Club, the Landsdowne Country Club, the Danerck Country Club, Lu Lu Temple Country Club, Overbrook Golf Club, Pennsylvania Golf Club, St. Davids Golf Club, Tavistock Country Club, Treydyfferin Country Club, Torresdale Country Club, Trenton Country Club, Wildwood Country Club, Woodbury Country Club, and Bala Golf Club. The Manufacturers' Club will also be opened during the week for A.A.C.W. members.

The Manufacturers' Club is about three-quarters of an hour's automobile ride from the center of the city. It has one of the finest golf courses in the country, said to be second only to the noted Merion Club, where many championships are held.

There are a number of interesting points about this golf course, which a casual inspection fails to reveal.

In the first place it was built in record time, just as the club itself was organized, and started functioning in such short order as to rather daze those responsible for it.

On August 6, 1923, the contract for the course was let to Tooney & Flynn of Philadelphia, and on Aug. 1, 1924, the course was ready to use. The course was complete down to the last sand box and hole flag. Never before in the history of golf architecture has a really classy 18-hole course been constructed in less than a year.

In designing the course, William S. Flynn, who has laid out many courses in Philadelphia and elsewhere, has followed a general plan that has been pronounced a success at countless clubs. The first tee, ninth green, tenth tee and eighteenth green are within easy reach of the clubhouse, enabling members to start play on either the first or second nines.

From the back tees, the course measures 6453 yards, or long enough to test the player's game even with the present long-flying standard ball. There is a shorter course for women.



After convention—golf. The Manufacturers' Club, new course at Orelands, Pa., is the scene of the 1926 tournament.

Par for the main course is 71 and 67 for the shorter course. The 71 strokes for the championship course is divided into 35 for the outward journey and 36 for the return.

The first fairway dips down sharply from the west wing of the clubhouse. It is 385 yards long, but a well-built drive will carry and roll so far that the par of four is easily obtainable. A bunker has been placed 190 yards from the tee to catch a slight hook. At the bunker, the fairway turns to the left. The green is open for a pitch and run approach with a bunker on the left, and a pit on the right.

Hooks are costly on the second hole, since it follows the right bank of a creek for the greater part of the way to the green. At the limit of the drive, the fairway swings across the creek, with the green just beyond the water. A good drive and a mashie will get home.

The third hole requires a drive across the creek to a fairway that bends only slightly to the right. The hole measures 440 yards from tee to green, necessitating a brassie or midiron approach to the green set at the top of an easy grade against the woods. A pit guards the green on the left, while a sharp slope on the right wards off sliced approaches.

On the fourth hole occurs a meeting with a stretch of woods. The hole is 165 yards long with a tee set well back in the woods, and a green cut out of a hill some distance below. Pulled tee shots will encounter a sand pit on the left and slices a grass bunker on the right.

The fifth fairway slopes away from the tee. If the drive is well to the right an open approach to the green with either midiron or spoon is possible. If the drive wanders to the left, it will run afoul of a bunker. The green just beyond the creek is surrounded on three sides by a grass pit.

On the sixth hole the creek must be crossed again. This hole is 195 yards long, requiring a powerful midiron stroke to get home. The green towers high above the tee. A straight shot will get home without difficulty, but, if a trifle off the line, will come to grief in the pit on the left of the green or hide itself away in the hollow of grass on the right and behind.

The seventh hole is a three-shotter. Trees border both sides of the fairway for the length of the drive. To obtain an open second shot it is necessary to get good length from the tee. Because the

hole is only 474 yards long, long hitters can sometimes reach the green in two shots, but this is endangered by a bunker that cuts into the fairway from the right.

For beauty and severity the eighth hole is excelled by none on the course. It traverses on old quarry with the tee close to the western wall, and the green cut into the solid rock that forms the eastern wall. The distance is 112 yards, calling for a half stroke with the mashie or a short mashie-niblick pitch.

The last hole on the outward trip is 469 yards with a par of 5. From the tee atop a bluff south of the creek, the drive crosses the creek to the fairway that climbs sharply upward to the clubhouse.

On the tenth, the drive is very similar to the tee shot in the first hole. The fairway stretches down into the valley across the entrance road, past an old barn and over the creek. Except for the barn, which stymies a player who slices from the tee, there is no difficulty on the drive.

To reach the 11th tee, the creek must be recrossed. This hole is 204 yards, with the green atop a natural plateau, requiring both elevation and length.

Another dog-leg is encountered on the 12th hole, which is 475 yards long, with a par of five. A carry of 200 yards or more from the tee, will afford a player an open second shot around a bend of the fairway to the right. The green is

elevated somewhat, with a pit on the right.

The superstitious among A.A.C.W. golfers will find many reasons for explaining the 13th hole. In the first place it is 228 yards long requiring a wood shot from the tee, and a long one at that. To further complicate play, large bunkers have been placed on the left of the green with pits on the right.

If a drive from the 14th tee strays too far to the right, it will be snapped up by a pit 190 yards away. After a drive along the left side of the fairway, a player is left an open approach to the green, but from the right, the approach must carry a deep and forbidding trap. The 15th hole is 438 yards with a par of four.

From the 16th tee the fairway falls away rapidly, an aid to a drive that is straight, but antagonistic towards a slice, because pits are along the right. A quarry also cuts into the fairway. The green is set at the edge of this quarry, with a sand pit on the left of the putting area.

The 17th affords another drive from an elevated tee. A pit has been cut into the right edge of the fairway to penalize slices. The green is beyond the creek, and is guarded by pits on both right and left.

On the finish hole, the drive must again cross the creek. The distance to be carried is 474 yards. The par is five. Beyond the creek the fairway mounts the rapid slope to the clubhouse. A diagonal bunker scars the left side of the fairway just short of the green. The putting area is protected further by a pit on the right and woods on the left.

The entire course will furnish the A.A.C.W. golf fans with an invigorating three-mile hike over the countryside.

TO TEACH FINE PRINTING

Work Started on U. of Oregon's Journalism Laboratory Building

Ground has been broken at the University of Oregon for a new laboratory building for the school of journalism. It will be used for the study of shop management, printing processes and fine typography.

Classes in fine printing are to be conducted under the general direction of John Henry Nash of San Francisco, a noted producer of fine typography. Newspapers and printers of Oregon have raised a fund to equip this section of the laboratory and the first hand printed edition de luxe will be produced next fall by advanced students in typography. Books produced there will not be for sale but will be distributed to libraries, and to contributors to the fund.

PLACES OF INTEREST IN PHILADELPHIA WHICH ARE OPEN ON SUNDAYS

- Independence Hall.
- Delaware River Bridge (under construction.)
- Broad street subway (under construction.)
- Fairmount Park and its buildings.
- Zoological Gardens.
- Academy of the Fine Arts, Broad and Cherry streets.
- Academy of Natural Sciences, Nineteenth and Race streets.
- Johnson Art Gallery, 510 South Broad street.
- U. S. Navy Yard (if a pass is previously obtained from the captain of the yard).
- University of Pennsylvania Museum of Science, Thirty-fourth and Woodland avenue.
- Commercial Museum, Thirty-fourth street below Spruce.
- Bartram's Garden Park, Fifty-fourth street and Woodland avenue.
- Washington Monument, Green street entrance to Fairmount Park.
- Smith Memorial Soldiers' and Sailors' Monument, Fairmount Park.



Philadelphia Welcomes the Associated Advertising Clubs of the World

Philadelphia is solidly behind the Poor Richard Club in its endeavor to make the 1926 Convention of the Associated Advertising Clubs of the World a memorable one, and has arranged an elaborate program that will provide against the possibility of a dull moment throughout the entire length of their stay.

The Public Ledger, proud of its close association with the great advertising profession, cordially invites the visiting advertising men to inspect its magnificent new home, in the shadow of historic Independence Hall, and to make the fullest use of its every facility.

PUBLIC  LEDGER

**INDEPENDENCE SQUARE
PHILADELPHIA**

WHERE MODERN RETAIL ADVERTISING WAS BORN

A. A. C. W. Delegates Invited to Reception at John Wanamaker Store, June 22—How Imagination Plus Power of Expression and Purchase of Newspaper Space Aided Great Store's Growth

A VISIT to the birthplace of modern advertising, the John Wanamaker Store, Philadelphia, is on the program for Associated Advertising Clubs of the World delegates for the afternoon of June 22.

Rodman Wanamaker, president, has invited all A. A. C. W. members to a reception and a tour through the famous store that advertising built.

Meeting at the store at 4:30 in the afternoon, June 22, the delegates will be divided into groups and taken through all the various departments from the basement to the roof of the huge building at 13th and Market streets. When the store closes at 5 o'clock, there will be concerts by the store's own employee musical organizations, and exhibition drills by the store's boy and girl cadet corps, numbering 400. The drills will be held in the store's own armory on the ninth floor.

After this, and after the entire building has been inspected, delegates will be served a buffet supper in the eighth floor restaurant.

Executives, who will be on hand to greet delegates, in addition to Mr. Rodman Wanamaker, will be W. R. Nevin, vice-president; Joseph Williams, treasurer; H. S. Conell, advertising manager, and William Dryden, assistant advertising manager.

There will be no speeches. The great store will speak for itself. It will tell of the marvelous power of advertising rightly and honestly used.

John Wanamaker, the store's founder, whose writings are still used in the store's newspaper advertising copy, was the first advertising genius in the retail advertising field.

Advertising, when Mr. Wanamaker started business, was virtually a negligible factor among merchants. He was only 23, when in 1861 with his brother-in-law, Nathan Brown, he opened a men's and boys' clothing business under the name of Wanamaker & Brown in a building called Oak Hall at the southeast corner of Sixth and Market streets, Philadelphia. What he lacked in years and experience, he made up in imagination, and a willingness to risk all to prove his own ideas right or wrong. Bankruptcy within a few months was freely predicted. But young Wanamaker wrote down in his notebook:

"I will allow no one to dissuade me." He was convinced that if he could get people talking about his store, they would come to his store, and after they had come they would buy. Thus he set about to make the tongues wag.

He plastered the town with posters. He set up huge billboards. His first idea was rather to attract attention, to arouse curiosity, rather than to sell his goods. That would follow inevitably, he reasoned.

Russell H. Conwell, in his book "The



Original home of the John Wanamaker business, established in 1861. Of the first day's receipts—\$24.67—\$24 went into newspaper advertising the next day.

Romantic Rise of a Great American," writes as follows about this early advertising:

"On fences, or wherever space could be found, were posters with simply 'W & B' on them in big wood type. Every-

thing that had yet been done, he leaped into the full-page advertisement.

"This first full-page advertisement appeared in the *Philadelphia Record* in December, 1879. This, again, was an innovation that startled the business world,

ferent. One advertisement for instance, published in a Philadelphia newspaper June 13, 1876, just 50 years ago, ran nine inches in depth, a big advertisement in those days, and set in small type, read in part as follows:

YOU DON'T SAY IT!

You don't say it!

You don't Say it Really? Yes it is an

Actual Fact
Actual Fact

our

FURNISHING DEPARTMENT
FURNISHING DEPARTMENT

FURNISHING DEPARTMENT

has been run down
with customers

WE BOUGHT 600 DOZEN
WE BOUGHT 600 DOZEN
600 DOZEN
600 DOZEN

UNDERWEAR UNDERWEAR
UNDERWEAR UNDERWEAR
UNDERWEAR UNDERWEAR

and now they are nearly all gone.

Down through the nine inches, Mr. Wanamaker talked to his prospective customers in the repetitious way. He wanted to set them talking. He wanted them to remember what he had written.

In his imagination, probably, he heard two housewives talking to each other, like this:

"Well, what do you think, Mrs. Pajinka?"

"Why I don't know, what, Mrs. Caidinka?"

"Well, what do you think, that Wanamaker's store bought 600 dozen underwear."

"No, you don't say, 600 dozen underwear."

"Yes, really, 600 dozen underwear."

"You don't say it!"

"Yes, it's an actual fact."

"Six hundred dozen underwear?"

"Yes, 600 dozen underwear, and now they are nearly all gone."

In the same advertisement is a phrase which Mr. Wanamaker wanted to impress on feminine minds, and he repeated it often in the copy. That was "a curiosity for cheapness."

Thus the advertisement informed possible customers that one of the store's buyers had returned from the agents of the works this week, having closed out lines of goods that were opened on Saturday at marvelous bargains to wit: 14 cases assorted summer shirts and drawers,

(Continued on page 31)



Interior of the Wanamaker store during the Centennial Exhibition at Philadelphia

body at once inquired of everybody else, what does W. & B. mean?" It soon became known that it stood for the firm at Sixth and Market streets.

"Balloons, 20 feet high, were sent up and a suit of clothes was given free to each person who returned one. Another advertising 'stunt' was carried out, when tallyho coaching was introduced as a pastime for the wealthy. Oak Hall employees, dressed in the height of fashion, were sent out on a fine coach drawn by six horses and, as the tallyho was sounded, they distributed advertising leaflets.

"In addition to these methods, he was advertising as largely as he could afford in the newspapers. Speaking of these first advertising efforts, he said once: 'When this little store (Oak Hall) closed its doors on its first day's business away back in 1861, the sum of \$24.67 was found in the old fashioned till under the counter. The sixty-seven cents were left there for making change the next morning, and the \$24 were taken out by the founder and spent with the newspapers, which were asked simply to say that the new store was open and doing business and had a good stock of goods useful to the public. He also spent immediately for advertising all the profit from the order for uniforms of the Custom House Guards.

"In addition to the novelty of his advertising, he kept persistently at it. He said once:

"Continuous advertising, like continuous work, is most effective. If there is any enterprise in the world that a quitter should leave alone, it is advertising. Advertising does not jerk, it pulls. It begins very gently at first, but the pull is steady. It increases day by day, year by year, until it exerts an irresistible power. To discontinue your advertisement is the same thing as taking down your sign. If you want to do business, you must let the public know it. I would as soon think of doing business without clerks as without advertising."

"Having decided that newspaper advertising was the most profitable, he suddenly took a daring leap and became the most talked-about advertiser in the country. This leap he did not take wildly. He had walked steadily towards it. But when he saw he could take it and that the thing itself was far ahead of

for at this time no store had taken so much space for advertising and eventually held to it continuously. Later he startled advertising and newspaper circles by publishing a full page advertisement in the Paris edition of the *New York Herald*. This was especially prepared by a staff of artists and writers in Paris.

"Not only did he attract attention by his methods and his mediums, but the matter published was in itself so interesting that the Wanamaker advertising page became a popular feature of the Philadelphia newspapers. It is no exaggeration to say that many women of the city and suburbs refused to take a daily paper that did not contain the Wanamaker advertisement."

There are some interesting details regarding Wanamaker's early newspaper advertising which are not revealed in Mr. Conwell's book. Mr. Wanamaker's secretary kept an album which contains some specimens of this early advertising. This album is at present on file in the advertising department of the Philadelphia store.

It is very evident that Mr. Wanamaker wanted his advertising to be dif-



Land was less expensive in 1876 and the Wanamaker Emporium expanded in length and width rather than upward. Above is an exterior view of the store of that day.



The American Scene

UNDER this title we have arranged an exhibition of advertising art and copy prepared by this agency, the same being on view at the home office of Advertising Headquarters, 308 Chestnut Street, Philadelphia.

Please accept this announcement as our very cordial invitation to you to inspect this exhibit at your leisure and convenience when you visit Philadelphia.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK
BOSTON

SAN FRANCISCO
CHICAGO



SATISFYING A PUBLIC'S HUNGER FOR DAILY NEWS

Each Day a Relay Race Is Run Through the Largest Pressroom in the World—A Trip Through the Philadelphia Bulletin's Manufacturing Plant

By PHILIP SCHUYLER

IS there a public demand for news? Listen to the roar of any pressroom for an answer. And when you hear the largest pressroom in the world, you will never doubt again.

It was mid-afternoon the other day when I carried that doubt across the plaza near City Hall to the home of the *Philadelphia Bulletin*. I was in time to see the Bulletin's sport's edition made while I walked through the largest pressroom in the world.

There I watched an army of men guide giant machines in a race against time, fighting seconds and minutes to put papers into homes to satisfy a public's hunger for its daily news.

What is done daily in that stadium of presses staggers the mind of any man. In much less than the hours of daylight, nearly 28,000,000 pages of news are sped through this one place into 158 trucks to be carried from vantage points by 10,000 boys into a half a million homes. One stretch of the relay race of news from street to wire to type to mat to press to street to home.

And in the Bulletin's plant another race is under way. What is already mammoth is yet not large enough. Success is racing to keep up with success. Workmen are laying foundations for six more 12 unit presses. There are 104 16-page units now, and when immediate plans are through there will be 130.

The story of both races is told in a walk from the old building under a street to the new, up through five floors and down to truck sheds frowning on three streets.

It is the old pressroom that is being made over now in the second time-defeating race. Presses that in 1908 were the joy of American printers have been scrapped to make way for new. In 1908 a room 80 feet long and 47 feet wide for newspaper press work was amazing. The Bulletin presses to day are 132 feet long, and the room has pushed out the walls of the old building, and has tunneled under street into a seven-story annex nearby.

Experience has taught the American publisher it is cheaper to buy real estate and stretch press units out long, than to follow the old theory of building high. It has been shown that the saving in paper alone buys the extra land. The new system is called the straight-line method and was made possible by the invention of the reel.

Under this method the white paper is fed to the press cylinders for printing from below instead of from above. Each press in the Bulletin's annex uses space on two stories, one for the paper reels and one for the presses.

Walk through the basement reel room of the annex, in the mad roar of an edition on the press. Great spools of white paper are whirling around, unrolling upwards into the presses one flight above. A futurist painting of flashing white against black. The belly of a monster, this basement, 160 feet long and 160 feet wide.

Men on this floor move the paper on trucks along narrow gauge rails to feed the reels. These reels are operated by electric control buttons. Just before one reel runs out, a tender steps forward and marks an untouched roll of paper with glue. He presses a button. The new roll swings slowly forward and is glued to the fast disappearing old. Speed slackens a little to prevent a break but not many seconds are lost in the race with time. A fat fresh roll of paper now speeds upwards to be printed and folded and carried up still another flight without pause to the delivery room on the street level.

Up a flight into the main press room, still beneath the ground. Here are five

12-unit Hoe presses, 132 feet long, each weighing 300 tons. Each press is divided up in such a way as to deliver through four folders four 48-page papers or two 52-page papers simultaneously. On this floor, too, is the electric switch board controlling this factory of presses. Along the length of a city block it stretches, a stable of 3680 electrical horses.

Skip the delivery room for a while, to see how it is fed from above and below at the same time. Pass also the second

time and the quiet now necessary for more detailed information.

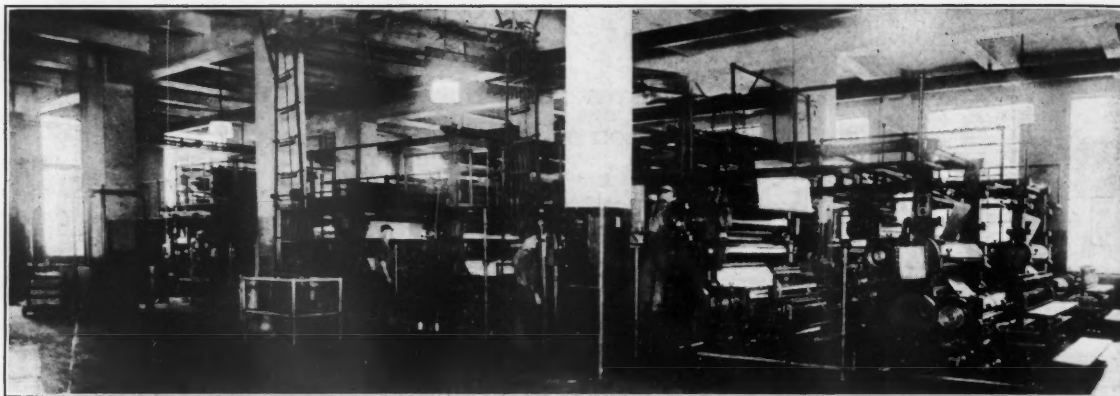
At 8:30 in the morning, the presses start their work. The first copies are for mailing. With one edition at 11:30 in between, the main edition is begun at 1:44 and by 3:05 is completed. In this hour and twenty minutes the bulk of the paper is printed. Then comes the race to keep up with the news of baseball games and races under way many miles away. Between 4 o'clock and 4:25 the

spread out over a city of 2,000,000 in 129 square miles laced with narrow streets. These papers must be in subscribers' hands while news is news and advertising valuable to reader and subscriber. So great is a public's demand for news.

Weird Spanish Censorship

Weird story of the operation of the Spanish censorship was told this week

104 16-PAGE UNITS IN WORLD'S LARGEST PRESSROOM



View of the *Philadelphia Bulletin's* pressroom, where nearly 28,000,000 pages are printed daily. Immediate plans call for additional installations which will make a total of 130 printing units.

reel room, much like the one seen before. Once again into the roar of this time four six unit presses. The walls of this room must soon be pushed out over the roof of the bigger room below, in order that more units may be added to the presses.

Above this room are two more floors, where presses will eventually be installed. Now they are being used for paper storage. Big as they are they can only hold enough newsprint to last two days ahead.

So great is a public's demand for news! And now into the delivery room on the street level, a winding twisting mass of endless belts shunting papers out through doors into the jaws of waiting trucks. Here is the terminal of the printing process and the gateway to the city streets. The white paper has been filled with the world's story and the 58-page paper automatically folded and transferred by electric conveyors to be piled in bundles and tied and marked for delivery miles away. See how fast and sure those hands work, slipping a leather thong about a counted pile of Bulletins.

Outside the door, is the sputter of gasoline motors as one truck, two, three are loaded and swing out into the street to make way for others to be filled. There are four loading platforms, on three sides of the Bulletin Annex, and there is one more platform to receive papers for delivery from the press room in the main building. This last platform is supplied by five octuple presses. At this total of five platforms 50 trucks can stand at a time, backed up against the delivery room doors.

At one platform of the annex is a door which is not the terminus of an endless belt. It is where the ink trucks come and the ink is pumped into tanks to be pushed through pipes to the presses.

While I had thus walked through the largest press room in the world, pausing only while my guide, G. A. Wiedemann, shouted explanations above the din, the sports edition had been finished. The giant presses were still. There was the

sports edition is printed. The first star final begins at about 5 o'clock and the two star at six. There are many pauses for fudge-lifts.

In speaking of these modern presses, a press capable of producing a 16-page paper is counted as a unit. The 104 press units in the Bulletin plant produce an average of 1,173,000 16-page papers or 391,000 48-page papers an hour. This amazing press capacity means that 39,100 eight page copies, or 6,517 48-page copies can be turned out every minute.

In June of 1895 Wiliam L. McLean, who had been general manager of the *Philadelphia Press*, took over the *Evening Bulletin*. It then had a circulation of only 5,000. The new owner of this old paper established in 1847 began at once to look far into the future. It is his policy, he has said, to keep 10 years ahead with his production plans.

The one and only old fashioned Bullock press that printed this 5,000 circulation was immediately replaced with a Hoe Quadruple Rotary Perfecting press, capable of producing 48,000 eight-page papers in an hour, a marvelous record in those days. The circulation jumped up in a year to 33,625. By 1908, the Bulletin had eight sextuple presses, and this was so remarkable at that date that Alfred Harmsworth, later Lord Northcliffe, made a special trip from England to see what this man McLean was doing. During the eight following years the press room equipment grew to include thirteen octuples. In 1918, still keeping 10 years ahead, the annex was started. First the basement was finished and filled with presses, then the two upper floors were equipped. The building was finished as it now stands in 1924, but Mr. McLean, still ten years ahead in his race with time, has already ordered more presses from the factory, and has plans drawn for extension of the upper stories of the annex.

Meanwhile that seven-story building rocks each day in the roar of that other race to get more than 500,000 papers

by the Marquis de Valdeiglesias, editor and publisher of *Madrid La Epoca*, who is visiting the United States.

La Epoca was stopped by the board of censorship because a story was published referring to some improvements carried out in Spain, and forgot to name the dictator, Primo de Rivera.

PICK BEST NEVADA PAPERS

Journalism Students Make Award to Weeklies and Dailies

Nevada's most representative newspapers, according to advanced students in Journalism at the University of Nevada, Reno, acting as judges in a statewide contest under the direction of the Nevada State Press association, are:

Weekly—*Fallon Churchill County Eagle*.

Tri-weekly—*Elko Free Press*. Daily in cities under 10,000—*Ely Times* and *Winnemucca Humboldt Star* (tie).

Daily in cities over 10,000—*Reno Nevada State Journal*.

These newspapers, winners in their respective divisions, will receive prizes offered by the Western Newspaper Union.

Hamilton Resigns in Ft. Wayne

Frank G. Hamilton, advertising manager and vice-president of the *Fort Wayne* (Ind.) *News-Sentinel* has resigned because of poor health and will spend the next few months in traveling. He will continue as vice-president of the company. Mr. Hamilton has been with the *News-Sentinel* for 15 years.

Offers "Most Useful Citizen" Cup

A "Most Useful Citizen" loving cup is being offered by the *Seattle Post-Intelligencer*, which will be awarded yearly to the person living in Seattle deemed most worthy of the honor.

ONE-QUARTER MILLION

Agate Lines

INCREASE

In National Advertising in the
First Five Months of 1926 in the

Pittsburgh Gazette Times

(Morning and Sunday)

and

PITTSBURGH CHRONICLE TELEGRAPH

(Evening Except Sunday)

Sold Singly or Combined

The Answer—**It Pays**

Thoroughly Cover Fourth Largest Market in America

Evening and Sunday Morning
Combined Circulation

270,000

Evening and Morning
Combined Circulation

217,000

Chronicle Telegraph (Evening) and Pittsburgh
Gazette Times (Sunday) Carry More Automot-
ive Advertising Than Any Other Evening and
Sunday Newspaper in Pittsburgh.

E. M. BURKE, Inc.

42nd and Broadway, New York
122 South Michigan Blvd., Chicago
Constitution Bldg., Atlanta, Ga.

URBAN E. DICE

National Advertising Manager
Gazette Square, Pittsburgh, Pa.

R. J. BIDWELL COMPANY

742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

AD MEN'S BOSSES PAY THE FARE—YOU CAN WAGER THEY'LL BE THERE

When Sharp Chin Solos Start to Twang You'll Know It's "Over With a Bang"—Four Out of Five Will Come in State; Phillie Will Help Them Celebrate

Written especially for EDITOR & PUBLISHER

By F. D. SCHNITGER

Writer of "Grim's Fairy Tales"—Ledger Syndicate

THE boys and girls who write those cute little fairy stories entitled, "You'll Never Miss the Easy Payments"; "How to Become a Social Lion in Six Easy Lessons on the Saxophone"; "He Loved Her Till She Ordered Chicken Salad," etc., will gather at Philadelphia, June 20th to the 25th for the annual convention of the Associated Advertising Clubs of the World.

There will be plenty of 'em in attendance for these word jugglers can find more reasons for attending a convention than a publisher can for playing golf during business hours.

Trust the discoverers of Halitosis to put the bee on the boss for important expense money. It will be oats for them, and when they come out of the boss's office, whither they have gone to get the official "Okeh," orders on the treasurer will be like pyorrhoea—four out of five will have it.

But after the boss has fallen for the annual convention shake-down, like a fat man for a banana peel—what has Philadelphia to offer, in addition to chin solos by world famous advertising men and other sordid business matters? These, after all, are only mere details in the life of a Conventioneer. Who ever heard of going to a convention for the purpose of the convention itself? Perish the thought! As well speak of attending high-nose opera for the sake of music.

First and foremost there is the Sesquicentennial. According to old man Webster's son, Noah, "Sesquicentennial" is a

fifteen-dollar word meaning—"of or pertaining to a century and a half." It seems that someone with a sardonic sense of humor figured it would be a Wow to pull a street carnival in commemoration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and the consequent alleged independence of America.

Although no one has ever been able to prove it, we Americans know that we are a free country because it says so in the Constitution—and, as one of the French Louis said to the man-in-the-Iron-Mask, you can't laugh THAT off.

As a result of the Sesqui, Philadelphia this year will draw a bigger crowd than an ice wagon in Hades. You really must visit the Sesqui for we are reliably informed that several new riding devices will be introduced and if one is following the advertising profession one must be up on What's What.

Another point of interest is the office occupied by Col. William's good friend and pal—General Smedley Butler during the time he was de-alcoholizing and purifying Philly. As a result of his campaign, the foremost critics have had to revise their list of "The Six Best Hellers" to read something like this—1. General Butler; 2. Mussolini; 3. Kip Rhineland; 4. Abd-El-Krim; 5. Countess of Cathcart and Moral Turpitude; 6. The Gal who occupied the now famous Bath tub.

Any good bootlegger will be able to direct you to the General's former head-

quarters which are kept decorated with flowers by the friends of Col. Williams.

Maybe you have heard of a weekly publication nicknamed *The Saturday Evening Pest* sometimes called *The Advertising Man's Bible*. Considering the fact that it has only been published since about the time George Washington wore short pants, it has built up a very creditable circulation. The plant is located in Philadelphia and, we understand will be open to visiting delegates.

Those with a yen for American history can be kept busier than a mosquito on a wooden leg, for Philadelphia has more places of historical interest than there are dents in Ford fenders. Space forbids enumerating them—but give 'em the inquiring eye.

We have been asked to give a few "Convention Don'ts" as well as the above Do's.

In the light of past experience we would say that the most important one is—Don't try to fill inside straight or three card flushes for even the most elastic expense accounts will sometimes backfire.

Don't believe the guy who tells you it's genuine bottled in bond Scotch—just ask him if he knows any more funny stories.

And finally—Don't fail to come.

Salt Lake City Wants N.E.A. Meet

The Salt Lake City Chamber of Commerce has sent an invitation to the National Editorial Association to hold its 1928 convention in that city. The invitation was written on a giant typewriter and the paper used measured 8½ by 12 feet.

Paper's Correspondents Organize

Correspondents of the *Niagara Falls* (N. Y.) *Gazette*, were guests of the publishers at a dinner and inspection of the plant recently. The correspondents formed an organization with Fred B. Skinner of Medina as president; A. G. Bridge, Stamford, Ont., vice-president;

and Mrs. Mabel H. Lewis, Johnson Creek, Secretary.

N. H. Editor Dies on Train

George Kelley, editor of the *Lebanon* (N. H.) *Granite State Free Press*, died June 12, of a heart attack on board the New England Rotary special train bound for the international convention of Rotary Clubs at Denver. Death came as the train was nearing Oakley, Kan.

SALT LAKE CITY DAILY OPENS NEW HOME

Deseret News Celebrates With Housewarming—General Manager Kirkham Master of Ceremonies—Veteran Employes Introduced

The completion of the new home of the *Salt Lake City Deseret News* on Richards street, near the old building, which will be used by departments of the News and the Oregon Short Line Railroad Company was celebrated on the evening of June 7, when more than 300 employees of the paper gathered at the new plant for a housewarming. The entire evening was devoted to the celebration of the completion of the large structure which will house one of the most modern and convenient newspaper plants in the west. Assistant General Manager James M. Kirkham, was master of ceremonies. Heber J. Grant, publisher of the paper in behalf of the Mormon Church, owners, spoke. A feature of the evening was the introduction by Mr. Kirkham of the veteran employes of the paper. There were several who have been with the paper more than 35 years, one more than 50, one 47.

New 6-Day Paper in Colorado

Under the editorship of Leo H. Bowen, the *Glentwood Springs* (Col.) *Avalanche-Echo* is now being published six days a week, instead of weekly.

Philadelphia's Newest and Fastest Growing Newspaper!

THE Philadelphia Daily News, the most modern newspaper in the third city of the country and unrivalled among tabloids anywhere for newsmanship and entertaining, interesting and pictorial features, is still increasing in popularity (circulation) and has reached the heights of advertising power.

The 100,000 mark of circulation probably will have been passed ere this meets your eye for week after week has shown an increase in net paid daily average and the Sesqui has only

just begun. Sworn net paid daily average for the week ending May 22, was 82,873.

Advertising in the first year—March 31, 1925, to March 31, 1926—totalled 2,428,291 lines, and it has more than doubled since the second year began.

Eagerness for a live, popular medium in this territory thus is shown to have been supplemented by unstinted approval of the Philadelphia Daily News by advertisers here.

Many national advertisers already have realized that, full of honors among advertisers in its home city, the Philadelphia Daily News cannot be omitted in any campaign that includes Philadelphia.

PHILADELPHIA DAILY NEWS

THE PEOPLE'S PICTORIAL

Fifteenth and Cherry Streets

BEAUTIFUL STORY BEHIND ADVERTISING EXHIBIT OF POOR RICHARD'S SCHOOL

Originated by a "Father" of 129 Boys, Endowed by the Father of One Who Died, the Name George Morris Price Is Becoming Famous in Philadelphia

A "FATHER" of 129 boys and another father of one son who died and an advertising club with nothing to do combine to make a beautiful story behind the George Morris Price School of Advertising and Journalism, the students of which are exhibiting their work next week among other exhibits of the 22nd annual convention of the Associated Advertising Clubs of the World in Philadelphia.



BARTLEY J. DOYLE

Bartley Doyle, president of the Keystone Publishing Company, hasn't any children of his own. But he likes to see young boys get along in the world. He has taken a family of 129 sons under his wing. Mr. Doyle is also interested in advertising and in advertising clubs. Some three years ago he was president of the Poor Richard Club of Philadelphia, and responsible for a radical change in that organization.

"See here," he said in effect to the members, "as a hotel our club is all right. We eat here and once in a while we hear some speaker. But that's not my idea of a club. It seems to me rather selfish that we should gather here just to eat and please ourselves. While we are spending our time here, let's accomplish something for others. We're a club that has nothing to do. Let's find something to do."

And Mr. Doyle, with others in the club, went out and organized a small school of advertising and journalism to be taught by Poor Richard members.

A young man named George Morris Price was particularly interested in this seedling school. The first year, when it had fifty members, he was a great help to Mr. Doyle, the principal organizer. Poor Richard's club house was then on Camac street, a quaint little place, with not much room available for teaching young men the fundamentals of advertising and the practical side of the business. But it worked well enough to show that Mr. Doyle's ideals of service were entirely pragmatic.

Not long after the school got under way, Mr. Price went on a trip abroad. He never returned. He was lost overboard one night, while crossing the Mediterranean sea from India.

The father of this young man was Michael Price, president of McNeely & Price, a manufacturing concern. The elder Price had been very proud of his only son, now so suddenly severed from him. He'd always expected his boy would make a name for himself in Philadelphia.

After George's death, he began to think about ways in which he might perpetuate his memory. He considered doing something for Lehigh, his son's University. The thought of the cruel sea was on his mind, and for a while he planned a fund to provide an annual prize for heroism in rescuing lives along the eastern Atlantic shore.

But then he remembered his son's interest in the Poor Richard Club and its advertising school. He began to wonder himself how that school was getting along. George used to mention it a great deal. About this time he had a talk with Mr. Doyle. A \$50,000 endowment for the establishment of the George Morris Price School of Advertising and Journalism followed this conversation.

This school last year, now housed in the third floor of the Poor Richard Club's new home, and still operated under

its direction, with Mr. Doyle as advisory chairman, had nearly 200 students, who have turned out some really marvelous exhibits of advertising craftsmanship. Its alumni number 100, all of whom are engaged in some form of advertising work.

A two year's course is given by the George Morris Price School for men ranging from 18 to 30 years old, under the supervision of Thomas J. Mulvey, director, and John Lutz, his assistant. A small fee is charged for purchasing books to be used in classes held three evenings a week. A certificate is given on graduation, which helps the bearer considerably in finding employment in Philadelphia agencies. On commencement day a short while ago, a class of 50 was graduated.

The name of George Morris Price is becoming famous in Philadelphia.

"But the demand for the graduates is far in excess of the supply," Mr. Doyle told EDITOR & PUBLISHER this week. "We have three bright, beautifully furnished rooms, but that is not enough. This last year we accepted a class of 150 and turned away nearly 200."



MICHAEL PRICE

EDITOR & PUBLISHER CALENDAR

- June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia.
- June 19-26—American Golf Assn. of Advertising Interests, Spring tournament, Cooperstown, N. Y.
- June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Ky.
- June 25-28—New Jersey Press Assn., summer outing, Lake Minnewaska, N. Y.
- June 25—New England Associated Press Members, Copely Plaza Hotel, Boston, Mass.
- June 28-29—Pennsylvania Newspaper Publishers' Assn., State College, Pa.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on THE KENDALL PLAN

We would like to know more of your circulation building methods and charges. Without obligation to us, you may submit details, terms, etc.

Our last Campaign was run _____

Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign _____ we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

ALLENTOWN, PA.

Make Allentown your test town in Pennsylvania

A large number of retail outlets—over one thousand — allows advertisers to get thorough distribution in this genuinely American city.

The Morning Call's 31,400 circulation gives a complete coverage of the city and trading territory.

The Call carried over ten million lines of advertising during 1925, and the monthly figures this Spring have been breaking all previous records.

Allentown should be on all Pennsylvania lists.

Allentown Morning Call

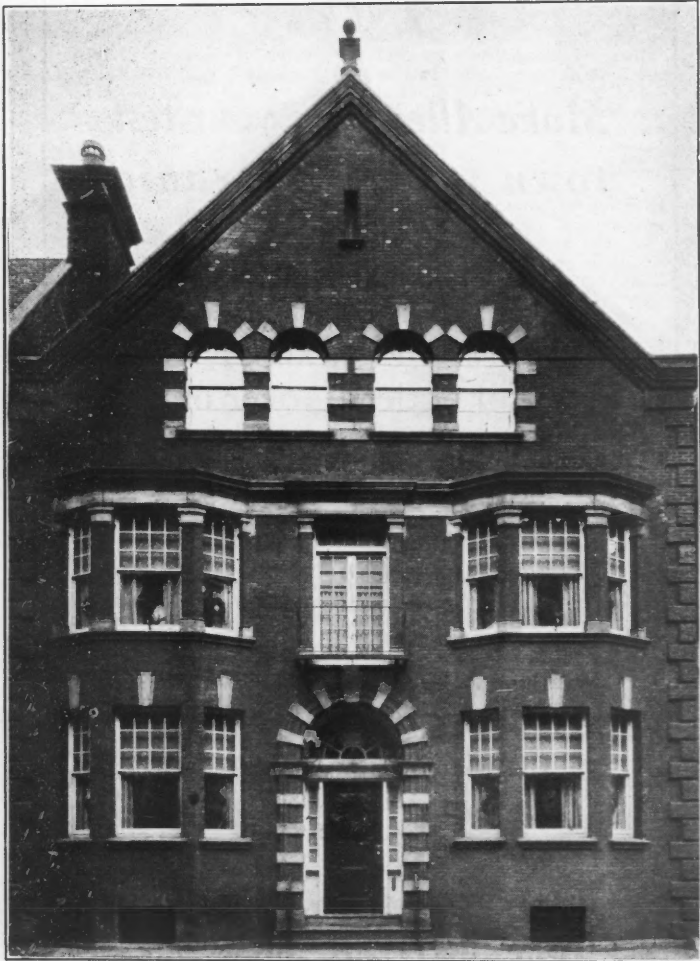
Story, Brooks & Finley
National Representatives

"Ask us about Advertisers' cooperation"

Annals of the Poor Richard Club

Being a short history of the famous Advertising Club of Philadelphia especially written for Editor & Publisher by a Charter Member and former President.

WILLIAM J. ELDRIDGE



Pleasant face of famous old Poor Richard club, host to Associated Advertising Clubs for second time in 10 years

BJENAMIN FRANKLIN was born January 17, 1706. Just two centuries and one month later—February 16, 1906, there was an informal gathering of men interested in advertising who met in the Bellevue-Stratford Hotel in Philadelphia and discussed the need and possibility of organizing a club that should represent the interests of advertising. The need of such a club was recognized, the possibility was questioned, but it was decided to call a meeting of leaders in this field as buyers, sellers and makers of advertising.

To this end some 50 invitations were issued to the advertising managers of prominent business houses recognized as users of publicity, to leading advertising agencies, to writers and publishers, to meet at the Board of Trade room in the Bourse Building on March 15.

About 20 men responded to this invitation. Charles E. Roberts of Lippincott's Magazine was called to the chair and after some discussion a committee of five was appointed to present plans for a permanent organization.

The committee appointed consisted of Clarence K. Arnold of the Arnold & Dyer Advertising Agency, W. M. Ostrander, well-known real estate man and promoter; William Percy Mills of the *Evening Bulletin*, John C. van Haagan, advertising agency, and Mr. Joseph H. Appel, advertising manager of John Wanamaker's.

The committee soon submitted a plan embodying the formation of a club to be known as THE POOR RICHARD CLUB,

using the well-known pen-name of Benjamin Franklin and commemorating him as the Father of Advertising. Thus was born just two centuries and two months after the advent of the first Poor Richard a second that has sought to honor his memory and carry into effect the high and sterling business ethics for which he stood.

It was decided to limit the membership to seventy-five or at the most eighty. The annual dues were fixed at ten dollars for resident members and five dollars for non-resident. Further regulations were adopted as to officers committees and meetings, and an annual dinner or banquet was decided upon as a fixed event.

The Poor Richard Club thus organized was fortunate in enlisting the interest of Thomas Martindale, a well-known business man, prominent in civic affairs and a true disciple of advertising. He accepted the presidency of the club and immediately plunged into an active promotion of its purposes.

From the first the Club has been noted for its social activities. The first event of this kind was a shad dinner held at Washington Park on the Delaware River on the evening of May 1, 1906. Twenty-two members were present and addresses were made by members of the club including Thomas A. Daly, the well known humorist and poet, who had just been elected to the presidency of the American Press Humorists, a national organization.

The Poor Richard Club tendered a dinner to the American Press Humorists

at Belmont Mansion in Fairmount Park on June 8, in recognition of the honor conferred on its fellow member, "Tom" Daly.

At this dinner there were about 110 present. On June 22, 1906, the club adopted a constitution and by-laws, in which the objects of the club were specifically set forth as follows:

(1.) The scientific study of advertising in a sincere endeavor to promote its best interests.

(2.) The widening and amalgamation of advertising circles, bringing them into a closer and better understood relationship.

For the official management of the club an executive committee of nine was provided. By way of entertainment a formal banquet was to be held at the time of the annual meeting in November and a literary and social meeting was to be held monthly from December to March "at which papers on advertising topics" were to be read, to be followed by a general discussion and informal supper.

The first annual banquet of the Poor Richard Club, the forerunner of the many brilliant annual events that have followed, was held in the Bellevue-Stratford on the evening of November 27, 1906. Mr. Martindale, who had been re-elected at the annual business meeting to serve for another year as President, was toastmaster. The affair was a brilliant success although it lacked the "stunt" features and frolic that have distinguished subsequent banquets. The speeches were largely indicative of the purposes for which the club was organized and prophetic of what the club could become if those purposes were honestly carried out.

The great need of the club was felt to be a permanent place of abode. Meetings were held from time to time in various restaurants and the new born infant was much like a foundling on the doorstep. A committee headed by Clarence K. Arnold was appointed to devise some means by which a club house could be secured, and after some search finally located at 239 South Camac Street. Several other clubs on this street have caused

it to be called "The Street of Little Clubs."

The property, an old-fashioned dwelling of two stories and a half, was purchased at a cost of \$4,500, and alterations to suit the purposes of the club, together with furnishings made a total cost of about \$10,000.

The purchase was financed by each of the seventy-five members purchasing a bond for \$100, the balance being cared for by mortgage.

As a property owner the club was under the necessity of incorporating, and a charter was granted, dated July 23, 1907. The charter members were Clarence K. Arnold, Thomas Martindale, J. W. Morton, Jr., Richard A. Foley, Wm. C. Supplee and the following Directors whose names appear on the document: Clarence K. Arnold, Joseph H. Appel, Henry Ferris, H. C. Gara, Charles Westing, W. J. Eldridge, David T. Fleisher, B. J. Wasserman, Louis J. Kolb, W. Percy Mills, secretary and J. W. Morton, Jr., treasurer. The purpose of the club was declared to be: "to foster, protect and promote the welfare and interest of persons engaged in the trade and business of buying and selling advertising space in, and advertising matter for, periodicals and publications of any character, and of producing advertising matter, and for the protection and encouragement of such trade and commerce by combining the intelligence and influence of members against impositions and fraud, as experience may from time to time dictate, by bringing about greater uniformity and certainty in business connections and by establishing closer ties of business association among the members, including the establishment and maintenance of a club house for the above purposes."

The new home was formally opened November 18, 1907, and the event was proudly heralded as the first advertising club in the country that owned its own club house.

There were many difficulties encountered by the club in its management of its new responsibilities. The endeavor to

We Have an Interesting Story to Tell

Concerning the Jewish population of 250,000 in Philadelphia which constitutes one of the largest and richest markets for every type of product.

THE JEWISH WORLD

The Only Jewish Daily
Printed in Philadelphia

Plant and General Offices: 223-25 S. 5th Street

Full Merchandising Co-operation

manage a dining room with a three course meal at 35 cents a cover with a Japanese chef and a Japanese waiter plunged the exchequer into a deficit that made a speedy change necessary. The yellow peril was disposed of and Godfrey Brown, a genial African, succeeded him, and for several years satisfied the appetites of the hungry Poor Richardites without seriously embarrassing the treasurer.

The long dining table was a pleasant gathering place for the members at lunch time although the attendance, owing to the limited membership, was necessarily small. However, there were frequent visits from prominent persons and the quaint little club house entertained many visitors of high repute in literature, business, politics, travel, etc.

The second annual banquet was held on January 17, 1908, as it had been decided that this annual event should celebrate the birthday of its Patron Saint, and it has been held regularly at that time every year since except when the 17th falls on Sunday.

For several years the special feature of the annual banquets was the speech-making and on some occasions there have been as many as eight speakers. We cannot undertake to name the many prominent personages who have honored Poor Richard on these occasions. Whether the club has gained or lost in turning these Anniversaries over entirely to entertainment and hilarity may be a debatable question, but the attendance has grown so large that it is difficult for a speaker to hold the attention of the audience, and as the demand for seats exceeds the supply it may be assumed that the participants are satisfied.

Much credit is due to the untiring and unselfish and at the same time self-sacrificing labor that the committee-men put into these occasions, and the ingenuity and ability displayed could be capitalized profitably if directed in other channels. This, however, is largely the Spirit of Poor Richard. There seems to be a wonderful degree of well directed energy expended in the most unselfish spirit imaginable.

The Poor Richard Club was early affiliated with the Associated Advertising Clubs of the World, and delegates attended most of the conventions as held from year to year. A special delegation to the Chicago convention succeeded in capturing the convention for 1916 for Philadelphia. This was considered a great honor although it meant untold responsibility and labor for the active members of the club.

In view of the increasing activities of and interest in the club and the overcrowded condition of the dining room on special occasions, the capacity of the club house was doubled by the purchase of the adjoining property No. 241, the ceremonial "breaking in" being solemnly performed by President Robert H. Durbin on July 1, 1915. The membership at this time was increased to 150.

The management, financing and entertaining of the convention, June 25 to 30, 1916 were admirably cared for under the chairmanship of Rowe Stewart and involved all the members of his committee, with many volunteers, in almost unbelievable labor. The wonderful success of this most spectacular of all the conventions of the A. A. C. of W. but emphasizes the loyalty of Poor Richard to the spirit of its traditions.

The first number of *Poor Richard Club Almanack* was published in November 1912, and as indicated in the title was to be "Published when the Spirit moves." It was printed in colonial style type on a single sheet of blue hand craft paper "made at the Matthews mill just outside of Philadelphia in the year 1836" and presented to the club by Grant Megargee.

The Almanack has appeared with more or less frequency since this first issue, and has assumed different forms and sizes from time to time. It is the medium of the interchange of thought and the communication of news and notices to the members and is now published regularly every month.

For several years a school of advertising was conducted by a few of the club members and classes of young men and women eager to become proficient in this

SOME PLACES OF WORSHIP IN CENTRAL PHILADELPHIA

BAPTIST—17th and Sansom streets.

Christian Science—Academy of Music.

Congregational—18th and Greene streets.

Ethical Culture—1324 Spruce street.

Friends—15th and Race streets.

Protestant Episcopal—13th and Spruce streets.

Hebrew, Broad and Green streets.

Lutheran—21st and Chestnut streets.

Methodist Episcopal—Broad and Arch streets.

Presbyterian—Broad and Spruce.

Roman Catholic—13th and Market streets.

line met at the club house for instruction. The size of these classes and the possibilities of development were handicapped by lack of room, and in 1923 the question of a larger building was agitated.

A most agreeable impetus was given to this movement when Michael G. Price placed \$50,000 as an endowment in the charge of Poor Richard Club for the establishment of a Memorial to his son who was formerly a member of the club and much interested in it. On a trip to the Mediterranean he had been lost at sea and Mr. Price desired that the Charles Morris Price School of Advertising and Journalism should be managed by the club.

In order to suitably house and furnish the school the splendid property at 1319 Locust Street was purchased and altered, furnished and decorated so that today Poor Richard Club boasts one of the finest and most luxurious homes with two comfortably equipped school rooms. The financing of this \$250,000 Club House required an enlargement of the membership which has been increased to 750 active and 250 non-resident members.

The club is at this writing busy in arranging for the convention of the Associated Advertising Clubs of the World.

The membership of Poor Richard Club has always graded high. Most of the large industrial, financial and commercial houses are represented by their principals, and the newspapers and advertising agencies are members.

Besides the School for Advertising, Poor Richard has sponsored the Junior Advertising Club encouraging young men to associate for similar purposes. The Women's Advertising Club also acknowledges the co-operation of the older organization.

The President whose term expires June 30 is Howard C. Story. The newly elected officers for 1926-1927 will be installed July 1, are as follows: Morton Gibbons-Neff, President; James P. Henry, Vice-President; Edward S. Paret, Treasurer; A. King Aitkin, 1st Vice-President, and George E. Loane, Secretary.

Directors—Theo. E. Ash, John A. Lutz, Lee E. Hood, Charles L. Asam, Rowe Stewart, Harry L. Appleton, Walter P. Dilg, J. B. Mackenzie and Charles Paist, Jr.

LONG ISLAND PRESS TO MEET

Annual Convention Scheduled for Rockaway Beach, June 21

The annual meeting of the Long Island Press Association will be held at Rockaway Beach, Monday, June 21.

The morning session will be a business meeting at which the publishers will discuss advertising rates and various methods of promotion.

In the afternoon members will be guests of the Chamber of Commerce of The Rockaways at a shore dinner. The program for the remainder of the afternoon includes an automobile tour of The Rockaways, visits to the various amusement places at Rockaway Beach, and a theater party in the evening.

THE LARGEST MORNING DAILY CIRCULATION IN PENNSYLVANIA OUTSIDE OF PHILADELPHIA AND PITTSBURGH

* * *

SCRANTON REPUBLICAN

TO adequately cover the rich Northeastern Pennsylvania market, you need the greater selling power of the Scranton Republican, the largest daily morning circulation in Pennsylvania, outside of Philadelphia and Pittsburgh, 90% of which is home delivered.

Statistics tell you that the women of the Nation buy 85% of its living necessities and luxuries. The Republican with its splendid daily features of interest to women, and its great Home Delivered Circulation is without a question, the woman's preferred newspaper in Scranton and immediate trading area.

That morning newspapers are wielding an increasingly superior selling power is proven by the new morning newspapers that have come into existence in the country during the past year, with a corresponding decrease in evening publications.

Tell your story in the Scranton Republican and reach the people who make up the bulk of the buying power in the great Northeastern Pennsylvania Market.

34,650 Net Paid Circulation

* * *

Special Representative

Paul Block

New York Chicago Detroit Boston Philadelphia

AN INVESTMENT IN COLOR AND MOTOR TRUCKS

Col. James Elverson, Jr., Philadelphia Inquirer, Starts to Build New Plant to House Color-Gravure Presses and Garage—Story of Paper's Growth Romantic Chapter in Newspaper History

By PHILIP SCHUYLER

"THE Philadelphia Inquirer is going to grow."

If that is mere boasting, Col. James Elverson, Jr., is foolishly risking some of his millions on empty vanity.

But Col. Elverson isn't that kind. He is a practical, thorough hard-working publisher, splendidly schooled by a father who made nothing into a fortune in the same business now continued by his son.

His confidence in the future expansion of the Inquirer, therefore, may well be eliminated from the sphere of speculation and put probably in the class of canny investment.

Col. Elverson, whose \$10,000,000 newspaper plant, not quite a year old, is one of the show places of the newspaper publishing world, started this week to tear down and rebuild a foundry across the street from the present plant to construct an auxiliary three-story color-gravure printing shop and a two-story garage.

In other words, the Inquirer's helmsman is investing in color and motor trucks,—two unrelated stocks, which today are considered gilt edged securities for newspaper futures by those who look beyond their noses and are a little too shrewd to take a flyer just yet on airplanes for newspaper distribution.

Col. Elverson is among pioneers as far as color-gravure is concerned. He is slightly behind the race in newspaper transportation.

A color-gravure press manufactured by the Tiefdruck Syndikat, Berlin, has been ordered and should be in Philadelphia ready for installation Sept. 1. Many of these presses are in operation in this country today, but only three are being used for newspaper work, although the claim is they reproduce pictures in color at almost the same high speed as the old-line black and white. In addition to the Tiefdruck, the new Inquirer annex will house two Hoe rotogravure presses.

Motor cars are being used by newspapers for long hauls as never before. This is because of boosts in second class mail and baggage rates. The Inquirer is waking up to what has been done already in other large cities, notably in Detroit by the News, and in Indianapolis by the News, in the use of trucks for newspaper delivery to outlying territories. James L. Young, the Inquirer's circulation manager, has now built up 18 long-distance routes, but that is just a thin sprinkle to what he will eventually accomplish. Newspapers are acting on hippodrome stages today, and the paper that wins the big circulation applause seems to be the one that gets out farthest with complete editions in the shortest length of time.

The base for Mr. Young's expected increased motor fleet and also the three new presses will occupy space measuring 305 by 115 feet, with an area of 35,000 square feet.

When the plans were first drawn for the Inquirer's monumental home on Broad street, the foundry across the way was purchased for the purpose of the annex now being built. This, however, is the first general announcement of that fact. There is still room in the main pressroom, but the management is saving that space for additions to the paper's black and white battery.

Because, you see, "the Philadelphia Inquirer is going to grow." And repetition of this assertion, made by H. E. Blackman, Col. Elverson's right-hand man, brings me back to the story of the paper's growth, a story forming a romantic chapter in American newspaper history. Mr. Blackman has been associated with the Inquirer for 36 years and knows the chapter by heart. Since the colonel himself is in Europe now, Mr. Blackman told it to EDITOR & PUBLISHER this week.

Although the Inquirer's first number was printed June 29, 1829, with a hip-hurrah editorial manifesto that would make even a California or Florida booster

EDITOR & PUBLISHER herewith present first of two articles on the history of the Philadelphia Inquirer and its publisher Col. James Elverson, Jr., a venture-some, far-seeing newspaper maker.

Next week's article will be entitled: "WHEN A PUBLISHER MAKES HIS PLANT HIS HOME," and will tell hitherto unpublished details of the \$10,000,000 Inquirer plant, which incorporates so many unique ideas that it is being continually visited and studied by newspaper engineers from all over the world.



Col. James Elverson, Jr.

sick with envy, it didn't become one of Pennsylvania's outstanding newspaper successes until the elder James Elverson bought control in 1890. It had been somewhat fickle about its field in the early days, jumping from morning to evening back to morning. Jesper Harding, a practical printer, was one of its early publishers, and the imaginative may find a relationship between him and the late President.

In 1840, the Inquirer accomplished its first real stroke of enterprise. Charles Dickens was the novelist of the day, and the Inquirer made a bid for and obtained the first American rights for exclusive publication of "Barnaby Rudge" and "Master Humphrey's Clock." The harnessing of English writers to pull American newspapers along is common enough practice today, but it was new then and gave old leaders in the field quite a bump. Moreover the Inquirer permitted Diebens to set his own price,

an unheard of procedure at the time.

As the Inquirer today is investing in color and automobiles, the big early investments made by James Elverson, Sr., when he bought the paper were in political reform and classified advertising promotion.

Mr. Elverson, Sr., had got his first taste of American politics during the Civil War. He had come to this country from England a young man with plenty of ambition and not much else. He had an uncle in the shoe manufacturing business in Newark, N. J., and went to work for him. He soon tired of this way of making a livelihood and like the late Frank Munsey, studied the great marvel of the day, and became a telegrapher. When North and South fought he had become so expert in his chosen field, that he was appointed official telegrapher for Secretary Seward, war minister of Lincoln's cabinet. Decoding private messages for this important cabinet minister was one

way of getting inside information on political matters and at least an interest in how the government was being run.

After the Civil War, Mr. Elverson returned from Washington to Philadelphia and purchased the Philadelphia Call, a daily newspaper. Out of this paper grew from Mr. Elverson's cultivation two weekly story papers which rolled up enormous circulations. They were Golden Days for boys and girls, and the Saturday Night for their parents. These very successful publications laid the foundation for the wealth which enabled Mr. Elverson to purchase the dying Inquirer, put it on its feet, and by entering the political reform movement of the 1890's build up the "Republican Bible" of Pennsylvania. The Inquirer had much to do with smashing the Cleveland Democratic era, and the part played by the paper made its publisher an important figure in the Republican party of Pennsylvania.

The Inquirer is still staunchly Republican, but has lately been showing a strong independent face against "gang" politics in the Keystone state. And even the other day it took a crack editorially at President Coolidge, calling him down for his refusal to spend two days in Philadelphia around July 4 for dedication of the Sesqui-Centennial.

Before becoming the Bible of the Republican party, the Inquirer became the Bible of the unemployed. Mr. Elverson Sr., believed classified advertising was news, and after he purchased the Inquirer, he took particular pains to build up that department of his paper.

The basic need in a man's life is that he have a job, Mr. Elverson reasoned. The economic structure of the nation is dependent upon steady employment. "Situations Wanted" and "Help Wanted" advertisements sell papers as well as being a public service, in the opinion of the elder Elverson, and, for a while, when he first gained control of the Inquirer, he gave away space to those out of work who cared to call up his paper and ask for it. That promotion stunt worked well for Mr. Elverson, and his son today believes so strongly in the circulation building and holding power of the agate set page that the line rate charged for situations wanted is still kept very low. In fact, there's very little margin between the cost or printing and the price charged for insertions in this classification on the Inquirer's classified pages.

Upon entering the daily's big new building, the first thing one sees is the receiving end of the Inquirer's classified department, managed by W. D. K. Sheldraire, a veteran in Mr. Elverson's service. The counter for transaction of general transient business bristles with pneumatic order tubes. At the rear is a mezzanine balcony, where an army of girls is employed throughout the day receiving want ads over Bell telephone lines. Below on the main floor, a similar staff of want ad operators are similarly employed in taking from the direct wires, want ads over the Keystone telephone lines.

And this one department and its efficiency is the keynote of the arrangement of the entire Elverson building, erected by a publisher's son in memory of his publisher father. The Elverson building occupies an entire city square, with a frontage of 166 feet on Broad street, and a rear measurement of 192 feet on 15th street, and a depth of 396 feet on Calowhill street and Pennsylvania avenue.

Work was begun on the Elverson Building in July, 1923, and so rapid was the progress of construction and so carefully had plans been prepared that the building was occupied a scant two years later. The first edition of the Philadelphia Inquirer to be printed in the new building was that of July 13, 1925.

WHERE RETAIL ADVERTISING WAS BORN

(Continued from page 22)



The Wanamaker Philadelphia store of today

25, 35, 40, 50 cents each. They are a curiosity for cheapness.

Then the copy went into detailed description of the different priced shirts and drawers, repeating the phrase about every other line.

The year 1879 is given as the date when the Wanamaker "news style" advertising was introduced. But the fact that this advertisement in 1876 gives the unmistakable news of the return of one of the buyers from the wholesalers with a supply of underwear, would seem to warrant the assertion that the date could be set much earlier.

Files of Philadelphia newspapers during the Civil War disclose the fact, not generally known, that Wanamaker publicity in those days was partly in the form of verse.

The little store in Oak Hall prospered. John Wanamaker wanted more space. He bought the old Pennsylvania freight depot on the corner of 13th street. This was in 1875.

"That green John Wanamaker is crazy," other Philadelphia merchants said.

The depot was a long way from the center of town and was considered far too large to be used as a retail store. Mr. Wanamaker got people to know where the spot was by getting behind a project to bring Moody and Sankey, the revivalists, to Philadelphia.

He gave them the use of the building for three months for a compensation of \$1.

In May, 1876, the year of the Centennial, Mr. Wanamaker's made-over freight station was opened and named the "Grand Depot," and thousands of Philadelphians crowded in to see and buy. Only a few thought the store would succeed, the majority gave it a year to continue. But the store did succeed, and advertising was Wanamaker's greatest aid.

The same pessimists were about when Mr. Wanamaker bought the old A. T. Stewart store in New York in 1896. It was too far down town, they said.

It would be idle to declare that advertising was solely responsible for the conquering progress of this great business. Quality merchandise, fair dealing, willingness to do the new thing—all have been basic. But it is true that without advertising all the rest would have been useless.

John Wanamaker's vivid imagination and activity were responsible for so many retail innovations, that it would be impossible to list them all and describe them in this article. He was the first merchant to conduct a department store in the modern sense of the word. His was the first store to transmit and receive Marconi telegrams. His was the first store to operate a radio broadcasting station. And this is only a few.

The present advertising staff has been set a remarkable record to live up to.

Today, Wanamaker's stores in New York and Philadelphia, are investing more than a million dollars a year in advertising.

The present executives believe with the founder of the stores, who once said: "A certain farmer's last advice to his son was, 'don't spend money recklessly—except for fertilizers.' Advertising is the fertilizer of business—don't be afraid to use it liberally."

Colorado Newspaper Organs Merge

Consolidation of the *Colorado Editor* with the *Inter-Mountain Press* was effected with the issue of June 1. The *Inter-Mountain Press*, edited by George Haubrich, had been for a number of years a magazine devoted to the interests of Rocky Mountain newspaper publishers. The *Colorado Editor* is the official organ of the Colorado Editorial Association and is published monthly. It is edited and managed by Edwin A. Bemis, secretary and field manager of the association.

Air-Mail Field Named for Daily

Denver's new air-mail field, which places the city on a trans-continental air line, has been named the *Denver Post* Airdrome in recognition of the part played by that newspaper in making it possible for Denver and Colorado to have air-mail service.

CURTIS NAMES EIGHT FAVORITE AD WRITERS

(Continued from page 19)

In many ways Mr. Curtis had shown that he was keenly interested in his newspapers. What were his other chief interests? Again I became the nosy reporter and asked. Was he interested in politics? He most certainly was not.

"When I bought the Philadelphia North American," he said, "a paper printed my picture on the front page, and said I had bought it, because I wanted to become Senator. That was ridiculous, of course.

"Why I wouldn't be President of the United States, if I was paid a \$1,000,000 a minute for it—no not if it was handed to me on a silver platter. I have told this to some people, and they have said, 'But wouldn't you accept it if it was plainly your duty, if there was a crisis and you were just the man to meet it?' And I answered 'Applesauce.' I wouldn't fill the bill.

"I can't understand why people get into politics. I asked Mr. Taft once why he was interested in it. He said he didn't know, it was just in his blood, he thought, and he couldn't help it. It's not in my blood, thank goodness, and I can help it.

"If I have ambition or vanity, and every man has," Mr. Curtis concluded, "it is that I want to be the biggest thing I can in my own line—which is publishing."

(Finish the trip to Lyndon with Cyrus H. K. Curtis in the next article to appear in next week's issue of EDITOR & PUBLISHER.

Not Content to Just "Sit Pretty"

Here's a Newspaper in an independent trade area—and one of the most important in Pennsylvania—that for almost 75 years has dominated the field. Today this paper gives *FULL COVERAGE* to advertisers—has the lowest proportionate rate—carries the most news and the most advertising.

But—no efforts are being spared in an endeavor to maintain **THE JOHNSTOWN TRIBUNE** in the fullest confidence of its Public. News columns—always well up-to-the-minute—eliminate the sensational—and its Staff ever remembers that **THE TRIBUNE** is a "Home Paper."

A strict censorship of its advertising columns continues as a safeguard for its 160,000 readers who *Know* and *Appreciate*.

Circulation — Now Over 32,000
Net Paid — Steadily Increases
without the aid of Premiums,
Campaigns or Contests.

The Johnstown Tribune is a Going, Growing Newspaper. It Couldn't be Satisfied to Just Sit Pretty.

In Johnstown and Its Trade Territory It's The Tribune—Everywhere

PHILADELPHIA HAS BEEN "MOTHER OF MAGAZINES"

First American Magazines Published by Andrew Bradford and Benjamin Franklin Appeared There in 1741—Since Then City Has Been Home of Scores of Important Publications

By JAMES MELVIN LEE

Director, Department of Journalism, New York University and Author of "History of American Journalism," etc.

THE honor of being the "Mother of Magazines" unquestionably belongs to the city of Philadelphia. That city in January, 1741, brought forth the first American magazine, to be exact, twins—*The American Magazine* printed by Andrew Bradford and *The General Magazine* printed by Benjamin Franklin. To decide which of the two is entitled to the credit of being first is as hard as answering the question, "Which is the mother, the hen that laid the egg or the hen that hatched the chick?"

Benjamin Franklin, publisher of *The Pennsylvania Gazette* and postmaster of Philadelphia was unquestionably the father of the idea of printing an American magazine. Unfortunately he talked the matter over with John Webbe who was to get together the literary material. The latter taking Franklin's idea, went over to Andrew Bradford, publisher of the *American Mercury*, with whom arrangements were made for printing the magazine. Franklin, having seen his idea of a Philadelphia newspaper stolen from him by Samuel Keimer, determined that in the printing of the magazine he would be first in the field. He was; but Bradford was the first with a published announcement in the *Mercury*. Franklin followed with a standing advertisement in his *Pennsylvania Gazette*.

This standing ad is reproduced in one of the cuts used to illustrate my article on the newspapers of Philadelphia. The story is thus told in the concluding paragraph of the advertisement:

This MAGAZINE, in Imitation of those in England, was long since projected; a Correspondence is settled with Intelligent Men in most of the Colonies, and small Types are procured, for carrying it on in the best Manner. It would not, indeed, have been published quite so soon, were it not that a Person, to whom the Scheme was communicated in Confidence, has thought fit to advertise it in *The Mercury*, without our Participation; and, probably, with a View, by Starting before us, to discourage us from prosecuting our first Design, and reap the Advantage of it wholly to himself. We shall endeavour, however, by executing our Plan with Care, Diligence and Impartiality, and by Printing the Work neatly and correctly, to deserve a Share of the Publick Favour;—But we desire no Subscriptions. We shall publish the Books at our own Expence, and risque the Sale of them; which Method, we suppose, will be most agreeable to our Readers, as they will then be at Liberty to buy only what they like; and we shall be under a constant Necessity of endeavouring to make every particular Pamphlet worth their Money. Each Magazine shall contain four Sheets, of common sized Paper, in a small Character; Price Six Pence Sterling, or Nine Pence Pennsylvania Money; with considerable allowance to Chapman who take Quantities. To be printed and Sold by B. FRANKLIN in Philadelphia.

The life of both magazines was short. Bradford brought out only three issues and Franklin printed but six. That Franklin's was the more important is shown by the files that have been preserved. The files of Bradford's American Magazine are found in the John Carter Brown Library at Providence, R. I., the Library of Congress at Washington, and the New York Historical Society. Files of Franklin's magazines, however, are found in The American Antiquarian Society at Worcester, The Boston Public Library, the Library of Harvard College, the Library of Yale College, the Library of Congress, the Library Company of Pennsylvania, the Historical Society of Pennsylvania, and the New York Public Library.

The Bradford family has already been mentioned in the article on newspapers. William Bradford, a grandson of New York's first newspaper publisher and the nephew of Andrew Bradford, was the next magazine publisher in Philadelphia. In October, 1757, he brought out the first number of *The American Magazine* and *Monthly Chronicle for the British Col-*

onies. Its editorial policy was to support the cause of the Crown against France. Illustrations again show the last page of the issue for December, 1757, and the cover for January, 1758. The editorial "hot air page" instead of being in the front was the last page. To be exact the editorial blurb was often limited to a half page.

The cover is interesting because it contrasts the treatment of the Indian by the French and by the English. In the cut on the cover an Indian is shown in the center. On the left there appears an Englishman reading from the Bible and holding under his arm a roll of woven cloth, doubtless intended to dramatize civilized dress. On the right stands a Frenchman who offers to the Indian a tomahawk and a purse of gold.

This magazine printed by William Bradford lasted just one year and was edited by the Reverend William Smith, the first Provost of the University of Pennsylvania. It had many distinguished contributors, including Francis Hopkinson already introduced to readers of this

issue of *EDITOR & PUBLISHER*, page 14. In the July and August issue of 1758 appeared the letters by James Logan to establish Thomas Godfrey's claim of being the inventor of "Hadley's Quadrant." Godfrey was a great friend of Franklin; in fact, he once boarded in the latter's house on High Street. He accidentally discovered the principle upon which the famous quadrant is made while working for Logan. In allowing a test of the instrument to be made at sea by an acquaintance he permitted it to be brought to Hadley's attention.

When the articles in *The American Magazine* were brought to the attention of the Royal Society of England that society handed down the decision that honors of the invention should be divided between Godfrey and Hadley and sent to the former, by way of award, household goods to the value of two hundred dollars. Yet the quadrant continued to bear Hadley's name. The issue of *The Freeman's Journal*, reproduced on another page, has in its first column a story about a number of Philadelphia Whigs who

recalled the articles in the American Magazine and who sought to get justice for Godfrey. It will be noticed that this article in *The Freeman's Journal* requested publishers of newspapers in England to reprint the item—something they did not do—and so the quadrant still bears Hadley's name, though its real inventor was Godfrey.

Ten years later another magazine of the same name appeared in Philadelphia. It began in January, 1769, and lasted until September; its printers were William and Thomas Bradford and its editor was Louis Nichola. Nichola was connected with *The American Philosophical Society* of which Benjamin Franklin was president. In a certain sense, it was the official organ of that society. The price of the magazine was thirteen shillings—Pennsylvania currency. I may say that I have not mentioned the prices of other magazines because they are printed on the covers reproduced.

Three other Philadelphia periodicals of the eighteenth century ought to be noted a little in detail. The first of these *The Pennsylvania Magazine* was started in January, 1775, by R. Aitken, a printer and bookseller who had his place of business opposite the London Coffee-House on Front Street. Its editor was none other than Thomas Paine who came with letters of introduction from Franklin and who was hired at the munificent salary of twenty-five pounds a year. Hopkinson was again one of the regular contributors.

For two reasons Paine's magazine deserves distinction: it was the first to last more than a year and it was the first to illustrate its pages. The cuts used in the regular department, "Monthly Intelligence," are of great historical value because they illustrated military campaigns. Paine was of course the life of the magazine which ceased publication in July, 1776, because of war conditions.

Francis Bailey, best known as the publisher of *The Freeman's Journal*, had the courage to start *The United States Magazine* in January, 1779. It lasted for one year and was edited by Hugh H. Brackenridge, a classmate of Philip Freneau at Princeton and joint author with him of a commencement poem, "The Rising Glory of America." The editorial policy of *The United States Magazine* was "to paint the graces on the front of war, and to invite the muses to our country." Its standing cut represented a triumphal arch with a corridor of thirteen columns—one for each colony.

From a journalistic point of view, the most important contribution in the first issue of *The United States Magazine* was a satirical skit upon James Rivington, the Royal Printer of New York, from the pen of Dr. Witherspoon who was President of Princeton when the editor and Freneau were students at that institution. In the skit Rivington is represented as expressing the wish that he may be of service to the United States "as a writer, publisher, collector, and maker of news," in spite of the fact that his credit as a news writer had been broken by "overstretching."

Seven years later there appeared in September, 1786, the first issue of *The Columbian Magazine*. It lasted until February, 1790, and had various printers. Mathew Carey was the responsible sponsor and he was the most important magazine editor that America had up to his day. So popular was *The Columbian Magazine* that occasionally an edition had to be reprinted.

From 1741-1800 twenty-eight maga-

(Continued on page 118)

VISITORS WILL PREACH ADVERTISING FROM PHILADELPHIA PULPITS

Delegates to the Associated Advertising Clubs of the World Will take Charge of Services in Many Different Churches June 20

DELEGATES to the Associated Clubs of the World's convention next week will preach the advertising gospel from many Philadelphia pulpits, on Sunday June 20.

Many men well known in the agency and publishing fields will face a congregation for the first time, while other churches will be given the services of clergyman delegates to the convention.

As announced this week in Philadelphia, the Sunday arrangements list the following churches and speakers, where advertising will be the text:

(SUNDAY MORNING, JUNE 20TH.)

10:30 St. George's Episcopal Church, Indiana Ave. and Livingston St.—Mr. E. P. Beebe, Treasurer, *Iron Age*, New York City.
10:30 Chestnut Street Baptist Church, 40th and Chestnut Streets—Dr. A. A. Stockdale, First Congregational Church, Toledo, Ohio.
10:30 Tabernacle Lutheran Church, 59th and Spruce Sts.—Dr. Kerrison Juniper, First Congregational Church, St. Petersburg, Fla.
10:30 Calvary M. E. Church, 48th and Baltimore Ave.—Rev. C. M. Pace, D. D., First M. E. Church, Duluth, Minn.
10:30 Emmanuel Presbyterian Church, 42nd and Girard Ave.—Dr. G. W. Benn, Westminster Presbyterian Church, St. Petersburg, Fla.
10:30 Oak Lane Methodist Episcopal Church, Old York Rd. bel. City Line—Rev. John F. Brahmner Smith, World Service M. E. Church, Chicago, Ill.
10:30 Third Baptist Church, Broad and Riner Sts.—Rev. F. A. Hayward, Federated Baptist Church of Indianapolis, Ind.
10:30 Bridesburg Presbyterian Church, Pratt and Salmon Sts., T. H. Shore, President, San Diego Advertising Club, San Diego Cal.
10:30 First Baptist Church, 17th and Sansom Sts., Mr. Wm. T. Mullaly, William T. Mullaly, Inc., New York.
10:45 Oak Lane Presbyterian Church, Oak Lane and Lawnton Ave.—Dr. B. F. Martin, Davenport, Iowa.
10:45 First Schwenkfelder Church, 30th and Cumberland Sts.—Mr. Frank LeRoy Blanchard, Publicity Director, Henry L. Doherty & Co., New York City.
10:45 Holy Trinity Presbyterian, 11th and Rockland Sts.—Colonel J. K. Groom, Director of National Advertising Northern Illinois Group, Aurora, Illinois.
10:45 McDowell Memorial Presbyterian Church, 21st Street and Columbia Ave.—Professor L. A. Walford, Marshall College, Huntington, West Virginia.
10:45 Northminster Presbyterian Church, 35th and Baring Sts.—Rev. Charles Stelzle, D. D., Metropolitan Tower, New York City.
11:00 S. D. Cooper Memorial Methodist Church, 63rd and Girard Ave.—Mr. J. H.

Burhwell, Bushwell Service Co., Kalamazoo, Mich.
11:00 Woodland Presbyterian Church, 42nd and Pine Sts.—Mr. E. D. Gibbs, Advertising Director, National Cash Register Co., Dayton, Ohio.
11:00 St. Andrew M. E. Church, 45th and Walnut Sts.—Mr. Paul T. Cherington, J. Walter Thompson Co., New York City.
11:00 Central Congregational Church, 18th and Green Sts.—Mr. John Clyde Oswald, New York Employing Printers Association, New York City.
11:00 Frankford Presbyterian Church, Frankford Ave. and Church St.—Mr. Herbert H. Smith, Board of Christian Education of Presbyterian Churches, Witherspoon Bldg., Philadelphia.
11:30 Falls of Schuylkill Presbyterian Church, 4510 Ridge Ave.—Mr. John A. Goodell, National Thrift Commission, New York City.
7:30 Union M. E. Church, Diamond above 20th St.—Mr. E. D. Gibbs, Advertising Director, National Cash Register Co., Dayton, Ohio.
7:45 Grace Lutheran Church, 35th and Spring Garden Sts.—Rev. B. F. Martin, Davenport, Iowa.
7:45 Fifth St. Methodist Temple, 5th below Green St.—Mr. W. Frank McClure, Albert Frank Co., Chicago, Ill.
7:45 Scots Presbyterian Church, Broad St. and Castle Ave.—Mr. James Schermerhorn, Detroit, Mich.
7:45 Bickley Memorial M. E. Church, Sixth St. and Chelton Ave.—Mr. J. A. Richards, Joseph Richards Co., New York City.
7:45 Trinity Lutheran Church, 18th and Wolfe Sts.—Mr. S. M. Holliday, Assistant to the President, General Outdoor Advertising Co., New York City.
7:45 Bethany Temple Presbyterian Church, 53rd and Spruce Sts.—Rev. C. N. Pace, Duluth, Minnesota.
7:45 North Presbyterian Church, North Broad and Allegheny Ave.—Dr. Earl Hoon, Hyde Park M. E. Church, Cincinnati, Ohio.
7:45 First Primitive M. E. Church, 26th and Lehigh Ave.—Rev. H. R. Gold, Lutheran Publicity Bureau, New Rochelle, N. Y.
7:45 St. Philip's M. E. Church, F. and Tioga Sts., Philadelphia—Mr. Frank LeRoy Blanchard, Publicity Director, Henry L. Doherty Co., New York.
7:45 Thirteenth Street M. E. Church, 13th below Vine St.—Rev. T. H. Armstrong, D.D., Groesbeck, Texas.
8:00 Sherwood United Presbyterian Church, 56th and Willows Ave.—Rev. John Elmer Russell, North Presbyterian Church, Binghamton, New York.
8:00 Luther Memorial Lutheran Church, 54th and Chester Ave.—Rev. Kerrison Juniper, 1st Congregational Church, St. Petersburg, Fla.
8:00 Messiah Reformed Church, 13th and Wolfe Sts.—Mr. James Wright Brown, Publisher, *EDITOR & PUBLISHER*.

PHILADELPHIA ILLUSTRATES TWO WAYS OF GETTING TABLOID READERS

Wild Life Features of News of the World in Cameo—Take Your Choice in the Philadelphia Daily News or Philadelphia Sun—Managements of Both Proud of Their Progress in Little More Than a Year

By PHILIP SCHUYLER

PHILADELPHIA, June 18.—Tabloidism has caught hold in Philadelphia. Readers in this city have taken to small paper reading in steadily increasing numbers, and the two tabloids here, the *Philadelphia Daily News*, evening, and the *Philadelphia Sun*, morning, each presenting entirely different editorial products, have won their ways to establish recognition.

But while these tabloids, representative of two distinct types, have found readers, both managements have experienced difficulty in selling local advertisers the advantages of small-sized media, and, therefore, Philadelphia's first year's experiment in tabloidism has been decidedly costly.

The *Daily News* has spent its money in female figure pictures and racy features to build a circulation of 52,251 in time for the government statement, and a present claim, sent out to advertisers in the form of sworn affidavits, of 82,000. Far more in the Philadelphia tradition, the *Sun*, owned by Cyrus H. K. Curtis, primarily lifts its skirts from the mud, and only occasionally permits a peep at ankles and knees. From some 9,000 in the early days of May, 1925, after returns were disallowed, the *Sun's* circulation has reached a claim of more than 70,000.

"The *Sun* is a paper which Mr. Curtis is proud to own," John Martin, his son-in-law, and president of the Curtis-Martin Newspapers, Inc., said this week. And Bernarr Macfadden is doubtless equally proud of his Philadelphia venture.

Mr. Martin said the present apparent advertiser apathy was expected. Philadelphia business men, he declared, are always slow in accepting new forms of advertising, and he is optimistic over the future.

First by several months to get under way, the *Daily News* had many difficulties to face in March, 1925, which were spared its slightly younger neighbor. To begin with the original plant, where Lee Ellmaker, general manager, started publication with the financial backing of Congressman Vare, was entirely inadequate. Then a delivery system had to be organized, an expensive proposition in this wide-spread city. About 9,000 subscribers, sold on the tabloid before it first appeared, could not all be served for several weeks. The *Sun* used the plant of the *Public Ledger*, and its copies were distributed by *Ledger* trucks. Thus the *Sun* quite early in its career began to boast of home delivered circulation. Today Mr. Martin asserts some 50,000 copies go direct into Philadelphia homes. The *News* makes a corresponding claim of 15,000. On Jan. 1 of this year, Mr. Macfadden purchased the controlling interest, and by April the *News* had moved into its present quarters.

"What we are putting out," David E. Smiley, editor-in-chief of the *Sun*, said, "is a daily news picture paper, a bright, chipper, cheery newspaper, which tells everything quickly, tells it once, and gets through. The *Sun* is, we think, more like the London tabloids than like those of New York."

Frederick E. Shapiro, managing editor of the *News*, frankly admits a liking for scandal and crime, vividly portrayed. He is a disciple of the tabloid school established in New York.

Mr. Shapiro is proud of a front and last page reversal plan he has put into operation on the *News*. He starts his first edition called "The Postscript" at 10:30 in the morning with pictures offered exclusively in the show-window, bannered with the usual scare-heads to inside stories. With changes in heads and pictures as the news develops, pictures are kept in front through four editions, until the "Pink" edition at 7

o'clock in the evening. During these five editions, the last page keeps pace with the sporting events of the day, and by 7 o'clock, with final racing and baseball news in type, the two pages are reversed, and page one carries complete racing returns and box scores, and one spot sports picture.

The first inside pages of the *Sun* are news pages. People with widely varied interests can gain satisfaction from this 30-page abbreviation of world events. Staff reporters of the *Morning Public Ledger* serve two masters. All local news coming into the standard sized paper is turned over to be re-written for the *Sun*. The *Sun* also gets the complete A. P. report. But beyond the customary double truck of pictures in the middle of the paper and up to the third from last page of sports, and a next to last page filled with comics, the entire space is used for fiction and feature material.

The *News* is predominately a feature paper. It uses many Hearst features, and has an arrangement with the *Mirror* of New York for exchange of pictures and news.

The managements of both papers claim the money spent in promotion stunts during the first year has been very little. The *News* started offering small prizes for letters to the editor, and was followed in this contest by the *Sun*. It has also used theatre-tie-up contests with show tickets as prizes to the winners. At present, it has quite a number of Philadelphia girls vying with one another to be sent on vacations at the tabloid's expense.

The *Sun's* main promotion has been accomplished by an insurance policy offer and the *Sun* club for children. There were no restrictions for membership in the club until the first of this year. The *Sun* furnished badges free, and was host to thousands of children at many picnics. The club is its own local product, and is not a syndicated feature. Because of the paper's generosity and the lack of strict membership requirements, the enrollment list grew to 13,000 and became unwieldy. Stricter rules for admittance were put in force the first of this year. To be a member, a child had to prove that a *Sun* went into his or her home. In consequence now the membership has dropped to between 7,000 and 8,000. Mrs. E. F. C. Moore is in charge.



Committee of Philadelphia Club of Advertising Women

Hostess to the visiting women delegates during the Convention. From left to right, sitting: Mrs. Ellen S. Fatten, President; Miss Florence Dart, Convention Chairman; Miss Mary Whalen and Miss Josephine Hunt, Auditoriums; Miss Clara V. Fey, Luncheon Committee; Miss Mary Denton, Publicity; and Miss Wilhelmina Kane, Reception Committee.

In addition to the insurance and club, the *Sun* has three small prize contests, including the letters to the editor. Letter writers have increased from a beginning of 20 a day to 200 a day, and those in charge believe this idea affords a splendid means of maintaining personal contact with readers.

Youthfulness is a characteristic of the editorial executives of both papers. Mr. Shapiro, managing editor of the *News*, is 30, the same age as Harry B. Nason, managing editor of the *Sun*. Mr. Nason is a native Philadelphian, and has had no experience outside of this city. Mr. Shapiro, on the other hand, came here only about a year ago from Washington, where he was night editor of the *Washington Herald*. Prior to that he was on the *Washington Post*, was night editor of the *Newark Ledger* and on the copy desk of the *New York Evening Telegram*. He has also worked for the *St. Louis Republic* and the *St. Joseph Gazette*.

Mr. Nason was born into the newspaper business in Philadelphia and grew up in the printer's ink atmosphere. His father is the present Sunday editor of the *Philadelphia Inquirer*. The son was put to work as a reporter first in 1912. He was transferred from the *Public Ledger* to the *Sun*, when Mr. Curtis bought the *Philadelphia North American* and started the tabloid.

Charles P. Martyn is night editor of the *Sun*; Bob Clarke, city editor; W.

D. Wolfe, telegraph editor, and Clair Hare, sports editor.

Mr. Shapiro has as his assistants: J. H. Keen, a former night city editor of the *Washington Herald*, as city editor; Robert Hobbs, news editor, and Irving K. Fagan, early morning editor.

PHILADELPHIA'S PRODUCTS VALUED AT TWO BILLIONS

PHILADELPHIA comes rightfully by its title of "The World's Greatest Workshop," because it produces a greater number of vitally essential articles than any other municipality. With one-sixtieth of the country's population, this city produces more than one-twenty-fifth of all "American-made goods."

More diversity of products is shown in Philadelphia than in any other city. Year by year the city produces about two billion dollars' worth of manufactured products. Three-fifths of all of the street cars in the country are made here. A locomotive an hour for 31 hours is a record achieved by one plant. In the great shipyards lining the Delaware, America's merchant ships, naval ships and vessels for other countries' marine have been constructed. For a period one yard alone, that at Hog Island, produced an 8800-ton steel ship every 48 hours.

In a single year this city has produced 45,000,000 yards of carpet, 6,669,000 hats, 180,000,000 yards of cotton piece goods, 400,000,000 cigars 250,000,000 pairs of hosiery, 60 per cent of the world's glazed kid, 10,000,000 saws, 365,000,000 pounds of cotton and cotton waste, and 83,862,700 false teeth.

Philadelphia holds first place in this country in production of textiles, locomotives, steel ships, street cars, leather, storage batteries, cigars, dental instruments, talking-machines, carpets, bone buttons, hosiery, saws and felt hats. It occupies second place in production of worsted goods, sugar and molasses, fertilizers, foundry castings, petroleum products, chemicals, druggists' preparations and machine-shop products.

The great textile section, almost a city in itself, occupies the northeastern part of the city. The leather industry also lies in that direction. The great metal concerns form a ring about the northern and western rims of the city.

The League Island Navy Yard possesses nearly 1,000 acres. Also it is the world's largest station, and usually 7,000 sailors and a regiment of marines are on duty there.

The Frankford Arsenal, and the great Quartermaster's Depot of the United States Government, employing several thousand workers, are vitally important phases of the city's industrial life.

UNIVERSITY OF PENNSYLVANIA EXTENDS GREETINGS TO A.A.C.W. DELEGATES

Provost's Office
University of Pennsylvania

Rowe Stewart, Esq.,
Philadelphia Record, Philadelphia, Pa.

June 7, 1926.

My Dear Mr. Stewart:

The University of Pennsylvania takes pleasure in joining with all Philadelphia in extending a most cordial greeting to the delegates of the Associated Advertising Clubs of the World, who are to hold their 22d annual convention here, beginning June 19th.

The growing importance of this interesting and valuable organization is to my mind emphasized this year by the fact that the French Government will be represented by an official delegation. Those leaders of thought from all parts of the world who are to assemble here will, I have no doubt, produce results from their conferences that will play a material part in the maintenance of the prosperous condition which mankind in general is enjoying.

The University has particular interest in this convention, because of the fact that many of the important sessions will be held in our buildings. It is fitting that this should be so since the Founder of this institution, the many-sided Franklin, numbered among his accomplishments a fine understanding and appreciation of the art of advertising.

Please extend to the delegates the good wishes and warm welcome of the University.

Faithfully yours,
(Signed) JOSIAH H. PENNIMAN
Provost,
University of Pennsylvania

The Observer

England's Oldest and Greatest Sunday Journal.

THE OBSERVER is more widely read and quoted in the United States of America than any English Newspaper.

Senator Borah, Chairman of the United States Senate Committee on Foreign Relations, speaking in the Senate on Friday, January 22, 1926, on THE WORLD COURT, said:

"I pause to read a paragraph from Mr. Garvin, the celebrated Editor of the London OBSERVER, perhaps the most celebrated editorial writer in the world."

1791

Editorial, Advertisement and Publishing Office:
22, TUDOR STREET, LONDON, ENGLAND.

Telephone: CENTRAL 2943.

1926

BRITAIN ^A_N^D PROGRESS



The Times

SINCE 1785,
GREAT BRITAIN'S
GREATEST NEWSPAPER

IT carries a greater total volume of advertising than any other newspaper published in Great Britain.

In financial, motor car, real estate, classified, and resort and hotel advertising, it easily leads.

It is the regular daily newspaper of statesmen, financiers, society, professional and business men; and the indispensable medium for all seeking to market high-class goods in Great Britain.

THE ADVERTISEMENT MANAGER
PRINTING HOUSE SQUARE
LONDON, E. C. 4., ENGLAND

1927

Daily  Mail

(LONDON, ENGLAND)

FRONT PAGE

**THE ONLY VACANT DATES
for NEXT YEAR — 1927.**

WE publish below a list of the only "DAILY MAIL" Front Pages which are vacant next year. All the other dates for 1927 have been booked. The price of "THE DAILY MAIL" Front Page is £1,400.

- August 1, 1927
- August 6, 1927
- August 18, 1927
- August 26, 1927
- December 24, 1927

**"THE DAILY MAIL"
is, in itself, a Complete
Advertising Campaign for
the United Kingdom.**

CARMELITE HOUSE,
LONDON, E.C.4, ENGLAND.

250. PARK AVENUE, NEW
YORK CITY, NEW YORK, U.S.A.

N.B.—The Front Page of "THE DAILY MAIL" is accepted as the best advertising value in the World. The next best is an inside page of "THE DAILY MAIL."

Dramatic Scenes of British General Strike as Seen by A. A. C. W. Chief

Story of the Short-Lived Industrial Upheaval as Viewed by an American Visitor—Britain Better Honored Today Around the World Than Ever Before

By C. K. WOODBRIDGE

President Associated Advertising Clubs of the World

(Written for EDITOR & PUBLISHER)

ARRIVING in London on Friday, April 30th, with an elaborate business program mapped out, there was every indication, as far as could be seen, that all the arrangements would be carried through in their entirety. One of the most important objects of the visit was to attend the British Advertising Convention, as President of the Associated Advertising Clubs of the World, scheduled to take place at Blackpool during the following week. So on the day after arrival with 1,000 delegates we traveled by special train to Blackpool, full of high hopes and intensely enthusiastic about what was to be the most successful conference of its kind which had ever taken place in the Old Country.

Many of the preliminary gatherings had actually taken place on the Sunday and the delegates were entering into the spirit of things when suddenly a great national crisis developed. It transpired that though all day long, conference had followed on conference, between the Labor Leaders and the Government, all efforts to avert the strike had dimly failed. While negotiations were in progress the printers of the London Edition of the *Daily Mail* were actually called out. The Prime Minister, Mr. Stanley Baldwin, drew the attention of Mr. J. H. Thomas, M. P. to this fact, but Mr. Thomas denied all knowledge of the "overt act," to which the Prime Minister replied that it was quite obvious that he was not conversant with the actual position of affairs. From that moment the greatest strike in history was decided upon.

At eight o'clock on Saturday Lieut. Col. Lawson, Chairman of District 14 of A. A. C. W., one of the Directors of the *Daily Telegraph* received word to return to London. It was then and there decided to provide for a big inspirational meeting for Sunday night, and to then decide on the continuance of the Convention program. That gathering proved to be the one and only meeting of what had promised to be a great British Advertising Convention. Brief addresses expressing regret and genuine disappointment, a word from the President of the A. A. C. W., then a demonstration of genuineness of British character—a great crisis faced with courage—determination—with due regard for the merits of the cause which precipitated the strike, and a keen sense of humor. Although there were rumors that some solution would eventually be found, which kept many delegates up till 2 or 3 on Monday morning waiting anxiously for news by wire, nothing came through, and so by common consent, the Advertising Convention was definitely cancelled. On Monday noon all the delegates returned to London. Many purchased the Manchester edition of the *Daily Mail* en route, but were not aware until they reached the Metropolis that the London edition of the greatest daily had not appeared at all. Monday was a day of tremendous anxiety. No one knew what was going to happen. The one thought uppermost in everybody's mind was that at midnight all work would cease. According to the general opinion prevailing at the time the Trade Union Congress had declared war on the British Constitution and were determined to bring into being a Bolshevik regime. There were drawn and sad faces everywhere. It was evident at a glance that this great people realized they were in for a time of real anxiety, when, perhaps, everything they possessed would eventually be thrown into the melting pot, when all the habits of a lifetime would be completely changed—surely Britain could never be the same again.

On the stroke of midnight, exactly as it had been planned, the great strike commenced. By Tuesday morning the old order had truly changed, yielding place to new. No trains, no buses, no trams, no tubes, no newspapers. What a changed land was England. Then something that is typically British happened. In entirely new circumstances the people at once began to adapt themselves to them. The great thing was to "carry on" and to carry on meant getting to business, and so every conceivable form of motor vehicle from a Rolls Royce to a Ford, lorries, wagons, carts, motor cycles, bicycles, many of which were rusty with age, were again brought into requisition. Everybody with a vehicle helped to get people to town, every conveyance was full to overflowing, even dust carts carried bank clerks to city banks and thousands who could not find any means of transport walked to their jobs. This happened day after day during the strike period and as time went on a John Bull spirit of grim determination to see things through, whatever the cost, crept into the face of the people.

Gradually it became apparent that the Government was just as determined to

see that democratic government in Great Britain, as it had been carried on throughout the ages, should not vanish. In the first instance, Hyde Park and Regents Park were commandeered by the Government as great clearing centers for the collection and distribution of foodstuffs. Here a vast army of workers took up their headquarters with the one fixed object of saving the nation from starvation and seeing that as far as possible essential services were maintained. Army lorries went to the docks to collect flour, meat, vegetables and other necessary foodstuffs and owing to the threatening attitude taken up by the strikers it became essential to provide these volunteers with the fullest protection. So there emerged from the docks processions, miles in length, of lorries laden with food, manned by soldiers wearing their steel helmets, carrying rifles, and fully equipped for action with armored cars at frequent intervals offering additional support. This protection became a daily necessity in view of the impossibility of deciding how events would shape. In this way the nation's food was conveyed to Hyde Park and Regents Park for subsequent distribution. The Guards Regiment were

despatched to South Wales, Glasgow, and other parts of the country where it was feared serious developments were likely to ensue. Submarines guarded the traffic and dock on the Thames, and aeroplanes kept a daily vigil on centres calling for special protection. A special Emergency Act allocating exceptional powers to the Government to cope with revolutionary acts was immediately passed.

The call for volunteers met with a magnificent response. No less than 500,000 special constables were enrolled throughout the country and for every form of service an unnumbered host rallied to the Government side. Members of Parliament took charge of Underground Stations, leading business men worked like Trojans at menial tasks, Oxford and Cambridge University graduates and Medical students from the Hospitals drove Tube trains, worked lifts and assisted like stevedores at the docks. Strikers technically "out" rallied to support the Government. Pirate buses worked by volunteers began to appear on the streets, but these came in for a hostile reception in certain quarters. Some were overturned by the strikers, bricks were thrown through the windows, many passengers were injured, and it became necessary to introduce barriers of wood, and wire netting across the windows to enable the buses to travel in safety. The attitude of the strikers became more menacing as they noted that the transport problem was gradually being solved from day to day.

On the Continent during the strike there was evidence of a certain amount of Continental support. For instance, ships embarking for England were held back. It was reported that Trade Union movements in various parts of Europe gave sympathetic support to the T. U. C., and that Bolshevik money was despatched from Russia. There were unmistakable signs that a hope was harbored for the overthrow of law and order in Great Britain. A returning traveller from Russia reported personal contact with Russian Government officials: plainly indicated their belief that the great industrial upheaval had begun, and they could not suppress their keen disappointment in the failure of the strike.

Of course, there was a humorous side—there always is in England. The nation that played football going into battle could be equally amusing during the worst strike it had ever experienced. This was only to be expected. For instance, when bricks were thrown through the bus windows, the following was chalked on the side of one: "I have no pane, dear mother now, so throw your bricks through here." On another bus run by Guys Hospital Medical Students an announcement was made to this effect: "The driver of this bus is a Guy's student. The conductor of this bus is a Guy's student. The special police on this bus are Guy's students. Anyone interfering with us in the execution of our duty will become Guy's patients." Naturally, every bus was overcrowded yet room was always found for the one passenger more, a quick start and stop provided space. It happened to be an old lady on one particular occasion who was immensely impressed by the great courtesy extended to her on the part of the volunteer conductor. She acknowledged with gratitude the great service he was rendering to his country in its hour of need. On the Underground, it was the duty of a well-known public man to keep the station clean and in order to assist him in his work he exhibited a notice which said "Throw your matches on the line. I have to sweep the platform." On the rail-

(Continued on page 42)

BIG THREE ORGANIZERS OF BRITISH ADVERTISING



From left to right—C. Harold Vernon, Lieut. Col. E. F. Lawson and Sir William Veno, snapped at the recent advertising convention at Blackpool, England.

HOW LONDON NEWSPAPERS MET THE GREAT STRIKE EMERGENCY

Improvised Editions in Reduced Type Form or Typewritten Duplication

The Times

No. 44,268. LONDON, TUESDAY, MAY 11, 1926. PRICE 2d.

PERSONAL. LEGAL NOTICES. SHIPPING (continued). NEW YORK AND CANADA BY THE ROYAL MAIL LINE.

The Daily Telegraph
MONDAY, MAY 10, 1926
THE PRIME MINISTER TO THE HOUSE OF COMMONS

LATEST London BULLETIN
Price 2d
Tuesday, No. 21

STRIKE LATEST NEWS
GENERAL OUTLOOK.
An official announcement says that a few minor incidents in the country in satisfaction of the improvements in Transport throughout the country.

SUNDAY EXPRESS
No. 384. LONDON, MAY 9, 1926. ONE PENNY.

TO-DAY
COMMONS OR CONGRESS?
A STEADFAST NATION:
TRADE UNIONISM IN DANGER

"COUNCIL OF ACTION" FOILED
FOOD TRANSPORT ATTACKED
RAILWAY SYSTEM IN DANGER

APPEAL for 30,000 SPECIALLY TRAINED CONSTITUTIONAL

Daily Express
LONDON, SATURDAY, MAY 8, 1926.

TO-DAY
PUBLICITY TRIUMPHS
CHILDREN ARGUMENT
MAYOR HELPING
UNION LIABILITY

FOOD BLOCKADE THREATENED
PUBLIC SERVICES TO COME AT ALL COSTS

TO THE ARMED FORCES

THE BRITISH WORKER
Council of the Trades Union Congress
VENUE, MAY 7, 1926. PRICE ONE PENNY

FAILURE OF THE O.M.S.

General Council does not seek to substitute un-parliamentary institutions. The aim of the Council is to harden of life.

Daily Mirror
NEWSPAPER WITH THE LARGEST NET SALE
ONE PENNY

STRIKE ISSUE

THE BRITISH WORKER
OFFICIAL STRIKE NEWS
Published by The

THE SUNDAY CHRONICLE
MAY 9, 1926. PRICE 1d.

The Daily Telegraph
STRIKE BULLETIN
One Penny

THE FINANCIAL NEWS
111, Queen Victoria Street, London, E.C.4.
Monday, May 10, 1926. Price 6d. 5 pages

THE GENERAL POSITION.
officially on behalf of the Government yesterday. An far changed since the previous very serious and situation is quite satisfactory. Stepney and the general

PLEASE PASS ON THIS COPY OR DISPLAY IT

The British Gazette

Published by His Majesty's Stationery Office.

No. 5. LONDON, MONDAY, MAY 10, 1926. ONE PENNY.

VITAL SERVICES BETTER EACH	MR. BALDWIN AND THE	TO ALL WORKERS IN ALL TRADES.	NEWS FROM THE DISTRICTS	LORD BALFOUR DEFINES THE
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BRITISH EMPIRE WORLD'S LARGEST PARTNERSHIP

Embraces More Than 13,000,000 Square Miles, One-quarter of World's Surface, With Population of 450,000,000 People—Absorbs 40 Per Cent of U. S. Exports

By J. W. T. MASON

New York Correspondent London Daily Express and author of "Creative Freedom"

(Written for EDITOR & PUBLISHER)

THE British Empire is the largest partnership in the world and is still growing. It deals in freedom and democracy and is the only government now in existence or that ever has existed which trusts its over-seas dominions to govern themselves as they see fit. Any of these overseas dominions could leave the Empire tomorrow if it wished and no force would be used to hold it an unwilling member of the co-partnership. No other nation can say the same for no other nation gives its colonies complete self-government, just as no other nation has made imperialism pay in terms of democracy. The British Empire is conducting experiments in popular administration in the four quarters of the globe and is a living advertisement of the fact that democracy is not limited to any clime. Wherever the British flag flies, democracy has been made or is in the making.

The British Empire's publicity comes from its accomplishments. It has just given to democracy the best advertisement that form of government has had since the anti-democratic movements developed in Europe with the ending of the world war. The peaceful settlement of the general strike in Great Britain this year, by the sole force of democratic public opinion, has done more to advertise that the world is safe for democracy than any event since the unconditional surrender of the Hohenzollerns.

The British Empire balances the world. It has an area of 13,909,782 square miles, over one-quarter of the entire land surface of the globe. Its population totals 450,094,000 people, or 25 per cent of the world's inhabitants. Of this immense number, only 80,000,000 British subjects are Christians. There is scarcely a creed which does not exist in its native environment, somewhere, under the British flag. It is an old saying that the sun never sets in the British Empire, and it would be equally true to say that every existing human conception of God finds the God of that conception within the British Empire.

The wealth of the British Empire is incalculable. Its imperial sway is by far the richest the world has ever known. Unexploited resources in the British overseas lands cannot be estimated. There is enough coal underground in a single province of Canada to wipe out the whole of the British war debt. In 1917, it was roughly estimated that the British Empire was worth \$130,000,000,000. But, this figure was based on the tangible wealth of that period. It did not take into consideration the potentialities of ownership of twenty-five per cent of the world's land surface. If this had been done, other ciphers must have been added to the row.

The British Empire contains seventy-six different governmental divisions. Among them are the seven great self-governing dominions: Canada, New Foundland, South Africa, Australia, New Zealand, Irish Free State and Northern Ireland. Elsewhere, many different ways of administration prevail. In India, the complicated problem of evolving a new dominion is in process of being solved. How it will be solved nobody can say, for one of the many peculiarities of the British temperament is its abhorrence of mechanically planning things in advance. The phrase "muddling through" describes the way the makers of the British Empire do their work. The phrase was made by the British themselves, really in mock self-depreciation before other nations which are always predicting the British Empire's collapse.

The "muddling through" characteristic of the British people means that the British trust themselves to meet a situation after it arrives and are suspicious of trying to outguess fate in advance. Long experience in the art of self-gov-

ernment has convinced them that the human race progresses by slowly evolving its own way out of difficulties, and if it goes too fast, it gets entangled in the labyrinth of life and may expire in exhaustion. Therefore, the British Empire has got a reputation for being slow and ponderous in its movements. So it is; but it never loses its balance. The great Empire builders and democratic statesmen of the British commonwealths thus give nothing for the mere asking. Those parts of the Empire which prove their manhood and show a competence for self-guidance eventually get what they want. But, they have to prove their capacity; and they have to prove that the safety of the Empire shall not be jeopardized in making experiments. Experiments are invited after the responsibility of manhood has been demonstrated but not before.

The British Empire is an industrial enterprise as well as an enterprise in democracy. It was trade that built up the Empire and it is trade that keeps the Empire growing. Not an exclusive trade but trade for the world at large. This is another unique characteristic of the British expansionists. They expand to benefit themselves and to benefit all others who are willing to take advantage of the trade opportunities the Empire offers. Britishers leave home to make their way under the Union Jack overseas knowing that they cannot prosper without inducing prosperity in general among the races with whom they come in contact. If the other races refuse to accept prosperity at the hands of the newcomers, then the recalcitrants succumb or move farther on. The test of the full partnership in the British Empire is the test of life in America—it is the test of efficiency.

Before the British Empire expanded in the nineteenth century, there were undeveloped spaces north, south, east and west where now great civilizations flourish. The wastes of Australia, New Zealand, South Africa and Canada were developed to increase trade and raise the standards of living of the British pioneers who ran all the risks of initial failure and who later invited the world to share the softer fortune of easy prog-

ress. Thus, in Canada, today, according to the British Dorland Agency's "Empire Markets," only 55.4 per cent of the total population are of British origin. In British South Africa, German traders have a monopoly, largely, of direct commercial dealings with the natives, while the richest mining agents are Americans. It was, indeed, an American, John Hays Hammond, who as consulting engineer for Cecil Rhodes and the great British gold mining companies showed the British the way to the yellow metal in the African soil. Today, the British Empire is the most prolific gold mine in the world. It produces about 10,500,000 fine ounces annually, of which over seventy per cent comes from South Africa. All the rest of the world together equals only one-half the gold production of the British Empire. About the same proportion holds, too, for diamonds. The British Empire furnishes the world with 1,000,000 carats of diamonds yearly, the remainder of the earth bringing forth between 400,000 and 500,000 carats.

The British Empire is not a closed shop. The United States, in particular, knows this to be true and knows that the British markets are its best foreign customers. Forty per cent of American exports are sold within the British Empire. America made, in 1924, \$1,744,600,000 in goods sold to British Empire consumers, divided as follows:

United Kingdom	\$983,000,000
Canada	624,000,000
Australia	125,200,000
British Africa	46,600,000
India and Ceylon	36,500,000
New Zealand	29,300,000

The United States, therefore, has acquired its own mighty share of the prosperity which thrives at the ends of the earth under the rule of the British Empire and which is sustained by the pioneer spirit of the Anglo-Saxons who continuously leave their motherland in the service of civilization overseas.

The British Empire is held together by the tangible thread of common culture, tradition and loyalty and by the very tangible cord of self-interest. The British Empire has no fundamental law such as the written constitution of the United States. All the members of the Empire are subject, theoretically, to the will of the Parliament in London. But, no act passed by Parliament extends to any of the Dominions of the Empire unless the Dominion is specifically mentioned. When that is done, the parliamentary enactment is supreme. The legislature of a Dominion cannot pass a law nullifying an act of the Parliament in London any more than a state in the American union can override congressional legislation.

Nevertheless, "state rights" is a more sacred thing in the British Empire than in the United States. That is to say, the Dominion governments are much freer than the legislatures of the American states. By no possibility, for instance, would Parliament ever pass a law enforcing a Volstead act on Canada or Australia or New Zealand or South Africa or Ireland. The imperial rule at London is so mild that one can scarcely detect it. The Dominions do what they wish as long as they do not interfere with one another's own rights of freedom.

Beside the seven self-governing Dominions, there is such a variety of democratic experiments in progress in the British Empire as history has never known elsewhere. The supreme authority governing India is a mixed group, consisting of the Secretary of State for India, in London, who is responsible to Parliament, and the Governor-General

and his Executive Council, in India, together with the Indian legislature consisting of the Council of State of 60 members and the Assembly of 144 members—118 elected and 26 officials. The Indian government is largely swayed by the personality of the Governor-General. Thus, one of the last official acts of Lord Reading, who retired as Governor-General this year, was to give the impetus, last February, to the movement for the abolition of the Indian opium trade which has been made effective this month. Under this decision, ten per cent of India's opium exports will be suppressed annually for the next ten years so that by the end of 1935, no more opium will be exported from India except for medicinal use. During the intervening decade, the only exports of opium permitted will be to foreign governments. The suppression of the opium traffic will mean a loss to the Indian government of \$7,200,000 yearly, in revenue, over and above \$20,000,000 annual loss entailed since 1913, when the Indian authorities prohibited further export of opium to China. This is the sort of moral action which the present method of rule in India permits.

In other parts of the Empire other ways of governing prevail. Malta and Northern and Southern Rhodesia have large measures of self-government with a few powers reserved, for local reasons. Elsewhere, as in the British West Indies, there is government by legislative assembly, wholly or partly elected, and an executive council chosen by the Governor. In still other places, as Ceylon, Fiji, Gibraltar, Trinidad and the Straits Settlements, the Governor acts with a

(Continued on page 40)

ENGLAND'S NEW CONFIDENCE

By SIR WOODMAN BURBIDGE

(Written for EDITOR & PUBLISHER)



Sir Woodman Burbidge

THE strike through which the country has just passed has just passed has given us a new feeling of confidence in England, which has to some extent, we think, been shared throughout the world.

A friendlier feeling exists to-day between employer and employee, and we are all looking forward to increased prosperity.

In this connection we do not underestimate the invaluable help that Advertising has to offer.

Let me wish the Philadelphia Advertising Convention every possible success.

COMMERCE PAVES WAY TO WORLD PEACE

By LIEUT. COL. E. F. LAWSON

(Written for EDITOR & PUBLISHER)

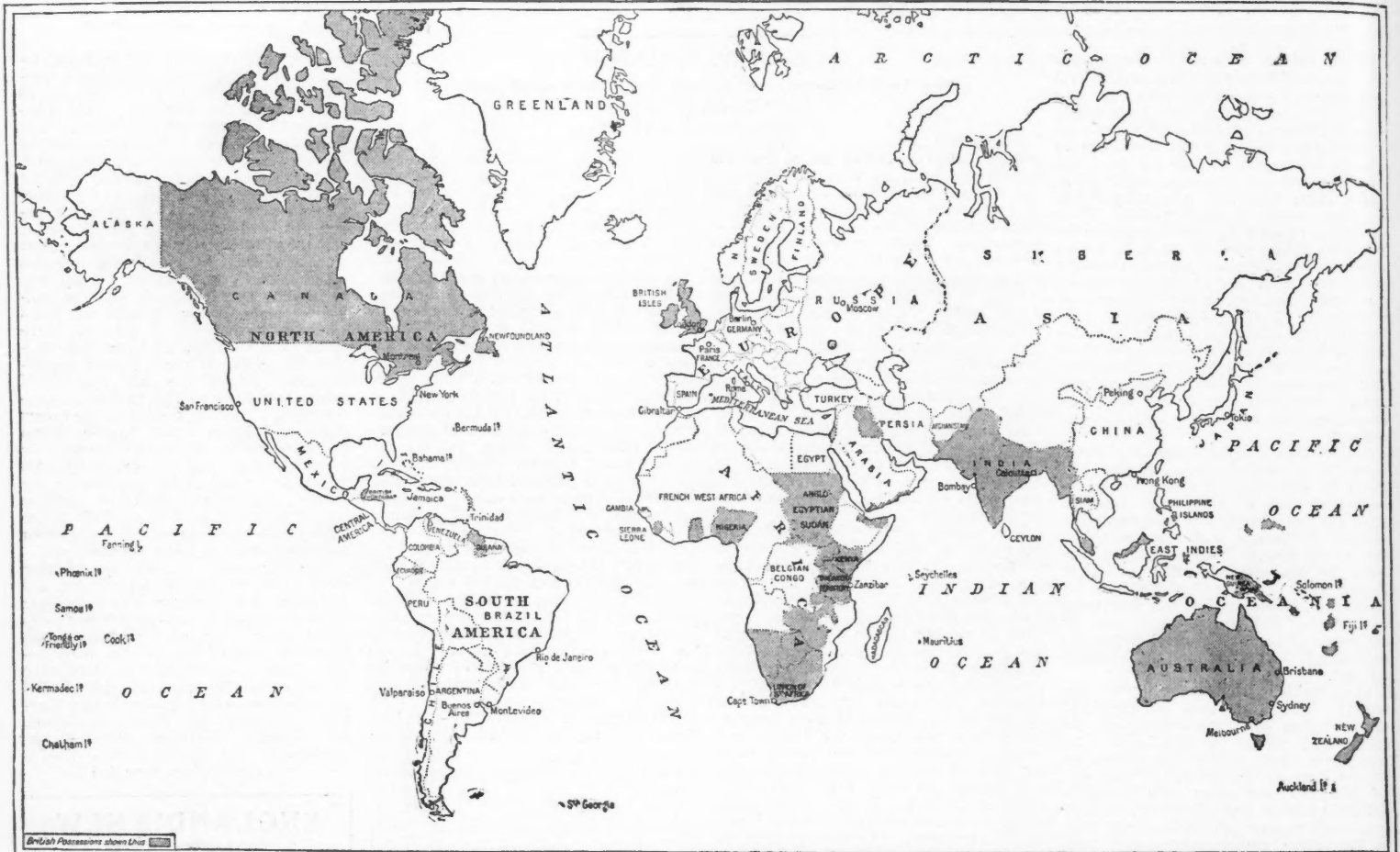
IT is a privilege to be able to send a message of heartfelt good wishes for the success of the International Advertising Convention at Philadelphia. The path of international commerce is the surest way to the peace of the world.

Nothing but good can be served by the friendly intercourse of those who on both sides of the Atlantic are engaged in commercial publicity. We look forward to a good convention, and to a convention which will do good.



Lt. Col. E. F. Lawson

GREAT BRITAIN'S RED ENSIGN ON THE SEVEN SEAS



An unusual map showing the British possessions marked in stipple. EDITOR & PUBLISHER is indebted to *Christian Science Monitor* and *Geographia, Ltd.*, of London

legislative council, nominated by or on behalf of the Crown. In Zululand, Basutoland and Bechuanaland, legislative and executive powers reside solely in the Governor. Then, there are various forms of protectorates, spheres of influence and mandates, the last under the League of Nations.

Representatives of the Empire come together in London at frequent intervals to discuss mutual problems. These gatherings are called Imperial Conferences. They originated at the visit of overseas premiers to the Diamond Jubilee of Queen Victoria, in 1887. They were first called "Colonial Conferences" but the colonial idea was dropped as being too little associated in the popular mind with self-government, and the imperial idea was substituted. But, imperial does not mean in this association what it is interpreted to represent by those who think of it in terms of "Imperial Rome." It means an over-seas union not for provocative or militaristic purposes but for world progress. Defense is discussed at the Imperial Conferences, but subordinately. Trade and increasing co-operation for the extension of commerce are the principal matters occupying the time of the delegates at the conferences.

Defense of the British Empire predominantly rests with the motherland. The over-seas possessions are rather like members of a large family living at the old homestead and tilling the family acres. They look to father and mother to keep outside trouble from entering, to disturb the family peace. Thus, the following table shows the comparative costs for defending the British Empire for the fiscal year 1913-14, before the outbreak of the World War and for

1925-6. It is interesting to note how differently the figures fluctuate:

	1913-14	1925-6
United Kingdom ..	\$399,174,420	\$618,582,530
Australia	19,630,970	25,631,410*
Canada	11,916,000	12,454,000
South Africa	6,233,600	4,373,260
New Zealand	2,727,200	4,592,410*

*1924-5.
The heart of the Empire is London and the United Kingdom as the homeland, and the Empire can never be stronger than its heart. The strength of the heart has been demonstrated by the remarkable power of taxation, self-inflicted by Great Britain during and since the World War, which has restored the pound sterling to par and has saved British financial honor. No other people have stood the torture of the income tax as the British have done, and it is this spirit of rugged honesty that has raised the British Empire to its post-war commanding position. The income tax rate in Great Britain is today on a normal basis of 20 per cent as compared with 2 per cent in the United States. The maximum surtax, in addition, is thirty per cent. So, the British people are paying from one-fifth to one-half of their incomes to the government to keep the heart of the Empire going.

The per capita taxation in the United Kingdom, for 1923-4 amounted to \$77.50 for the support of the national government, about three times as much as in the United States. In addition, the British paid a per capita local tax of \$20, itself nearly as much as the national taxation in America.

Nevertheless, the saving power of Great Britain exceeds \$2,000,000,000 per year, of which \$500,000,000 is put in over-seas investments.

The trading genius of Great Britain sends forth its influence to the ends of

the Empire and stimulates the overseas colonists as nothing else does. The Union Jack, flying from every port, is a constant advertisement of British trade and a continual reminder of Britain's ever increasing enrichment. The British have a peculiar capacity for shipping management, which exceeds that of any other people and without which their Empire could not hold together. Ships of United Kingdom register for 1925-6 aggregate 19,440,711 tons to which should be added 2,781,487 tons registered in the British Dominions, giving a total for the Empire of 22,222,198 tons. Total American shipping is now 15,377,480 tons. British vessels engaging in international carrying trade do an enormous business for

foreign countries which gives to the Empire an invisible trade balance not appearing in the usual statistics but adding greatly to the imperial wealth.

According to the Department of Commerce, at Washington, last year's export and import trade of the United Kingdom amounted to about \$10,000,000,000, or more than \$220 per capita. The per capita trade of the United States for the same period was about \$70, though these figures cannot be accepted absolutely, since there are slight divergences due to differences in reckoning home trade accounts. Nevertheless, Great Britain is far ahead in her per capita over-seas commerce, for the British live largely on foreign trade.

The total imports of the British Empire for 1923-4, the latest year for which aggregate figures are available, were valued at \$10,775,000,000 and the total exports were \$9,806,000,000. Thus, the Empire does an import and export business of more than \$20,000,000,000 annually. Repeated efforts are being made to increase inter-imperial trade, the ideal being to make the Empire as interdependent industrially as the American states, each part stimulating every other part to produce at its maximum so that prosperity can be advanced continuously. Last year 29.7 per cent of imports into Great Britain came from other parts of the Empire. In 1913 it was 24.8 per cent. There is every indication that this movement will increase, encouraged by imperial preferences in tariff rates and otherwise.

The United States, however, is not losing by the development of prosperity within the British Empire. The more prosperous the Empire becomes by each part of the Empire helping each other part, the wider will be the stimulus to

LORD SOUTHWARK GREET'S A.A.C.W. DELEGATES By LORD SOUTHWARK

IT gives me pleasure to send my heartiest good wishes to the representative and enthusiastic delegation from this country to the Philadelphia advertising convention. There is little doubt that advertising by making known and revealing the needs and wants of every country, by stimulating and encouraging trade between each nation, will produce a spirit of co-operation and enlightenment that will do much to foster international wealth and world peace.

extend the imperial markets by selling goods to the United States—a movement which can grow in large measure only by the Empire buying goods from the United States. About one-half of the commerce of the world is now transacted among English speaking peoples and this tendency is expanding, for the English speaking peoples have a common understanding of one another which stimulates commercial intercourse, while the common language is in itself an enormous influence in all matters affecting cordial relations in trade and industry.

The Dorland Agency's "Home Markets" report on Australia, for instance, shows that for 1924-5, imports from Great Britain were \$56 per head of population while imports from the United States ranked second, at \$32; India being third with about \$5.

The same agency's report on Canada shows that last year Canadian imports from America took first place, being valued at more than \$53 per head of population, Great Britain coming second with \$17 and the rest of the British Empire ranking third at less than \$5.

The science of selling is calling to the British Empire today to advertise. There is a more intensive study proceeding in Great Britain concerning efficiency of production and the necessary ways of advertising British goods throughout the world than ever before. A recent example is the selling campaign for British teas recently begun in the United States by Sir Charles Higham, one of whose ambitions is to make the American public as fond of tea as are the British. The Higham tea advertising is increasingly successful and will certainly be followed by other similar efforts to sell more British goods.

In Great Britain many publications are being issued telling the British people how to increase their own home trade as well, and what they should do to stimulate their own prosperity by this means. The most recent of these is called "The Road to More Markets: A Challenge to British Manufacturers," which was issued in connection with the Manufacturers' Session at the Second British Advertising Convention, held at Blackpool, England, in May. The pamphlet points to the fact that the overseas markets for British goods are 25 per cent below their pre-war capacity and urges the exploitation of the home markets of Great Britain to recoup this temporary loss.

"The careful study and scientific exploitation of home markets" by America is analyzed in the pamphlet and the conclusion is drawn that "there is no assignable limit to the capacity of the home-market to buy British goods, for producing-power and purchasing-power are the same thing seen from different sides. The science of selling will enable British producers to supply a continuously expanding home market. This, in its turn, will lead to the recapture of the lost fourth of our export trade."

That summarizes the spirit of Great Britain, facing the critical circumstances of post-war reconstruction, of her own enormous financial burdens and the disruption of those foreign markets which, before the war contributed so much to British well-being and financial success. New times require new methods and Great Britain is developing the new methods.

**MESSAGE FROM
M. J. CLIFFORD**

Looks to Philadelphia for Refreshment of Business Planning

To EDITOR & PUBLISHER: We send every good wish to the great Advertising Convention at Philadelphia.

The prospect in this country is brighter than it has been for a long time, and we are depending on the delegates who visit Philadelphia from this country, to return to us greatly refreshed in business ideas after their deliberations with the advertising men of all countries, who are to attend the Convention.

GOOCH'S LIMITED,

M. J. CLIFFORD,
Managing Director.

**British Delegates Leave
London For Convention**

**Photograph Especially Made For
Editor & Publisher Beats Them
Across Atlantic By Magic
Power of Radio Waves**

(Photograph copyrighted by EDITOR & PUBLISHER)



Photoradiogram of British delegation departing for Philadelphia convention. From left to right: Russell Chapman, Sir William Veno, Lieut.-Col. E. F. Lawson and W. M. Teasdale.

Last Saturday the British delegates to the Philadelphia Convention of the Associated Advertising Clubs of the World assembled at the Waterloo Station in London to take the boat train.

A London photographer, assigned by EDITOR & PUBLISHER, made a news-picture of four of the delegates.

One hour later this photograph had been filed for commercial trans-Atlantic photoradiogram transmission.

Five hours later the picture, as reproduced herewith, was delivered to Editor & Publisher's offices, Times Building, New York.

The delegates whose shadows thus preceded them by more than six days across the ocean, are: Russell Chapman, Sir William Veno, Lieut.-Col. E. F. Lawson and W. M. Teasdale.

This is the incredible magic of the highest and newest form of communications science. Imperfect as it may be in the result, yet only time is required to refine its product. Radio experts agree that the day is almost at hand when photograph material will be handled overseas with absolute fidelity to the original.

The environment of the British Empire is the world at large. The aids and appliances of the science of publicity are now at work throughout the world readjusting advertising methods of the past and creating new ones for the future to the British Empire's well-being. American Ambassador Houghton recently predicted that within a few years Great Britain would be in the midst of greater prosperity than has ever been known before. That is the way the signs point. There is one primary reason why they do: In time of grave national peril and distress, Great Britain held her financial honor inviolate, giving to the world an example of material self-sacrifice and spiritual self-discipline which has

set a new standard even for "the word of an Englishman."

ENGLAND A BETTER MARKET

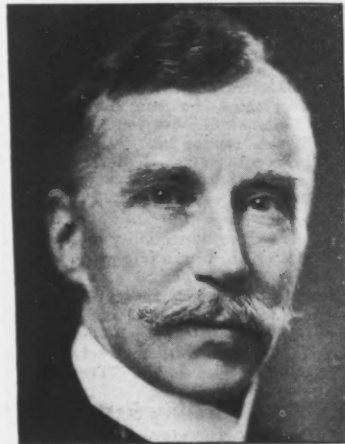
By SYDNEY WALTON

Director of *Yorkshire Evening News*, *Eastern Morning News* and *Hull Evening News*.

England still is sound and strong. I do not say this for rhetoric's sake, but with exact sense of realities. True, we are changing over from an old industrial order to a new and transitions are not smooth and easy. But the essential England is unshaken, firm, steady, determined. Through March we come to June. And, to be commercial, England is a better market than ever.

**ENGLAND FINE MARKET
FOR QUALITY GOODS**

Salesmanship and Advertising Finding Satisfactory Results in Britain—
Message to Convention from Famous English Advertising Agent



FREDERICK E. POTTER.

(Written for EDITOR & PUBLISHER)

IT is with regret that I am unable to attend the convention at Philadelphia. I have old associations with that famous city and am sorry to miss the great exposition which is being held there.

As one who has been for long an enthusiast for Anglo-American amity and co-operation for the peace of the world, I feel the necessity that continued effort should be made to secure mutual understanding and united effort for all high and worthy purposes. The advertising convention will help this desirable end.

Like most other countries we have our commercial difficulties and industrial troubles, but England still offers a fine market for goods of quality. In the advertising agency world we are well equipped to safeguard the interests of firms desirous of doing business here. It would be a mistake to take too seriously pessimistic reports of conditions which appear in the press from time to time.

Feeling to some extent the pulse of business I can state that expert salesmanship and modern advertising are finding satisfactory results at the present time. Having the honor to conduct the publicity of several world-famous American products I am able to write with some confidence on this aspect.

May the convention prove in every way a great success, a time of fraternity and of mutual helpfulness for "Truth in advertising" and for the continual betterment of publicity methods and trading ideals.

I would like to extend the kindest greetings to my many American friends whom I regret not being able to meet on this occasion.

Yours sincerely,
FREDK. E. POTTER.

CONVENTION SLOGANS

By ARTHUR RICHARDSON
Advertising Director *The Sunday News of London*

(Written for EDITOR & PUBLISHER)

In Great Britain U. S. A. means "Universal Satisfaction Assured." We want G. B. to mean "Good Business" in U. S. A.

The British business man's message to the Convention is:

- Fraternize Freely
- Emphasize Excellence
- Advertise Always.
- Good money awaits Good value!

Convention Greeting from Harry Salmon

To the Philadelphia Advertising Convention:

I am a great admirer of American business methods and organization, and we have learned many valuable lessons from you which we have applied with permanent benefit to our own business.

For this reason I wish it were possible for me to be with you at your great Advertising Convention in Philadelphia, but for many reasons this cannot be.

I have been asked to send you a message. It is this:—

Whatever your business,
1. Produce the best quality goods by the best quality methods.
2. Sell them at a fair price, aiming at a large output at a small margin of profit, rather than a small output at a large margin of profit.

3. Advertising them freely and stand by your slogan, "Truth in Advertising."

HARRY SALMON.
Managing Director, J. Lyons & Co., Ltd.

DRAMATIC SCENES OF BRITISH STRIKE

(Continued from page 37)

ways, the roads, and in every department of public service, the good humor prevailed, even during the gravest days of the strike, and how much this contributed to peace can never be estimated, but that it contributed immeasurably there can be no question whatever.

The Prime Minister spoke to the nation by wireless messages. He kept the nation steady during one of the greatest crises in its long history by this means. Then the Government launched its own newspaper *The British Gazette*, the circulation of which crept up to millions within a few days. The Daily Mail printed its daily editions in France and these were conveyed over by aeroplane not only to London, but to every part of the British Isles.

Great crises produce unusual methods for dealing with them. A wholly novel achievement at the London Offices of the Dictaphone Co. Ltd., is worthy of note. The Wireless Strike Bulletins issued daily by the British Broadcasting Company were received in the company's offices and from a loud speaker were recorded direct on the dictaphone. They were transcribed by typists practically simultaneously with their reception and within a few moments of the termination of the message the complete bulletin, typed, was being exhibited in the windows of the company's show room. The whole process of reception and transcription was carried on in full view of the public. Crowds surged round the windows to watch the typists at work and read the news. Within a few minutes of the exhibition of the news in the windows the company issued the bulletin in the form of typed sheets by a special duplicating process. These "Wireless News Bulletins," were easily "first in the field" and were enormously popular.

At the end of the first week of the strike everything looked blacker than ever. There seemed every prospect that it would go on for weeks, perhaps months, and that the crisis would resolve itself into a wearing down process between the Government and the forces arrayed against them. This had every appearance of meaning not only the ruin of industry, but the final eclipse of Britain as a great power. What happened afterwards was that the Prime Minister broadcasted his now famous speech setting forth the Government position, in simple, but stirring language which rang true. He stated that negotiations would immediately be resumed as soon as the general

MESSAGE FROM SIR CHARLES HIGHAM

British Advertising Expert Comments on Philadelphia Convention
"English Speaking Peoples Are Leaders of the World."

Written especially for EDITOR & PUBLISHER



Sir Charles Higham

IT is characteristic of EDITOR & PUBLISHER, our great and good friend on your side of the water, to think of having another strong British section in the convention number of that admirable paper. These touches of goodwill help to make the path of the English-speaking peoples more pleasant and profitable.

I am sorry that circumstances make it impossible for me to be at the convention this year, because I always learn something at an advertising convention. You have progressed a lot since the first convention I attended in Dallas, Texas, years ago. We are all taking our business seriously and ourselves less so—which is all to the good.

I would like to take this opportunity of congratulating Philadelphia on its enterprise in getting the convention, and even more so on having a big exposition. I hope that both will be an enormous success, as they deserve to be.

I am dictating this in London before I leave in a few days' time to visit your city, and I know the hospitable greeting I shall get, as all English men and women get who come to Philadelphia. I know you will take great care of the British Delegation and extend to them your characteristic hospitality. That they will all benefit by their visit I am certain, and come back enthused to carry on the work of the other side of the English-speaking world, and help to prove once more that in practically every sphere of human activity, the English-speaking peoples are the leaders of the world.

strike was called off, but that that condition must be complied with first. That speech, supplemented as it was by utterances from Lord Grey of Falldon, the Archbishop of Canterbury, Sir John Simon, M. P. and others saved the nation. It was realized that in Mr. Stanley Baldwin the country had a man whom it could trust implicitly, whose word was his bond, who was a man of peace, who put his country first. On the following Wednesday, May 12th, the T. U. C. called the strike off and during the next few days the strike was settled so far as the Railwaymen, Busmen, Tramwaymen,

Dockers, and Printers were concerned. It now only remains for a solution to be reached with the Miners and the Prime Minister has given such a splendid lead here also that there is every possibility of agreement being reached ere long. The fact that the strike has only cost the Government £750,000 so far as it can be ascertained is eloquent testimony to the wonderful volunteer service which was manifest throughout those terrible nine days.

What the strike cost in loss of trade will probably never be known. Life in the old country is rapidly assuming a

normal aspect and there are undoubted signs that it will shortly be entering upon an era of prosperity without parallel in its long history. Once again Britain has triumphed over foes within as it has so often done over foes without. There was no recrimination, no taking advantage of the position created by the strike, masters and men sat down together, drew up a working agreement and work proceeded forthwith. That is the British way and it would be true to say that the name of Britain is more honored and cherished throughout the world to-day than even that name has ever been before.

In the words of Sir Hall Caine—"All this clearly showed that force is powerless: to compose divisions between class and class, man and man, brother and brother: the moral law alone can do that: any attempt to compel a solution by force on either side can only lead to a limitless and fruitless suffering."

The spirit of friendly co-operation must prevail.

LACK OF NEWSPAPERS SLOWED LONDON LIFE

Indication of How Cities Would Go to Sleep—Stores Empty Because Advertising Columns Were Silent

According to the manager of the Savoy Hotel, London, one of the most aristocratic hostels of the city, the reason why the big hotels and stores were almost entirely deserted during the recent general strike was not so much for lack of transport, but through the lack of advertising in the newspapers.

"It is doubtful," said the Savoy's manager to London reporters after the strike, "if the strike itself hit a single one of the Savoy's clients. They had their own autos, the American bands still played, there was no dearth of food, even the rarest; inside, things should have been quite normal. But they weren't."

"Why? Just for the same reason that no woman thought of going shopping. Newspapers and particularly the advertisements keep people thinking, making them get out and about."

"On the seventh day of the strike the emaciated news sheets even had to print appeals to the general public to use the emergency transport services that had been organized. There weren't enough people to use what had been provided."

"Nothing could be more significant of the power of newspaper advertising of which London has had to go without for 11 days."

"People didn't come and dance because they never read about anything connected with amusement, the theater, or anything to do with the entertainment world. The stores, except the provision stores, were also empty for the reason that some 500,000 women each morning were unable to read about things that they felt they wanted to buy,—no advertising—no knowledge."

"They still wanted to buy the things, and the things were still there to buy, but the vital medium was lacking."

"The strike has proved, from the point of view of hotels, stores, restaurants, theaters and public amenities generally, that advertising is more effective and even more vital than transport itself."

"The hour the strike was over—the tide rushed back; newspapers printed, advertisements and amusements were crying out, the people heard the wheels of the life of the biggest city in the world begin to whirl as before."

Four A.A.C.W. Spokane Delegates

Four Spokane men are expected to attend the 22nd annual convention of the Associated Advertising Clubs of the World to be held at Philadelphia, Pa., June 20, 21, 22, 23 and 24. The *Spokesman-Review* will be represented by E. Z. Smith, the *Chronicle* by G. W. Roche and F. W. Martin. Jacob Cohn, member of the firm of Ben Cohn and Brothers, jewelers, is also planning to attend the convention.

In England
the best
advertising
always appears
in — “PUNCH”

“I consider ‘PUNCH’ an exceedingly good medium for our advertising, not only because of the peculiar quality of ‘PUNCH’ from the artistic and literary side, but because the advertisements in ‘PUNCH’ are of a better class and of a better class of article than can be said of the advertisements in any other paper.”

JOHN V. PUGH,
Managing Director,
Messrs. Ridge-Whitworth, Ltd. Coventry.

“Punch” —
“the paper that
is England”

MARION JEAN LYON
Advertisement Manager, “PUNCH”
80, Fleet Street, London, E.C.4, Eng.

STURDY PROVINCIAL PRESS COMPETES WITH LONDON'S MIGHTY DAILIES

Weeklies Usually Appear on Fridays—Sunday Papers Mainly Devoted to Sport and Features—Editing Standards High

By H. A. TAYLOR

Director, Newspaper Features, Limited.

Written Especially for EDITOR & PUBLISHER

CONVERSATIONS with American friends whom I have met in England, and in their own country, have led me to the conclusion that it is not easy for an American to appreciate fully the difference between the National and the Provincial Press of Great Britain.

A superficial examination of the newspaper position in Great Britain soon shows that there are five distinct classes of newspapers.

Firstly, there are the papers published in London, and, generally speaking, on sale simultaneously in every part of Great Britain; two of these have subsidiary publishing offices in the North of England, enabling them to publish special editions for that part of the country and to compete, on something like an even basis, with the Northern newspapers. Secondly, there are the London evening papers which, while circulating in a considerable area in the South of England, are unable to get much beyond a hundred miles of London in time seriously to compete with the evening papers published in the Provinces. Next, there are the Provincial newspapers; the morning newspapers competing sturdily with their London contemporaries, and the evening papers enjoying freedom from London competition, but, in some places, involved in brisk rivalry of a local nature.

Outside these three classes are the weekly provincial newspapers, published, usually, on Friday, and devoted almost exclusively to local affairs, and, in some instances, bearing a very strong imprint of the parish pump. And, finally, we have the Sunday press of London and the Provinces, whose competition is largely, if not mainly, concerned with features and with sporting reports.

That position is a fairly simple fact, but, when the visitor comes to examine the various classes of newspapers, he is apt hastily to make the assumption that, when the average London newspaper is placed side by side with the average Provincial newspaper, the public will always prefer the London product. From this assumption he will easily reach the conclusion that, in a very short time, the Provincial morning and weekly newspapers will cease to exist.

To confirm this conclusion, he will point to the numerous expensive feature carried by the National newspaper, and the limited feature-content of its Provincial contemporary, and assert that, news-contents being more or less equal, the man in the street will buy the paper that gives him the greater volume and greater variety of interesting reading matter for his penny or twopenny.

Nevertheless, it is not safe to be absolutely logical in delivering judgment on anything appertaining to Great Britain. According to strictly logical reasoning, the British Empire cannot exist, and there are many lesser institutions which, according to the most generous of theories, ought to have been dead long ago, if, indeed, they could ever have been born.

Similarly, in considering the Press of Great Britain, it is most unsafe to venture predictions or to base judgments upon anything but continuous detailed experience. The Provincial press of Great Britain is a very well-established and thoroughly healthy institution. Competition from London, fierce and unrelenting, does not shake it, and will not extinguish it.

The American reader, accustomed to seeing the bright and numerous array of features in even the most modest of newspapers in his own country, is apt to think, when he looks over a British Provincial paper, with its one or two odd features, that such paucity of inter-

esting "magazine" material means either poverty or impending doom, or both.

This state of affairs is, however, readily explained.

We are a conservative people, and although there have been feature syndicates in Great Britain for forty years or more, the syndicate is still something of a cinderella among newspaper organizations. Indeed, there are still to be found editors and proprietors who boast that they have never used a syndicated feature and never will—in much the same way as one may encounter in the country districts old folk who boast that they have never had a bath, and have never used a telephone. The number of such die-hards is, of course, small, and is rapidly dwindling.

The war, with its rationing of paper supplies, and the great post-War depression of trade (from which we are, at last, steadily and surely emerging), acted on the press like a strong wind on an orchard in spring. It cleared away the unhealthy and the insecure newspapers, and blew away the cobwebs that were settling upon certain of the others.

A judicious blending of contents of national interest with an adequate treatment of local affairs, and a steady increase in feature-contents, is being achieved, and the Provincial newspapers are retaining and, in many instances increasing, their hold upon the public.

The reader of a Provincial newspaper is not a head-line taster. That type of person is more readily satisfied by the National press. The Provincial reader is usually a person of a more serious turn of mind, a person of strong local patriotism and a studious observer of events. Thoroughness, rather than hustle, is his pre-eminent characteristic. He and his kind constitute a public from which most advertisers get a higher return for their money than they do from the newspapers whose readers are very numerous but very casual in their perusal of a newspaper.

One of Mr. Lloyd George's organizers admitted to me a few years ago that, in testing the feeling of the country, he began about a hundred miles outside London; and there are many politicians who declare that the opinion of the country is better represented by the Provincial newspapers than by the more capricious product of Fleet Street. Further, the standard of editing is, in many Provincial newspapers, as high as any to be found in London, for Fleet Street does not retain all the talent that comes to it. Many journalists use it merely as a school in which to graduate for high Provincial appointments.

METHODIST RECORDER

The Leading Methodist Newspaper

Net Sale: Over 56,000

Gipsy Smith, the well-known Evangelist, says:

"I cannot understand how any Methodist can live without the *Methodist Recorder*."

Offices:

161 Fleet Street, London

Advertisement Rates: £25 per page (17" by 11½")

"JUSTICE AND PROGRESS"

King Albert's Tribute to the "Daily News"

The King of the Belgians has sent a special message of congratulation to the "Daily News" on the occasion of the issue of its 25,000th number.

His graciously worded telegram, translated, is as follows:

On the occasion of the publication of the paper's 25,000th number, I warmly congratulate the management of the "Daily News," whose vast influence in the world has always been at the service of ideas of justice and progress. ALBERT.

All classes of readers and advertisers testify to the service rendered during 80 years of progress by the London

Daily News

—the paper that pays advertisers and can prove it Certified Net Paid Sale, April, 1926

647,404 Copies Daily



Founded by CHARLES DICKENS

First Editor 1846

Advertisement Office
Bouverie House,
Fleet Street, E. C. 4
London, England

STUDY BRITISH STATISTICS

Britain is the richest market in Europe. It does more trade, and has a more stable economic condition, a wider distribution of wealth, and a higher standard of living, than any other foreign country.

TRADE. It holds an even bigger proportion of the world's trade than it did before the war, and heads the list of trading nations with a 16.5% share of the total trade to its credit—more than double that of any other nation except the United States (15.5%).

ECONOMIC CONDITIONS. Currency is deflated to par and the Gold Standard has been in operation since last year. All creditors are being paid in full and the annual Budget is balanced yearly. The "cost of living" has been stabilised for three years.

DISTRIBUTION OF WEALTH. There are 44,000,000 people in the country, of whom 17,000,000 are wage earners. The total national income is estimated at \$16,000,000,000 per annum. Investors in Government securities number 15,000,000.

STANDARD OF LIVING. A recent investigation in the United States showed that the proportion of families in receipt of more than \$2,000 income was 18%. The corresponding figure for Britain is 23%. Holiday resorts, theatres and places of amusement are crowded to capacity. 1925 was a record year for all the big London retail stores. The profits of companies manufacturing semi-luxury articles are higher than ever before.

To develop trade in this market is a merchandising and advertising problem best advised upon by those who have known it inside and out for a quarter of a century.

SAWARD, BAKER & CO. LTD.

Advertising from A to Z

27 CHANCERY LANE, LONDON, W.C.2

Clients:

California Packing Corporation
Dromedary Dates
Pompeian Beauty Preparations
Ovaltine
Glaxo Baby Food
J. & P. Coats' Threads and Cottons
Clark's Anchor Threads
Gibbs Dentifrice
St. Margaret Hosiery and Underwear

North British Rubber Company
(Clincher Tyres)
Reslaw Hats
Nil Simile Shoes
Vulcan Motors
Murray's Mellow Smoking Mixture
Younger's Scotch Ales
Cristolax
Colleen Soap

Fitu Corsets
Jecomalt
Rothman's Direct-to-smoker Service
Iron Jelloids
Walters' Palm Toffee
Bengue's Balsam
Haymills Estates
Barker & Co., (Coachbuilders) Ltd.

FINE POINTS OF TRADE AND ADVERTISING IN ENGLAND

Buyer Wants a Yard Wide and Exact Truth in Sales Talk—No Room for Pessimists on the Tight Little Isle—"Victory of the Pound Sterling"

IN my daily paper as I sit down to write I observe a headline "The Victory of the £." And I find it is a tribute



C. MAXWELL TREGURTHA

quoted from the *New York World*. Yet this tribute comes on the heels of the greatest organized attempt to paralyze Britain by a general strike—the strike that would not flare up because the match had the wrong sort of head. The *New York World* describes that strike as a momentous moral victory for the British people, and says that the achievement of parity for sterling in the wake of the strike is a victory less spectacular but no less real. Not a little of that victory was due to Baldwin and the B. B. C. (British Broadcasting Company).

When you have a prime minister who is a kind of peaceful Mussolini, with a keen insight into the real situation and a firm determination to withstand all efforts to undermine the Government, and when the prime minister addresses the whole country in person through the medium of the microphone with calm, deliberate utterances, the machinations of a few revolutionary spirits are instantly rendered futile.

Truth has a quality which identifies it as the real thing. No amount of camouflage rhetoric can have the same effect on the simple Englishman. Baldwin's sincerity won out, because we know that his sincerity was no veneer. Truth must win in politics and advertising.

To do trade with England you must understand the English temperament. Someone, probably a Frenchman, described us as phlegmatic. Don't be misled. We are not phlegmatic. The men folk of England never grow up—they're just big kids. That is, excepting those who contract indigestion through hustling. The womenfolk try not to grow up—but they worry overmuch. Men don't worry. They have a maxim: "What's done can't be undone. Don't worry over errors, just make sure they don't happen again." Englishmen are simple but not easily imposed upon—they have something of the Scot's skepticism. Englishmen are very emotional—but not on the surface. They can face calamity with the seeming calm of a stoic, but inwardly they are in a tumult. They were like that in France.

There is yet another attribute; the tendency to laugh in the face of trouble and regard it as a jest. If you could have witnessed the cheerfulness of the crowds when faced with a skeleton travel service and the genial cheeriness of the volunteer transport workers you would have got a big grasp of the Englishman's character.

If you can visualize this character, you will understand the spirit that broke the strike.

This is not intended to be a panegyric. It is just a candid examination of a type of buyer. Nor is it out of place here because it concerns trading.

England is really doing very well despite the wailings of the Jeremiahs who say "England is finished." Strikes are but passing phases, merely pot-holes in the road. They give a jolt, but only a jolt.

Trade is too well sprung to suffer damage to its chassis by an occasional rough road on its journey.

"Victory of the £." That surely in itself is all the evidence that is needed of the rightness of trade in England.

At the moment English trade needs

more science in the business of marketing. It is evident that the cost both of production and marketing must be reduced. Trades are now realizing the importance of collective effort and various industries are conducting campaigns for the development of their trade as a whole. By increasing demand each individual finds a distinct improvement in his own trade. The idea is not new in America. It is not altogether new in England, but it was quite a while before the "get-together" spirit was appreciated. The English trader is rather loth to show his hand—just a trifle "ca canny."

It is slowly dawning on the minds of the manufacturers and traders of England that the only remedy for high costs is increased demand and that increased demand is best brought about through Advertising. It has needed quite a lot of effort on the part of such men as Sir Charles Higham and Mr. W. S. Crawford to force this truth home.

At the present time a united effort is being made by all traders to boost British goods. Two slogans are now in use; the one "Buy British Goods," the other "Sell British Goods." They are part of a mild attempt to encourage the public to buy imperially. But no such anaemic effort will yield any results worth comment. Until much propaganda has been issued and the whole press devotes daily space to "reason why" copy on the sub-

ject, the British public is not likely to pay great heed to the purchase of British Goods.

I do not think the movement can ever gain much ground because thinking men and women consider the project fundamentally wrong. "What would happen to our export trade if all other countries adopted this idea?" asks one. "How can we, who depend so much on imports from foreign countries, possibly attempt to ostracize all but British Goods?" asks another.

That Britain makes dependable products none will deny, but Britain cannot be best in everything. I could enumerate quite a number of things which enter into the routine and the leisure hours of my life which are not English—and I would hate to be forced into using English (or British) substitutes for them. I'm fond of the cinema, but if I had to submit to an all-British show I would soon lose my taste for "the pictures." This isn't disloyalty, it is sheer frankness. I dread to think what would happen, too, if I had to smoke British tobaccos!

The people of Britain will never buy otherwise than on value. They will not pay more for a British-made product if they can purchase its equivalent for less money. Many foreign-made things on sale on this market have no British equivalent.

There always has been and always will be a good market in Britain for good American products. The only rival to this market America has to concern her-

By C. MAXWELL TREGURTHA

Written especially for EDITOR & PUBLISHER

"EYES WEST"

By SIR WILLIAM H. VENO

Written for EDITOR & PUBLISHER



ON June 12th I joined the British party on the "Berengaria." After my experience in New York and Houston last year, it would be hard to stay away from Philadelphia.

An American Advertising Convention exudes an atmosphere which stimulates imagination, creates new ideas, broadens one's vision, and brings one into contact with the best of good fellows. The memory of the amazing hospitality and good feeling shown to the British party last year still lingers with me.

The two great branches of the English speaking family are destined to work together as the leaders of civilization, world progress and world peace, and the more frequently the two families meet, in mutual respect and harmony the better.

self with is Germany. Germany seems to have a knack of imitating American products and following them into our market at much lower prices. Here is an example: A certain American rouge lipstick sells here at somewhere in the neighborhood of 4/-. A German copy of it retails at about 1/6. Perhaps our slogan should be: "Buy British Goods—or American!" It would be equally fatuous if the German (or other foreign) product was less than half the price. It takes a long vision to see the economic soundness of paying more for the real British article. Most people are not that much concerned with posterity.

But to return to the subject of advertising. Advertising in England has made amazing progress. Not many years ago the contrast between English and American advertising was as pronounced as the difference between a Ford flivver and a Rolls-Royce motor car. Today there is still a contrast, but not on points of craftsmanship or artistry. The contrast is merely that of treatment, necessary difference because the appeal is to different temperaments.

Some of the leading men in Advertising have been able to train the English artist to think advertisingly and to adapt his art to use instead of ornament. Some of our literary men have been convinced that there is no degradation in using their pen to write alluringly of manufacturers' ware. We have availed ourselves of the many new American type faces (revivals of old European craftsmen). Thus through good art, good copy and good typesetting, English advertising has become a thing of beauty and a greater influence for the betterment of business.

GET YOUR
LONDON
LETTER
DIRECTLY FROM
LONDON

If you require British editorial matter of any kind—be it a London Letter, a special news story, or a British feature—do as the leading British editors do, and

WIRE TO "NEWSBOY" FOR IT
In other words, communicate with

NEWSPAPER FEATURES, LTD.

23 FLEET STREET, LONDON, E. C.

CABLES—"NEWSBOY, LONDON"

Sir Charles Higham

invites Correspondence

with

AMERICAN ADVERTISERS

who are now in, or contemplate entering,

THE BRITISH MARKET

I CONDUCT, at Imperial House, Kingsway, London, an efficiently-staffed Service Advertising Agency, on the lines of the best Agencies in your Country. My American clients include

The Parker Pen Company

The American Safety Razor Corporation

The United Drug Company

to whom I refer you as to my capacity.



As to my standing in any respect I refer you to the Publishers of this or any American Newspaper

CHARLES F. HIGHAM LTD.

LONDON—ENGLAND

Cable Address: 'Highamads,' London

Merchant Prince Sees Strike As Great Advertisement



London's famous merchant at his desk in the huge Selfridge store

THE great strike which we have just gone through, and which has been so victoriously terminated in favour of law and order and "live and let live," will probably prove to be one of the best advertising features of this advertising age.

☞ Every paper in every land has given much space to this effort to control the Nation through Trade Unions, and there are probably but few of the fifteen hundred million people in the world who have not discussed it.

☞ To everyone then with intelligence the result has been accepted as vitally important and, as I have suggested, I think

will be a tremendous advertisement for the good sense, the strength of purpose, the general good humour, poise, and absence of hysteria of the people of these Islands.

☞ Our British Delegates, while attending the Philadelphia Advertising Convention, will all have reason to know and to feel the influence of this great advertisement.

☞ I hope, too, that they will return bringing back new ideas and even a further knowledge of the science of advertising.

John Edward Seligman

The Daily Telegraph

enjoys an unrivalled measure of public confidence and esteem, not due to a fleeting popularity, but the result of years of sound journalism and truthful presentation of news.

In addition to its very large amount of displayed advertising, the enormous measurement of "Classified" Advertisements carried every day is a clear proof of its unique value as an advertising medium, and its readers open it each morning with a mind prepared and receptive for its many columns of advertising news.

For Advertising Rates, apply
H. G. REEVES, Advertisement Manager,
"THE DAILY TELEGRAPH,"
138, Fleet Street, London, England.

BRITAIN—BEFORE AND AFTER THE GENERAL STRIKE

There Is No Bad Blood in England Now—Britain Is Again on the Trade War Path—Strike Left Less Damage Than Most Sanguine Would Have Expected—Statement by Advertising Expert

By W. H. HARFORD

Director of Saward Baker & Co., Ltd.

(Written for EDITOR & PUBLISHER)

IN moments of detachment before the general strike I used to picture this, my country, as a man in his prime fighting the battle of life in competition with younger races but handicapped by blows from outside the ring delivered by an unfair fate named War. Yet this man, Britain, was miraculously winning. Oblivious both to the admiration of some sections of the world audience and to the doubting faces of others he was inch



W. H. Harford

by inch pushing onwards. He was whipping himself to the contest with a dogged energy that was almost demoniacal. He was calling up reserve after reserve of latent strength and still there appeared immeasurable reservoirs of vitality untapped. It was epic. And yet! And yet everybody knew that some of the bonds that made his task so enormous and his achievement so astounding could and must be snapped by himself alone!

But passing from difficult simile to cold facts we know that Britain emerged from a war, for which the strongest adjectival descriptions are pale things, with the laurels of victory and the loads of debt. Debt in figures that made the mind reel and the sweets of success bitter sweetness.

We immediately made one great error. We faced the future too swiftly. Instead of first putting our material and mental machinery in order we started the new trade war with a combination of pre-war complementary and the improvised weapons of the European holocaust. Maybe the need for rapid action appeared too strong for us, but could we have realized that the methods of trade had changed so much between 1914 and 1919 we should probably have organized not only our production, but our selling activities in conformity with the new day, instead of slowly and painfully improving them in the succeeding years.

And instead of patching up at intervals the disagreements between employer and workman we should by a patriotic appeal, which, if properly made never fails in this country, have capitalized by unity and understanding, our characteristic will to work. The fact that we were hampered by circumstances for which we were not responsible and by some for which we were in a sense to blame, serves to enhance the magnificence of the achievement we wrought and to place it in a white clear light before the other countries of the world.

Not the least part of the achievement was first the unqualified acknowledgment and second the faithful carrying out of, our financial obligations. We of

course recognize that by taking the honorable course, difficult as it was, we have proved that in national matters as in individual matters that attitude was commercially sound in the long run. This part of our achievement is familiar to Americans but it is perhaps less appreciated in the United States that in the years succeeding the termination of war we increased our general standard of living. We improved the social and economic status of our people despite our unemployment figures and despite the other obvious economic disabilities.

It may come as a surprise to many that of the seventeen million people in this country who are in receipt of incomes nearly two and a half millions earn an average of £715 per annum, a further two and a half million earn an average of £225 per annum, whilst the remaining twelve million earn an average of £129 per annum. But a statement of family incomes is probably a better view of our condition. Of the ten million families in the country it has been estimated that upwards of a quarter of a million are in receipt of an income of £1,000 a year and upwards, two million have an income between £1,000 and £400 and seven million have an income of below £400. And it must be remembered that our system of unemployment insurance benefits, trade union benefits and unemployment pay by the state prevented even the poorest classes, which exist in all countries, fall to pre-war level.

These accomplishments were made possible by the gradual improvement of our commercial machinery and it is significant that on the literal eve of the general strike hundreds of manufacturers in the northern area of England—the textile and machinery producing districts—were wending their way to the Second British Advertising Convention to take part in a manufacturers' conference on the subject of efficiency in selling methods. It may be easy in America to assemble five hundred non-advertising manufacturers to attend an advertising convention—I do not know that it has ever been attempted in the States—but in this country, I, who organized this manufacturers' session, felt that practically five hundred responses from one area of the country alone was a significant sign. It was fraught with immense possibilities, but then the long

talked of, never really expected menace of the general strike came like—like nothing we have experienced before.

It was decided to postpone the convention because it was obvious that when the strike was over the necessity for a close consideration of how to expand markets would be paramount. There were, however, many delegates who knowing there might be no trains running were anxious to "carry on and walk home."

Throughout the succeeding nine days British good temper and British level-headedness was never more strikingly manifested. If people had normal work to do they went to work, how they got there is now the subject of many humorous stories. If normal work was impossible, then they worked to keep the country going. One of our own office boys walked fifteen miles to the office and was very little late.

Amongst the more serious aspects of the affair was the strike of printers and allied trades which reduced the newspapers to "emergency sheets"—some just facsimile messages—because rarity of authentic news in the first few days led to rumors of rioting and disorder. The facts are that there was very little disturbance and when the press got stronger, as it did, day by day, and as the Government newspaper, born the first day of the strike, began to get big circulation, rumor was killed and the nation accepted with placidity the dual task of defeating the strike and prosecuting business.

The way in which we stood a shock which in most countries would have led to the running of blood, has had a curious psychological effect upon us. For years we have been suffering from an inferiority complex. We have been the world's worst advertisers of a nation as a nation. We have praised the enterprise of other countries and deprecated ourselves. We have seen virtue in others whilst doubting ourselves. But in trams and trains to-day you hear a man say to his neighbor "We are a wonderful people." We are!

Now, we are joking and telling funny stories about the strike which might have meant the end of Britain and of Europe. We are a wonderful people. Whilst we were dealing with the biggest menace we have ever faced, we watched the pound sterling rise to its highest point for many

years. Whilst the mines were empty, the factories closing down, the trains being run by amateur drivers, our money value rose and that of some European countries fell. Of course we are a wonderful people.

But to my mind, the most amazing thing of all is the calmness of the recovery. It is as though the Heavens had rained oil upon the stormiest sea. The vast majority of people are back at work as though nothing had happened and we are tired of strike talk. Frankly, it has been wearisome to write that part of this article dealing with the strike itself.

When it comes to talking about the future, however, thoughts and enthusiasms crowd in. Pen cannot travel fast enough. We have finished with pessimism. To the devil with doubt. We who have done these things can do undreamed of other things.

It reminds me of the story told of a gathering of townsmen in a Belgian village, the famous Town Hall of which had been sacked by the first rough rush of the German foe. The discussion centered round the question of whether the Town Hall should be rebuilt or left as a sad relic of an unforgivable crime. Some were for one course and some for the other. But when a young Belgian with a light in his eye cried out "Build again! of course we will build again, but we will build it three feet higher" the matter was settled.

The great general strike has left less damage than the most sanguine would have expected. Mr. Winston Churchill says it will not be necessary to impose fresh taxation this year and the cost to the Government was really negligible. Mr. Walter Runciman, M. P., shipowner, manufacturer and banker, estimates the total loss to the country to be thirty millions, and then declared "This country had as great power for a return to prosperity as ever it had in the past. There was a power of co-operation which had not yet been fully insisted upon . . . a power of enterprise by which men would take risks tempered by knowledge; and a desire on all hands to extend the commerce of this country. Not only within imperial boundaries, but throughout the whole world."

From the issue of "The Times" reporting Mr. Runciman's speech, I have clipped the headlines of reports of various company meetings—just from one issue. They are reproduced here and tell their own story.

There is one final point of tremendous import. The strike was defeated but the settlement was pacific. There is no bad blood in Britain now. The newspaper proprietors who had the most cause to be bitter because the men attempted to censor editorial and interfere with management are printing leading articles breathing the spirit of reconciliation and sounding the note of progress.

Out of the depths of a national crisis springs the flame of progress. The nation has regained its soul. The spirit of adventure is abroad. New methods will be embarked upon. New energy will be imparted into commerce. Britain is again on the trade warpath. We are a wonderful people.

Facts About Philadelphia

Philadelphia's population is 1,936,932. Philadelphia makes 60 per cent of the glazed kid produced in the world. Philadelphia has more than 1,000 churches of all denominations. The city's industrial payroll for a year averages about a half billion dollars. Of the 328,274 workers in industry in Philadelphia, less than 13 per cent are foreigners. Philadelphia has 15 per cent more skilled workers than New York, and 10 per cent more than Chicago. Invested capital in industrial plants in Philadelphia in 1923 amounted to \$1,066,901,923.61.

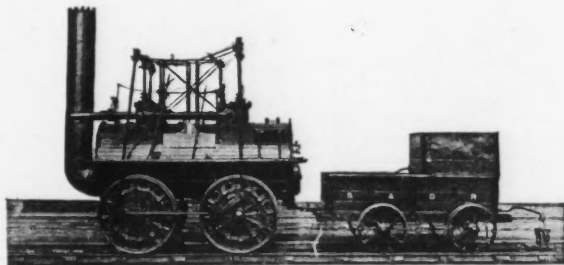
HEADLINES THAT SPELL BUSINESS

COMPANY MEETINGS.	BRUNNER, MOND AND CO.	GRESHAM LIFE ASSURANCE SOCIETY.
NORTH BRITISH AND MERCANTILE INSURANCE COMPANY.	INCREASED PROFIT. GREATER EFFICIENCY.	INCREASE IN NUMBER OF POLICIES.
GROWTH OF INCOME AND PROFITS.	IMPORTANT NEW DEVELOPMENTS.	FAVOURABLE MORTALITY EXPERIENCE.
WORLD-WIDE REVIEW DEPT.	ALLIANCE ASSURANCE COMPANY.	COMMERCIAL UNION ASSURANCE COMPANY.
PROGRESS OF THE YEAR.	CONFIDENCE IN THE FUTURE.	PERSONAL ENDOWMENT.
WHITEAWAY, LAIDLAW, AND CO.	MOND'S SPEECH Very General Meeting Co. Limited, was held at Hotel...	REVIEW OF YEAR'S BUSINESS.
OF WHOLE RANCE.	UNION AND INSURANCE COMPANY.	INTERRUPTED PROGRESS.
ET'S SPEECH.	SATISFACTORY LIFE FIGURES.	THE YORKSHIRE INSURANCE COMPANY.
SUBSTANTIALLY IMPROVED RESULTS.	INCREASED INTERIM BONUS	FURTHER PROGRESS.
DIVIDEND INCREASED.	CONSIDERABLE ADVANCEMENT IN FIRE PREMIUM INCOME.	REVIEW OF DEPARTMENTAL ACCOUNTS.
PROGRESS IN CURRENT YEAR.	THE 102ND ANNUAL GENERAL MEETING of Whiteaway, Laidlaw, and Co. was held on...	The 102ND ANNUAL GENERAL MEETING of the Yorkshire Insurance Company was held...

Clipped from one day's issue of *The Times* of London, telling a story of stable conditions in England's economic life.

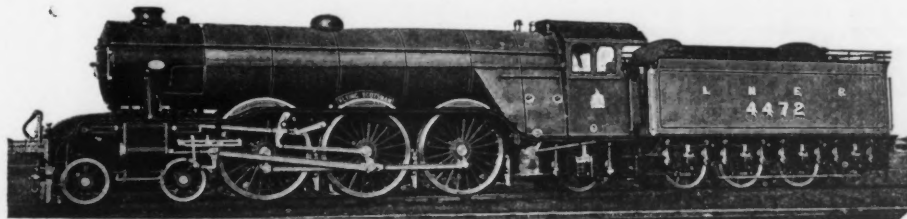
British Progress London & North Eastern Railway

1825



Started by George Stephenson when he constructed the Stockton and Darlington Railway (27 miles), the first public railway in the world, now part of the L.N.E.R.

1923



The London & North Eastern Railway of England and Scotland formed by the merger of seven British Railways into one great Company with nearly 7,000 miles of line. This amalgamation was accomplished without hitch or any interruption of the services rendered to the public.



1926

The L.N.E.R

has for its motto "Forward."

Conveys 371 Million passengers per annum.
143 Million tons of freight per annum.

Own 38 Docks and 23 Hotels.

Is the Shortest and Quickest Route between London and Scotland.

Provides the money-saving night route between England and the Continent via Harwich.

General Agent for America:

H. J. KETCHAM,
London & North Eastern Railway,
311, Fifth Avenue, New York, N.Y.



BRITISH ADVERTISING TRENDS SINCE HOUSTON

Improvement Seen in Technique—Development of Co-operative Advertising—Work to Be Done to Convince Retailers and Buying Public of Value of Publicity Service

By **SINCLAIR WOOD**

Director, Advertising & Publicity, Ltd., London, Brussels, New York

THE advertising man is, generally, so full of enthusiasm and optimism that he is prone at times to allow his optimism to run away with his judgment. For several years in Great Britain it has been the custom as each year closed for leaders of advertising to review the progress of the preceding twelve months. Were a layman, now, to read those reviews for the past five years, he would, I fear, expect advertising in Britain to be in a healthier, more advanced state than actually it is. Improvements that have taken place in only one or two quarters have been taken sometimes to constitute general improvement; progress has been classed as progress without any consideration of degree, sincerity, or speed, and numerous dark spots have, whether in ignorance or through the spirit of eternal hope, too often been ignored.

Reviewing, as impartially as possible, the state and trends of British advertising during the twelve months since the Houston convention, there are some real improvements to report, but equally there are matters in which it cannot be said that any advancement has been made. The directions in which there is improvement may be more numerous, but it is questionable whether, all things considered, British advertising has advanced far from the state it was in a year ago.

To deal first with the most cheerful aspect, there has, I think, been very real improvement in advertising technique.

The movement that began soon after the end of the war to have copy written by people who could use the King's English has gained force during 1925-26. Service agencies, and manufacturers maintaining their own advertising departments, are becoming convinced that to induce several thousand people to make a purchase or an inquiry by means of a few words is a difficult, specialized occupation calling for trained and specially equipped minds, and that such a type of mind must be paid for. And they are paying for it. Advertisers, too, are learning that a five-dollar drawing may not be good enough to focus attention on the argument presented in a thousand dollar-space, and more competent artists are being paid to translate the advertising man's ideas. There has been real progress in this direction, as well as in the details of advertisement preparation. Layout work may not on the whole have shown great improvement, but there has been very considerable growth in the tasteful setting of newspaper advertisements. More and more agencies are inducing their clients to have every advertisement specially typeset, and to supply papers with complete plates, so avoiding the dreadful similarity that had been unavoidable in the case of most papers. Three or four typesetters, at least, are now giving most intelligent, knowledgable service in this direction.

The second bright spot is the development of co-operative advertising. Five or six important campaigns have been

added during the past year. Still, much remains to be done—only a very tiny proportion of the industries, trades, and services that could profitably co-operate in advertising have as yet done so. One factor that militates against the spread of co-operative advertising is the scarcity as compared with the United States, of trade associations, and the general ineffectiveness of those that do exist. The British manufacturer and merchant tend to be self-contained, and view their fellow men more as competitors than as co-operators. The very idea that they should pool information about costs and methods scares them. The result is that, even in the case of existing associations, it is difficult to obtain and maintain agreement sufficiently long to achieve results. Advertising people are somewhat to blame for the continuance of this state of mind—they should be preaching more actively the benefits of co-operation. Up to the present, I believe, eighty per cent or ninety per cent of the co-operative campaigns in Britain have been developed and are being operated by one advertising agency.

The c. o. d. system introduced by the Government a few months ago presented to advertising an opportunity of which advantage is being taken very slowly indeed. The system opened up possibilities for reducing distribution costs by making more accessible the large bodies of people living in districts remote from good shopping centers—the people who raise the advertising cost of almost every success-

ful product in general use. The way for c. o. d. had been well paved by the post-order system run so successfully by the great department stores and mail order houses. But the opportunity has not been seized. Observation suggests that many of the advertisers who adopted the system during its first week gave up because they had not made huge profits within a fortnight. They were not prepared, apparently, for the constant hammering necessary to break down the British distrust of something new.

A factor that has probably affected the nonsuccess, as yet of c. o. d. is the distrust the British public still has of advertisements and consequently of advertised goods. However we may encourage ourselves in our trade papers and at our club and convention meetings, the fact remains that the great majority of the British public still associates advertising with exaggeration and misstatement. The most depressing thing about a review of last year's advertising history is, I think, that practically nothing has been done to change the public state of mind towards advertising. The average British housewife, when she buys an advertised product, firmly believes that she is "paying for the name" and the retailer agrees with her heartily. Nearly every woman believes that advertisements are untrue, and leaders of thought in the country—teachers, lawyers, preachers—are of the same opinion.

The country's clearest thinkers, when they can be induced to discuss adver-

A National Newspaper of Unique Character and Influence

CHARACTER counts with newspapers as with human beings.

The character of a newspaper may be judged alike by its advertisements and its editorial contents.

"The Sunday News" is a National Institution of unique character and influence.

For nearly a century (84 years) this famous old newspaper has maintained its pre-eminent position as the typical British Sunday Newspaper.



For space in

"THE SUNDAY NEWS"

formerly known as "Lloyd's Sunday News")

communicate with

ARTHUR RICHARDSON

Advertisement Director,

3-4-5, Salisbury Square,

Fleet Street, London,

England.

THE SUNDAY NEWS

tising at all, tell you almost to a man that it is a waste of money and manpower, that it increases the cost of living and that it adds to unemployment. Very occasionally, an economist will agree that co-operative advertising, or advertising in support of some great social cause, may be justified, but never that there can be any excuse for advertising an individual proprietary article. It is most difficult to bring them to any appreciation of the part that advertising plays in distribution. The country is not making

agement. Before drawing up advertising plans or advertisements, these organizations are making a conscientious study of the market in regard to each individual product, investigating competition, methods, potential and actual demand, consumer habits, needs and prejudices, and trade practices and sentiment. Based on this study they are preparing advertising plans that are sound fundamentally, and more likely to create, not only immediate sales, but repeat sales, and to build good will and successful businesses.



SINCLAIR WOOD

any study of distribution problems. It does not know there is a distribution problem. It expects that somehow goods should walk or fly from the factory door to the consumer, who ought to pay the price that the article costs the manufacturer and no more.

"Down with the middle man" has become a kind of parrot-cry solution for our living cost difficulty.

That is another depressing thing about British advertising. Advertising men are not taking the lead in bringing about serious study of distribution problems. They do not know anything about distribution themselves. Mostly, advertising agencies are still organizations for the preparation and placing of advertisements. Very few are competent to discuss with a client on equal terms the sale of his goods—able to go with him into costs, margins, distribution channels, selling plans, and to frame advertising campaigns that are built on a sound foundation. In the great majority of cases selling and advertising are carried on in water-tight compartments, without any conception of the fact that each is nothing but a part of marketing, and that alone either is a nonproductive function. The result is waste of effort and money so-called "advertising failures," with high distribution costs, consequent high cost of goods, and restriction of purchasing.

Just one bright spot appears here—one of the brightest in the last year's history. Five or six advertising agencies have come sincerely to appreciate that their real job is to help their clients dispose of their output at a profit, and that they must become, if not in name then in fact, marketing agencies instead of advertising agencies. These few are staffing their organizations not only with space-buyers and advertising technicians, but with men experienced in sales man-

Some, but insufficient, progress has been made towards bringing about a readier public acceptance of advertising and of advertised goods—towards convincing people that a statement is not necessarily incorrect because it is made in an advertisement. Much public speaking is done by advertising people, but usually to fellow workers with whom they are in complete agreement on the subject in question, or to manufacturers and merchants whom it is desired to convert to advertising. A little, but a very little, free space has been devoted by the newspapers to the advertising of advertising, and that has been almost entirely in the provincial press.

Mention of the work of the newspapers for the good of advertising reminds one of their painfully slow progress towards helping advertising practitioners to make their work more scientific and resultful. The additions to the lists of publications that issue guaranteed net sales certificates is disappointing. But what is worse is the fewness of the papers which issue any kind of analysis of their circulation. This question has an importance in Great Britain which, in the case of newspapers is far greater than in the United States, because in our country the great daily and Sunday newspapers published in London—and some in other cities—circulate from end to end of the country and constitute the cheapest medium for the advertising of most products. Yet only in the case of about two national newspapers is it possible to obtain a dependable detailed statement showing the distribution of the paper's circulation.

Instead of accurate, complete information, advertising men have to work on impressions gathered from coupon redemption, salesmen, and other sources, obviously insufficient and often misleading. The

(Continued on page 56)

A hearty welcome is extended to you from the Proprietors of . . .



"THE GRAPHIC"
AND
"THE BYSTANDER"

COMPRISE

Great Britain's "Powerful Pair"

The Leading Publications in the World of Illustrated Journalism

No advertising campaign appealing to the Upper Middle Classes is complete without the use of these two Publications

"THE GRAPHIC'S" reputation is well established and known throughout the British Empire, and deals with Men — Matters — Art and Politics on the best lines.

"THE BYSTANDER" is the Leading Light Society Weekly — A firm favourite with everyone.

Any further information and Scale of Advertisement Charges sent on application to

DIRECTOR OF ADVERTISING

GRAPHIC AND BYSTANDER, LTD.

116-117 Fleet Street, London, England, E.C.4

RAPID DEVELOPMENT OF "QUEEN OF MIDLANDS"

Millions Spent to Improve Nottingham,
Sited in Heart of England, Rich
in Natural Resources and Center
of Thriving Basic Industries

By H. E. POPHAM

It has been said very truly of the City of Nottingham that if she does not justify her proud title of "Queen of the Midlands" it is not for the lack of a lavish natural dowry to enable her to maintain that Sovereignty of which even the jealous rivalries of competing neighbors have been unable to dispossess her.

Physically and industrially Nottingham is situated in the heart of England, in the midst of the richest coalfields and iron ore deposits in the country. The natural wealth of this area, whose potentialities are almost incalculable, are now being exploited on an enormous scale.

Nottingham is the capital of one of the most important industrial counties of England, and is the leading city in a region with a population of three millions. The city is well served with railways, is on the main lines of two, and is one of the most important centres in the country of both road and water transport.

Nottingham has been a desirable place of human settlement since the earliest days of occupation of the British Isles by mankind, and for over a thousand years it has been a place of recognized importance in the development, political, industrial and commercial, of England. It stands today preeminent with great and rapidly growing textile, engineering, mining, leather, tobacco and chemical manufacturing trades, the names of many of her products being household words throughout the world, and also she has no rival in advantages of site and rich natural resources.

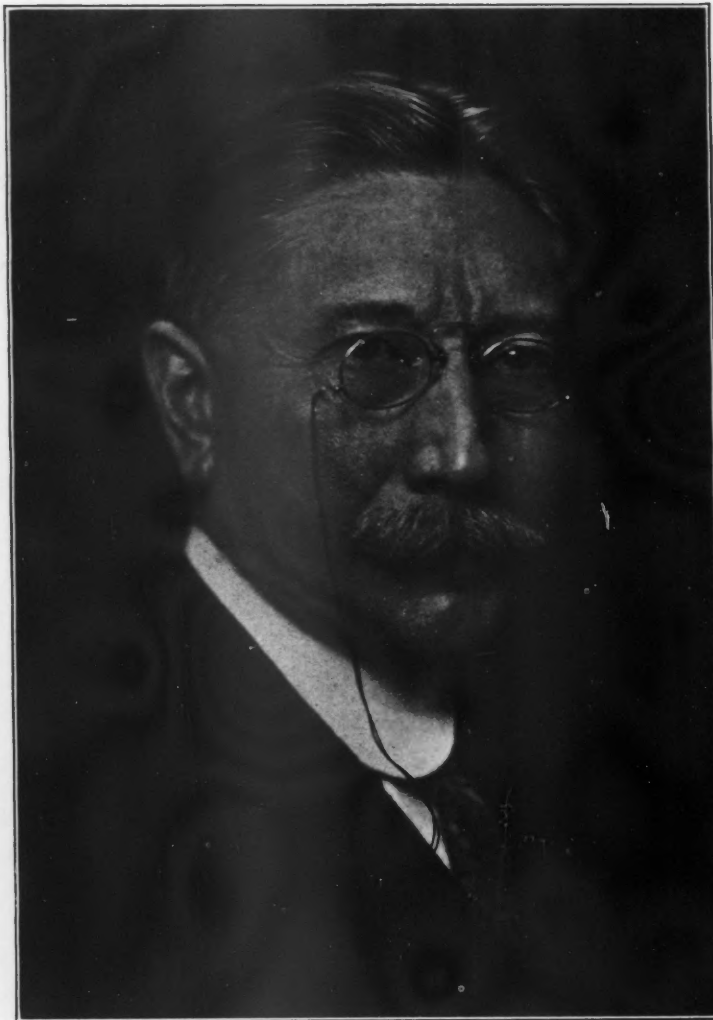
The enterprise and energy of Nottingham's captains of industry, whereby her progress is maintained and her prosperity enlarged, are adequately backed up and supplemented by the foresight and enlightenment of her municipal administration, which may more than challenge comparison with any city in the Kingdom.

As illustrating this phase of Nottingham's development, it may be mentioned that the great electric power station on the banks of the Trent, opened in 1925, at a cost of \$4,000,000 is already being extended at a further cost of about \$1,250,000; the width of the fine bridge across the Trent has been recently doubled, at a cost of \$650,000, the Council is spending over \$2,000,000 on canalizing the Trent, so as to make Nottingham approachable direct by craft of good size from the great seaport of Hull; thousands of new houses have been built or are in course of erection upon ideal sites for the accommodation of a huge and growing artisan population. Old slum areas and congested districts are being cleared out and rebuilt; the water supply is pure and abundant; the sanitation of the city has been thoroughly overhauled. Adequate recreative facilities are provided for all ages and tastes in beautiful and spacious parks and playing-fields, Nottingham being unusually well catered for in this respect.

At an outlay of \$1,000,000 the city has lately acquired the fine Wollaton estate of some 750 acres, which has given Nottingham possession of a demesne larger than Hyde Park, London; an historical Elizabethan mansion of incomparable beauty, and an ideal housing site of immense extent. New arterial roads are being constantly constructed at a cost of millions of dollars for relief of traffic congestion in the centre of the city. Nottingham's wonderful boulevard-embankment by the Trent, the envy of all inland cities, is having a finishing touch put to it by the provision of a new riverside park, the main entrance to which will be forwarded by a magnificent memorial gateway commemorating the Nottingham men who fell in the Great War.

BRITAIN EMERGING

By PAUL E. DERRICK



Paul E. Derrick

THOSE who knew Britain before the War, during the War, and immediately after the War, will find no better means of expressing her present condition, nor of indicating her future, than by comparing the past eight years to the eight months succeeding the smashing up of an American town by a cyclone.

While the storm lasted there was no time to think of anything but the storm. As soon as it passed, everyone was fighting fire, nursing the disabled, providing food and shelter for those who had escaped death, and the burying of the dead. Then came the salvaging of the ruins, the clearing away of the debris, and the rehousing of the survivors.

As order began to come out of chaos, interest in the outside world—finance, markets, and all the old-time concerns of life began to re-assert themselves; the engrossment of the immediate began to give place to interest in the future. Life began to slow down to a state of introspection and calculated outlook.

Britain is steadily approaching the normal. To an astonishing degree she is rebuilding her national finance, industry, commerce, and her social structure. No other nation has accomplished so much. Her recovery from the War, when considered in relation to her gigantic task, her sacrifices and disorganization, has been relatively as complete, and astonishingly soon, as was the rebuilding of San Francisco after the earthquake, or of any Western American town demolished by cyclone.

Britain still has much to do to wipe out her financial losses, caused by the war—greater, by far, than any other

nation ever faced; much to do to heal her wounds—more battle-scarred than any other nation ever was; much to do to re-establish her industry and commerce—a bigger task than any other nation ever undertook.

Americans who measure the post-war enterprise of Britain by counting her unemployed, should realize that as many men are now in steady employment as before the War. Her vast army of unemployed is the measure of her increase in man-power since the War. Her unequalled war losses of men have been more than made up. Restriction of emigration overseas, and particularly the restrictions imposed by the United States, has resulted in a huge army of excess labor which her steadily expanding industry cannot, as yet, absorb.

In her slow and sure way, Britain is steadily emerging from the abyss into which the War plunged her. Her face is set futureward. Who, knowing the facts, can doubt her continued greatness as a nation? Who, with sufficient intelligence to clearly imagine the condition of the world with Britain "down and out," and knowing what she stands for in the world's future, could complacently consider such a world catastrophe as her elimination from the small group of great powers?

That Britain is the keystone in the arch of European civilization should be patent to anyone acquainted with her historical record, and with present world-wide political conditions. Least of all should Americans lose heart in her future, nor should they envy her return to prosperity. America and Britain increasingly

need each other. I plead for a just mutual Anglo-American appreciation, and closer political and social relation; for a cessation of ignorant, jingo judgment, and mischievous pin-prickings. Let us, rather, cultivate mutual understanding.

Only Britain and the United States, together, can "make the World safe for Democracy."

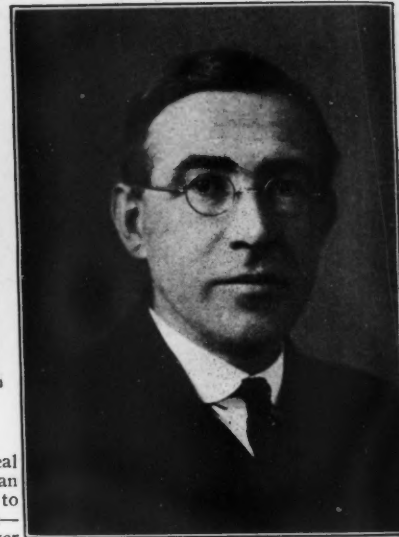
FALSE NOTIONS HERE REGARDING ENGLAND

Famous English Publisher Says We
Woefully Misunderstand Economic
Position—Hopes Convention Will
Recruit Tourists

By SIR ERNEST J. P. BENN

(Written for EDITOR & PUBLISHER)

The British delegation to the A. A. C. of W. Convention at Philadelphia will, I hope, be able to do much to correct the poor impression so widely held in the United States of the position of England today. I was in America in the autumn of 1925, and was appalled at the general misconception of our condition. It is the Englishman's privilege to grumble and he has never been known to do anything else, but English grumbling has not mattered very much so long as England was enjoying perfect political and economic health and strength as in the days before the war.



Sir Ernest J. P. Benn

Since 1918, however, the fog that has enveloped the continental countries of Europe has tended in the American mind to spread over England as well, and doles and unemployment, strikes and heavy taxation, have all appeared by the time the news of them got to America to be dire calamities weighing upon this country and bringing us near bankruptcy.

Nothing could, of course, be further from the truth. England has its little troubles, but it is still immeasurably better off than any other country in the world, except perhaps America, in all the things that matter.

I hope that the Advertising Convention will do something to divert the stream of American tourists to England. The American invasion of Europe this year has for the most part missed England. For some reason that I cannot understand everybody is going to the Mediterranean, or getting off the steamer at Cherbourg and doing the Continent, but very few seem to include England in their program. If only Americans would come and look at us as we are, they would discover for themselves how much importance ought to be attached to the English Channel and how mistaken it is to regard the condition of Europe as any criterion of the condition of England.

HERE'S
ENGLAND

AND THERE
IS NOTTINGHAM



*What about it?
Just this*

THAT although the area of England is only fifty thousand square miles, as against the U. S. A.'s three millions, you will find the same differences in district habits and view-points when you come to sell in England as you encounter in the States.

And the moral is?

Try out your campaign before you are committed to a big expenditure.

Where?

In the Nottingham area . . . where North meets South, and East meets West, and there dissolve all those local idiosyncrasies that tend to deflect the advertising needle.

The Average Englishman is to be found *only in the Midlands.*

CHOOSE THE

Nottingham Guardian

For "CLASS" GOODS, and

Nottingham Evening Post

For POPULAR ARTICLES.

Nottingham, London, Derby, Lincoln, Grantham, Mansfield, Loughborough.

London Office: 59, Fleet Street, E. C. 4

BRITISH ADVERTISING TRENDS SINCE HOUSTON

(Continued from page 53)

consequence is that almost every manufacturer who advertises a product to the general public pays for waste circulation and—what is probably worse—does not know definitely where his advertising is strongest, and so cannot co-ordinate his sales effort as effectively as he should.

Knowledge of the circulation of the principal provincial papers is equally important, yet such information is available only in three or four cases.

A disappointment too is the small number of women who are entering advertising in the executive grades, or who are graduating to executive work from the routine ranks. Where between seventy per cent and eighty per cent of advertised products are to be bought by women it is surprising that more of the sex are not grasping the opportunity that awaits them in advertising. That is partly due to the fact that "careers for women" is an idea new to Britain, and partly because the British's conservatism extends to a dislike of women in business on any kind of equality with himself. It is to be hoped that, for the good of advertising and the nation's business, a more liberal viewpoint will emerge before long.

The most heralded activities of the year have naturally been those of advertising organizations. Quite a number of new advertising clubs have sprung up in provincial centers, and the organizations concerned with advertising and its allied businesses have been incorporated in a new body known as the Advertising Association. The Association has done some good work, particularly in its appointment of a national vigilance committee, the function of which is to eliminate the dishonest and the exaggerated from advertising. Within the limits to which it has confined itself the committee has had some success, but its efforts

so far have not gone beyond the suppression of people using the classified columns dishonestly. If, later, it works with equal success among the numerous powerful advertisers using large display spaces in questionable ways, it will have performed a very great service indeed. The committee has not, unfortunately, the unanimous support of those concerned with advertising, because it has worked with very great secrecy and has not acquainted the members of the advertising business sufficiently with its policies and methods.

Similarly, the Advertising Association is not quite whole-heartedly supported by the people whom it should represent and lead. Some of its methods have given rise to criticism. It has not, in the opinion of many, taken a sufficiently firm stand against many of the blatant malpractices that exist. And it has not announced any very constructive program. One rather serious error it appears to be making is in describing, far and wide and frequently, advertising as a "profession," which obviously it is not, is not likely to be for a very long time, and cannot be in any case while the creators of advertising and the people who sell them their tools—space, printing, blocks, etc.—are associated in one body. As well amalgamate the Bricklayers' Union with the Royal Institute of British Architects and call every member a professional man.

To sum up. There is a growing understanding that advertising is a part of marketing and that the work of the advertising practitioner, if he is to earn his pay, must aid his client to sell his goods. Technique is improving rapidly. Some of the dishonest users of advertising are being eliminated. On the other side of the account, the status of advertising and of its workers is practically stationary. Advertising is not believed in by the public or by the retailer. Malpractices, such as commission-cutting, still abound. There is as yet no real training ground for recruits. Women are not entering the work as fast as they are needed. Organized advertising is louder than it is effective.

But we strive and hope.

A SINGLE ADVERTISING APPROPRIATION

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

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

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

Combination Advertising Rates for 12 Insertion Contract

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

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

Editor & Publisher
1700 Times Building
Broadway at 42d St.
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On board ship, get ENO at the barber's. At home or abroad, at any druggist or chemist. \$1.25 and 75c. a bottle.

ENO
TRADE MARK
THE WORLD FAMED Effervescent Salt

THE conquest of fear and its unhappy consequences, on the trip across, can very largely be accomplished by close companionship with this sparkling, clean-tasting refreshener. A dash of ENO in a half glass of water, the first thing in the morning, will do much to keep you in spritely mood for thorough enjoyment of the voyage. It tends to dissipate the effects of over-indulgence in the joys of the menu, promotes recovery from fatigue, and helps you refrain from taking the "cradle of the deep" too seriously.

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The **QUICKEST** and **MOST EFFECTIVE** means of covering **PRODUCTIVE BRITISH MARKETS**
 Advertise in these influential **KEY JOURNALS**



The Group of
SPECIALISED PUBLICATIONS
 of
ILIFFE & SONS LTD.
 LONDON, ENGLAND.

A specimen copy of any of these journals will be sent on request, together with advertising tariff and any further information required.

THE AUTOCAR.

The acknowledged leader of the automobile Press. Covers the whole field of motoring, and embraces all types of cars. Has a larger circulation than any other journal of its kind, and is the recognised best medium for reaching the British motoring public. Weekly.

THE MOTOR CYCLE.

The Motor Cyclist's Newspaper. Enjoys the distinction of being the most widely circulated specialised journal in the world. Its advertising pages are the market place of the motor-cycling community. Weekly.

MOTOR TRANSPORT.

A practical, well-illustrated journal for all interested in mechanical road transport. Deals with all types of industrial and utility vehicles, their maintenance, operation, and control. Read by business men connected with all branches of trade and commerce. Weekly.

THE AUTOMOBILE ENGINEER.

A technical journal devoted to the theory and practice of automobile and aircraft production, and the development of modern repetition engineering. Issued in the interests of designers, draughtsmen, manufacturers, managers, and heads of departments. Monthly.

MOTOR BODY BUILDING AND VEHICLE CONSTRUCTION

An old-established trade journal published in the interests of automobile manufacturers, motor body builders, garage proprietors, and motor repairers. The recognised authority on British coachwork. Monthly.

ICE AND COLD STORAGE.

The oldest and largest British journal devoted to the ice-making, cold storage, and refrigerating industries. Its readers include executives connected with cold stores, ice factories, hop stores, public abattoirs, breweries, etc. Monthly.

MODERN SCIENCE.

A magazine of progress, invention and discovery, dealing with current developments and achievements. An excellent medium for reaching a select and cultured public. Monthly.

THE WIRELESS WORLD.

The oldest-established radio journal—the most interesting, the most original, and the most reliable. It deals with all wireless matters, caters for all interests, and gives the earliest news of all radio developments. Weekly.

EXPERIMENTAL WIRELESS.

A magazine devoted to the interests of advanced amateur workers, experimenters, and wireless engineers. It contains technical and scientific information relating to every aspect of wireless experiment and research. Monthly.

THE AMATEUR PHOTOGRAPHER.

A very fully illustrated journal catering for all classes of camera users. Recognised as the most productive medium for reaching the British photographic field. Weekly.

EACH A LEADER IN ITS OWN PARTICULAR FIELD

ILIFFE & SONS LTD., Dorset House, Tudor Street, London, E.C.4, England.

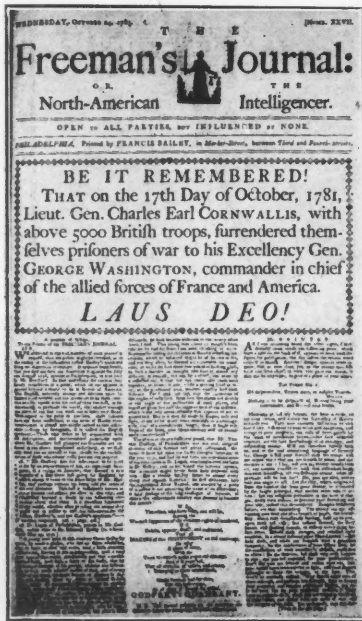
STORY OF PHILADELPHIA'S PIONEER JOURNALISM

(Continued from page 15)

To Cobbett Philadelphia was everything except a "City of Brotherly Love." So long as he lived there—with apologies to a popular song of yesterday—there was "a hot time in the old town." For it Cobbett coined the alliterative phrase, "corrupt and contented." For him it had no "Rural Rides." He and his cohorts were too busy with political feuds.

Cobbett may possibly be entitled to the last word. At least he is entitled to his hearing before final judgment. Just before he sailed for England on June 1, 1800 he issued a farewell address that was published in many American newspapers. In it Cobbett said:

As I have never spoken anything but truth to you, so I will never speak anything but truth of you; the heart of a Briton revolts at an emu-



Regular issue of *Freeman's Journal* announcing the surrender of Cornwallis.

lation in baseness, and although you have as a nation treated me most ungratefully and unjustly, I scorn to repay you with ingratitude and injustice.

With this I depart for my native land, where neither the moth of democracy, nor the rust of federalism, doth corrupt, and where thieves do not with impunity break through and steal five thousand dollars at a time.

With the words just quoted the Cobbett chapter in the history of the Philadelphia press may well be brought to a close. Let Peter Porcupine of Philadelphia drawn in his quills. Still I must a press *Post* script of later years.

After the passing of two decades the poets, Halleck and Drake, were in partnership under the firm name of Croaker & Co.—spoken of as "the wits of the day and the pride of the age." Their place of business was on the editorial page of the *New York Evening Post*. On Saturday, May 1, 1819 that page contained at the top of the first column a poem signed by Croaker & Co. and entitled "A loving epistle to Mr. William Cobbett of North Hempstead, Long Island." (He was on his second visit to America.)

The opening stanza pays this tribute to "Porcupine," who twenty years earlier was such a disturbing element in Philadelphia journalism:

Pride, boast, and glory of each hemisphere!
Well known, and lord in both—great Cobbett hail!
Hero of Botley there and Hemstead here
Of Newgate, and a Pennsylvania jail.

The poem then goes on to tell Cobbett to banish Philadelphia pole-cats from his mind, greets him as "first of scribes and of men," speaks of him as selling "Grammars and garden seeds in Fulton Street," and then offers to raise a

purse to pay his debts. But it concludes: For this we ask that you, for once, will show Some gratitude, and, if you can, be civil; Burn all your books, sell all your pigs, and go— No matter where—to England, or the devil.

Strange as it may seem a somewhat rare pamphlet published in Philadelphia in 1796, "British Honor and Humanity; or the Wonders of American Patience," written in reply to William Cobbett, is the only contemporary work that sums up the newspaper situation in America about the close of the eighteenth century:

There are considerably above an hundred newspapers in America. In one half of these, their editors very seldom write a line. Numbers of them reside an hundred leagues or upwards from the Atlantic, and think or care but little about the politics of the Old World. Of the remainder, it will be hard to find ten newspapers on the continent which have a marked partiality either for France or against her. The far greater part of them copy such pieces as come in their way without much nicety of selection. The remainder, which professedly espouse a particular party, are, in point of numbers, divided with tolerable equality. *The Boston Chronicle*, *The Argus* of New York, and *The Aurora* of Philadelphia are ranged on the side of France. Yet even these newspapers, or at least the two latter, give abundant access to the friends of Britain. The letters of Camillus, in favour of Mr. Jay's treaty, were begun, and for some time continued in *The Argus*, till their immeasurable length had tired the patience both of the printer and his customers. Again, Mr. Bache has frequently inserted in his *Aurora* pieces very dissonant to his feelings, and some times the meanest ribaldry against himself. Three other daily prints follow the British standard. These are *The Columbian Centinel* of Boston, *The Minerva* of New-York, and *The Gazette of the United States* published in this city. The last of these three editors, and perhaps the remark suits the two former, is far from inflexible. Mr. Fenno had submitted to be the panegyrist of Mr. Cobbett, but since the publication of the letter already cited from *The Porcupine* to Mr. Bache, another has appeared in Mr. Fenno's paper, declaring that Mr. Cobbett is entirely indefensible.

Clarence S. Brigham, Librarian of The American Antiquarian Society at Worcester, Mass., has nearly completed his "Bibliography of American Newspapers, 1690-1820." He informs me that there were issued in Philadelphia more newspapers which had weekly and tri-weekly editions, in addition to their daily issue,

than in any other city. Mr. Winship, who wrote the last report of the Council for the April meeting of that association, made a somewhat detailed analysis of Brigham's "Newspaper Bibliography." I want to quote one paragraph in that report for it lists in a numerical way newspapers published from 1690 to 1820 in Boston, New York, and Philadelphia:

A comparison of the figures for the three leading cities shows how securely New York had established her position as the metropolis before 1820, with 127 papers to her credit, as against 98 for Philadelphia and only 71 for Boston. But that there is a danger in drawing conclusions from such statistics as these, is suggested by an analysis of them, for 55 of the New York papers, 43½ percent, did not live more than a single year, as against 35 short-lived publications in Philadelphia, 35 percent, and 16 in Boston, 22½ percent. The chances for intellectual mortality in New York appear to have been twice as great as in Boston. On the other hand, New York had 44 papers which continued for more than five years, half of which stopped before reaching ten years. Philadelphia had 37 of more than five years, of which 22, only one less than New York, went beyond ten. Boston had 31 of more than five, and 18 of more than ten years.

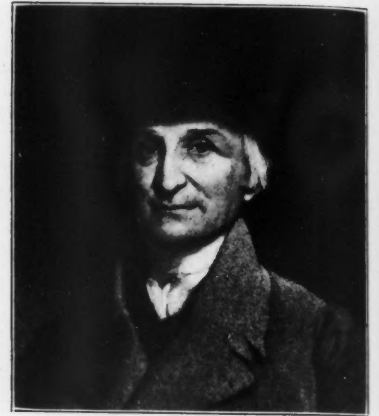
During those years that Philadelphia was the capital of the nation, however, it was the journalistic metropolis.

Philadelphia gave American journalism its first daily newspaper when *The Pennsylvania Packet and Daily Advertiser* appeared in that city on September 21, 1784. To trace the origin of this paper, however, I shall have to go back to the little weekly which John Dunlap established on October 28, 1771 and called *The Pennsylvania Packet*; and the *General Advertiser*.

While the British occupied Philadelphia the paper was published at Lancaster, Pennsylvania. The step from a weekly to a daily was a gradual one, for the paper appeared at various times as a semi-weekly and as a tri-weekly. As one turns the file of this paper one frequently finds the name of the owner incorporated in the title. For example, when Zachariah Poulson, Jr. purchased it on September 30, 1800 he called it *Poulson's American General Advertiser*.

The reproduction of the first issue of this first American daily, which illustrates this article, shows the tremendous advance that has been made in advertising. Advertisements, originally confined to the last page, are now put on the first page. As a matter of fact, in this first issue both the first page and the last page were all advertisements. The third page was split fifty-fifty. The only page entirely devoted to text was the second. Indeed, the influence of advertising may be seen in the title. Not only in Philadelphia but in other cities the first daily paper usually had in its title the word *Advertiser*.

No mention of the press of Philadelphia would be complete without passing reference to that grand old man, Zachariah Poulson. When he sold his



ZACHARIAH POULSON

Grand old editor of *American Daily Advertiser*, last link to the days of Franklin.

American Daily Advertiser on December 18, 1839 to *The North American* this tribute to him appeared in *The Saturday Evening Post*:

No man probably in this country has ever enjoyed so undisturbed a connection with a newspaper as Mr. Poulson. Commencing at a time when competition for public favor was known, he has strictly pursued the even tenor of his way, without departing from the rules which he adopted in the outset of his course. While his younger brethren were struggling and striving with each other—adopting all means to secure patronage—enlarging their sheets, and employing new and extraordinary means to win success—he looked calmly on, and continued as he commenced, nothing doubting that his old and tried friends would adhere to him. Nor was he disappointed in this expectation, since up to the moment of his dissolution *The Daily Advertiser* has neither abated in usefulness, interest, or profit.

Poulson died July 31, 1844, "being the last link connecting the Philadelphia publishing fraternity with that of the days of Franklin." Like his father, his "countenance on which nature had shed its bounty was ever enhanced and lit up by the evidences of a happy train of mental associations." For proof of this assertion see the portrait of Poulson printed in connection with this article.

First place belongs to the press of Philadelphia for excellence of "New Year Verses." These broadsides were distributed by news carriers on the first of the year to their patrons who were expected to remember the news boys. The reason for this excellence may be found in the fact that Philip Freneau, set the standard and was for several years the poet laureate of the Philadelphia press.

The exact date when the first of these broadsides appeared has not been fixed. But by 1783 the practice of publishing had become so well established that Philip Freneau began "New Year Verses, Addressed to those Gentlemen who have been pleased to favour Francis Wrigley, News Carrier, with their Custom" as follows: According to custom, once more I appear With the verse you expect at the dawn of the year.

Two lines which open the broadside "addressed to the customers of *The Freeman's Journal* by the lad who carries it" and written by Freneau (also 1783) describe the mode of treatment:

Let those who will, in hackney'd rhyme
And common cant, take up your time.

The truth of the assertion that these
(Continued on page 60)



Left to right—Azariah H. Simmons, Arunah Shepardson Abell and William M. Swain, founders of *Baltimore Sun* and *Philadelphia Public Ledger*. (From photograph made about 1837.)



When advertising to the British Market it is vital to success to observe that Scotland is served entirely by its own daily newspapers, chief of which are:—

The Glasgow Herald

(ESTABLISHED 1783)

The premier newspaper and the largest and leading advertisement medium: occupies a position of unrivalled influence in the homes and business interests of Scotland. No other newspaper there carries so much advertising.

The Evening Times

Certified net sale 280,560 copies per day. This is far in excess of the combined sales of any two other Scottish evening newspapers. It is the home newspaper of the evening and offers exceptionally good advertising value.

The Bulletin & Scot's Pictorial

is the daily picture paper which serves the whole of Scotland exclusively with the pictures and news which are of particular interest to the Scottish people. It is a much praised advertisement medium.

These newspapers are published in Glasgow, the second largest city in the British Isles, and circulate throughout the whole of Scotland. Their readers are ready buyers, quick to respond to advertising.

Advertisement rates and all particulars on application to the Advertisement Manager, 65 Buchanan Street, Glasgow, Scotland, or 112 Fleet Street, London, England.



STORY OF PHILADELPHIA'S PIONEER JOURNALISM

(Continued from page 58)

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Blest be the man who early prov'd
And first contriv'd to make it clear
That TIME upon a dial mov'd.

Another contribution made to American journalism by Philadelphia was the penny paper. It was called *The Cent* and was established in 1830 by Dr. Christopher Columbus Conwell. For fifteen years I have been searching for one of these press coins from the Philadelphia mint, but without success. That fact explains the briefness in the mention.

The first real penny paper in Philadelphia, the *Public Ledger*, was established in 1836 by three practical printers—Arunah S. Abell, Azariah H. Simmons, and William M. Swain. All had worked for Benjamin Day on the *New York Sun*, the success of which doubtless suggested the Philadelphia enterprise. On February 20, 1836, these three men signed papers which provided for the establishment of the *Public Ledger*, though the first issue did not appear until March 25, 1836. The purpose to establish such a paper had leaked out and another penny paper, the *Daily Transcript*, preceded it by a few days. The latter paper, however, soon became one of the numerous newspaper factors in the consolidations which today make up the *Public Ledger*. The three printers already mentioned later went to Baltimore where they established the *Sun* on May 17, 1837—a paper which fell exclusively into the hands of Mr. Abell in 1864.

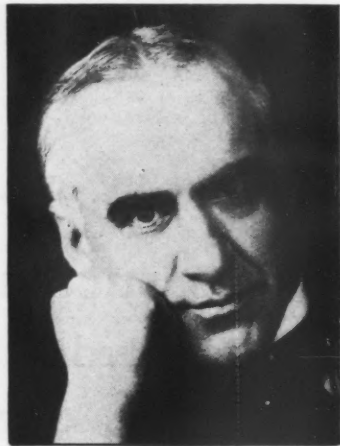
How the *Public Ledger* in 1864 became the property of George W. Childs, who was editor and proprietor from that date until 1894: how it later became the property of Adolph S. Ochs, the present publisher of *The New York Times*: how it was sold by Mr. Ochs to Cyrus H. K.



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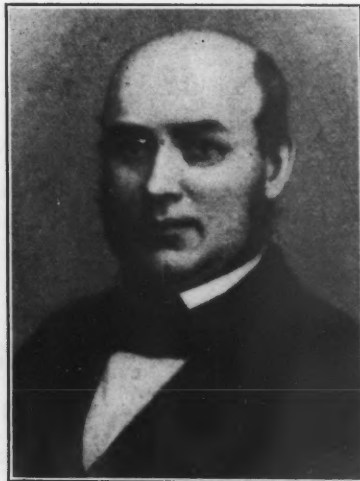
FUTURE PROSPERITY LIES IN WORLD PEACE

Message to the Convention from the Director of London Daily Chronicle



Stanza

Curtis—to tell that story would take too much space and is not necessary, for these chapters have already been well written. For the same reason I am purposely omitting all mention of present day papers. Their history has been well covered in separate chapters. These will be found in the anniversary issues that have been issued from time to time and which are preserved in many libraries.



GEO. W. CHILDS
Celebrated Philadelphia editor and publisher, once proprietor of Philadelphia Public Ledger.

I have mentioned specifically *The Philadelphia Public Ledger* because when it united to itself the *Philadelphia North American* it achieved in a way a direct connection that dates back to the first daily newspaper in America and, incidentally, still farther back to the old *Pennsylvania Packet* to which Hopkinson and Freneau contributed.

Space may be stolen to mention the most popular contribution which Hopkinson made to the *Pennsylvania Packet*. I refer to his ballad, "The Battle of the Kegs," which appeared in the issue of March 4, 1778. This ballad, later reprinted as a broadside, one of which is still preserved in the American Antiquarian Society, told the story about some American amateur torpedoes invented by David Bushnell. These amateur torpedoes, encased in kegs, were sent down the Delaware where they at least annoyed the British soldiers, even if they did not blow up British ships.

To Editor and Publisher:

I am happy to wish every success to the Advertising Convention at Philadelphia in June.

The frank discussions made possible by such a convention must solve many of the difficulties that face us be they of publicity, trade, policy or peace.

In the prosperity of the English speaking peoples lies the future peace of the world and while the prosperity of your country is patent to all, the seeds of commercial happiness and security are being shown in England today and a spirit of optimism pervades that is leading us to triumph over every difficulty.

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Gallants attend, and hear a friend,
Trill forth harmonious ditty;
Strange things, I'll tell, which late befell
In Philadelphia city.

'Twas early day, as poets say,
Just when the sun was rising,
A soldier stood, on log of wood,
And saw a sight surprising.

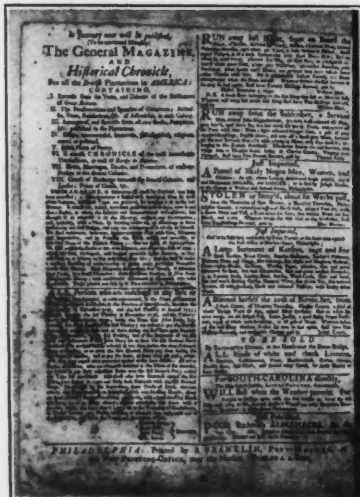
As in a maze, he stood to gaze,
The truth can't be deny'd, sir,
He spy'd a score—of kegs, or more,
Come floating down the tide, sir.

A sailor too, in jerkin blue,
The strange appearance viewing,
First damn'd his eyes, in great surprise,
Then said some mischief's brewing.

These kegs now hold the rebels bold,
Pack'd up like pickled herring;
And they're come down t' attack the town,
In this new way of ferrying.

I opened with a remark about Francis Hopkinson who was the newspaper wit of his day. I have done scant justice to his serious contributions in the interest of American independence. But in mentioning his most popular contribution to the press, "The Battle of the Kegs," I find a convenient place to write "Thirty" for this little chat.

Author's note—Justice demands that acknowledgement be made to Clarence S. Brigham, Librarian of the American Antiquarian Society at Worcester; to Victor Hugo Faltsits, Keeper of Manuscripts of the New York Public Library; to John B. Elliott; and to L. N. Nichols, also of the New York Public Library; for data used in preparing this article and the one on Philadelphia Magazines.—J. M. L.



Advertising in Franklin's General Magazine, showing paid notices of slave sales, rewards for runaway slaves and general mercantile announcements.

ASSOCIATES OF POOR RICHARD'S CLUB

Famous Organization Elects 500 Non-Advertising Members, Breaking Rule for First Time in 10 Years—Noted Names on List

Poor Richard Club has elected 500 associate members as part of its drive to pay for the A. A. C. W. convention to be held in Philadelphia next week. It is the first time the club's rule prohibiting non-advertising men members has been broken since 1916, when the last advertising convention was held in its city.

Noted Philadelphians are on the list this year. Among them are J. C. Strawbridge, Strawbridge & Clothier; Frank M. Hardt, vice-president of the Philadelphia Trust Company; Charles Edwin Fox, District Attorney; P. H. Gadsen, president, Chamber of Commerce; Lesing J. Rosenwald, vice-president of Sears Roebuck; Henry G. Prengle, president, Philadelphia Trust Company; Agnew T. Dice, president, Philadelphia & Reading Railway; Ex-Mayor J. Hampton Moore; Walter C. Redding, president, Philadelphia Real Estate Board; William S. Vare, Senator elect; Robert J. Brunred, president, Western Saving Fund Society; Ex-Mayor John Weaver; and E. J. Passmore, president, Bank of North America.

Coast Veteran Dies

Charles Lovelace, well known San Francisco newspaper man died June 9, in hospital shortly after being struck by an automobile. He had worked on most of the big papers on the Pacific Coast. Lovelace, who was on the *Los Angeles Times* at the time of the explosion several years ago clung to a window sill high above the street, but finally lost his hold and dropped to the sidewalk. He was picked up for dead and taken to the morgue, where a spark of life was discovered. He was confined to a hospital for many months but recovered.

Illinois Daily Host to Children

The first get-together of the Bloomington (Ill.) *Pantagraph's* Junior Club, with a membership through central Illinois, was held with 3,000 celebrants at the Irwin theater, June 12. A special program of child pictures was given.

Iowa Dailies Protest Freight Rates

A hearing was held in Des Moines, Ia., last week by Examiner Kerwin of the Interstate Commerce Commission on the freight transportation rates for newsprint from northern points to Des Moines. E. G. Wylie, freight commissioner of the Greater Des Moines Committee obtained a continuance until the current week. Mr. Wylie pointed out, in emphasizing the differential in the rates, that International Falls, Minn., has a rate of 24½ cents a 100 pounds on the haul to Cedar Rapids, a distance of 573 miles, on newsprint paper and a higher rate on other papers. From Fort Francis, Can., and International Falls to Des Moines, about 600 miles, the rate is 29 cents, while Moberly, Mo., 192 miles south of Des Moines and St. Louis, 340 miles beyond Des Moines, have a rate only half a cent greater than the Des Moines tariff.

Two Special Issues in 3 Days

The *Dawville* (Ill.) *Commercial-News* this week attained a new local record, publishing two special editions in three days. The first, containing 32 pages, commemorated the formal opening of the new home. While hundreds of visitors thronged the plant, the staff was finishing a 46-page Trade Extension special which announced a double-merchandising day sponsored by the merchants of the community.

Pantagraph Leases Business Site

The Bloomington (Ill.) *Daily Pantagraph* has taken a 99-year lease on the northwest corner of Washington and East streets, exercising an option it has held for several months.

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STORY OF PHILADELPHIA'S PIONEER JOURNALISM

(Continued from page 58)

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A handwritten signature, likely of the author of the message.

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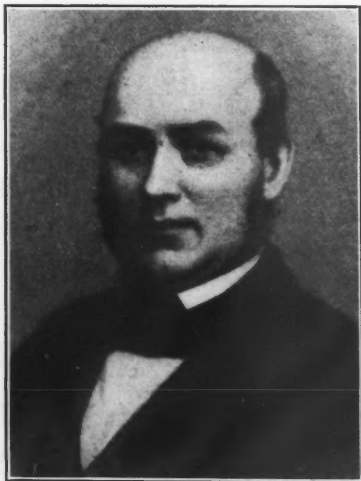
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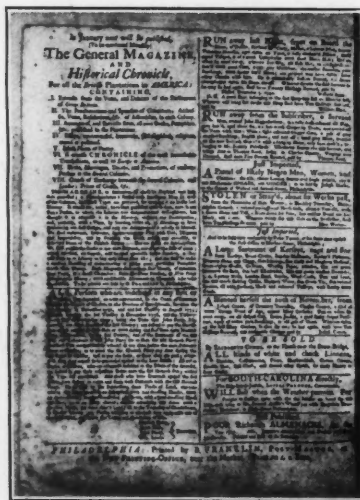
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I opened with a remark about Francis Hopkinson who was the newspaper wit of his day. I have done scant justice to his serious contributions in the interest of American independence. But in mentioning his most popular contribution to the press, "The Battle of the Kegs," I find a convenient place to write "Thirty" for this little chat.

Author's note—Justice demands that acknowledgment be made to Clarence S. Brigham, Librarian of the American Antiquarian Society at Worcester; to Victor Hugo Paltsits, Keeper of Manuscripts of the New York Public Library; to John B. Elliott; and to L. N. Nichols, also of the New York Public Library; for data used in preparing this article and the one on Philadelphia Magazines.—J. M. L.



Advertising in Franklin's General Magazine, showing paid notices of slave sales, rewards for runaway slaves and general mercantile announcements.

ASSOCIATES OF POOR RICHARD'S CLUB

Famous Organization Elects 500 Non-Advertising Members, Breaking Rule for First Time in 10 Years—Noted Names on List

Poor Richard Club has elected 500 associate members as part of its drive to pay for the A. A. C. W. convention to be held in Philadelphia next week. It is the first time the club's rule prohibiting non-advertising men members has been broken since 1916, when the last advertising convention was held in its city.

Noted Philadelphians are on the list this year. Among them are J. C. Strawbridge, Strawbridge & Clothier; Frank M. Hardt, vice-president of the Philadelphia Trust Company; Charles Edwin Fox, District Attorney; P. H. Gadsden, president, Chamber of Commerce; Lesing J. Rosenwald, vice-president of Sears Roebuck; Henry G. Prengle, president, Philadelphia Trust Company; Agnew T. Dice, president, Philadelphia & Reading Railway; Ex-Mayor J. Hampton Moore; Walter C. Redding, president, Philadelphia Real Estate Board; William S. Vare, President elect; Robert J. Brunbred, president, Western Saving Fund Society; Ex-Mayor John Weaver; and E. J. Passmore, president, Bank of North America.

Coast Veteran Dies

Charles Lovelace, well known San Francisco newspaper man died June 9, in hospital shortly after being struck by an automobile. He had worked on most of the big papers on the Pacific Coast. Lovelace, who was on the Los Angeles Times at the time of the explosion several years ago clung to a window sill high above the street, but finally lost his hold and dropped to the sidewalk. He was picked up for dead and taken to the morgue, where a spark of life was discovered. He was confined to a hospital for many months but recovered.

Illinois Daily Host to Children

The first get-together of the Bloomington (Ill.) Pantagraph's Junior Club, with a membership through central Illinois, was held with 3,000 celebrants at the Irwin theater, June 12. A special program of child pictures was given.

Iowa Dailies Protest Freight Rates

A hearing was held in Des Moines, Ia., last week by Examiner Kerwin of the Interstate Commerce Commission on the freight transportation rates for newsprint from northern points to Des Moines. E. G. Wylie, freight commissioner of the Greater Des Moines Committee obtained a continuance until the current week. Mr. Wylie pointed out, in emphasizing the differential in the rates, that International Falls, Minn., has a rate of 24½ cents a 100 pounds on the haul to Cedar Rapids, a distance of 573 miles, on newsprint paper and a higher rate on other papers. From Fort Francis, Can., and International Falls to Des Moines, about 600 miles, the rate is 29 cents, while Moberly, Mo., 192 miles south of Des Moines and St. Louis, 340 miles beyond Des Moines, have a rate only half a cent greater than the Des Moines tariff.

Two Special Issues in 3 Days

The Danville (Ill.) Commercial-News this week attained a new local record, publishing two special editions in three days. The first, containing 32 pages, commemorated the formal opening of the new home. While hundreds of visitors thronged the plant, the staff was finishing a 46-page Trade Extension special which announced a double-merchandising day sponsored by the merchants of the community.

Pantagraph Leases Business Site

The Bloomington (Ill.) Daily Pantagraph has taken a 99-year lease on the northwest corner of Washington and East streets, exercising an option it has held for several months.



EDITOR & PUBLISHER



1884 The Oldest Publisher's and Advertiser's Journal in America 1926

NEW YORK, JUNE 19, 1926



GREATER
FRANCE



Cordial Greetings from the French Press

Objects of the "Sister Nations" are Understanding, Increased Commercial Exchange, Improved Advertising Methods—Tribute to the Sovereign Power of the Press

By

Henry Simon

President of the National Federation of the French Press
Director of L'Echo de Paris

I gives me great pleasure to present the most cordial and affectionate greetings of the National Federation of the French press, whose president I have the honor to be, to the press and the Advertising Clubs of the United States.

How often, in speaking of our two countries, have we all employed that pleasant and friendly phrase, "sister nation." That expression to which France clings with so much sincerity, and which was so magnificently exemplified on the fields of battle must not be allowed to remain a mere literary phrase. This is not the time for theories. The feeling implied in the expression, "sister nations," made itself manifest as a tangible reality when the Advertising Clubs two years ago did us the honor of coming to France. That visit has been a charming memory to us, and it is therefore with the greatest pleasure that we pay this return visit to Philadelphia.

Whether on this side of the Atlantic or the other, the Press is a queen, an attentive sovereign, without conceit, vigilant, thoughtful of the interests of all, but always a sovereign. All sovereigns are to a degree parents; it is more than a conventional visit of politeness which the French press and the Advertising Clubs come to make. It is a visit of affection, of confidence, with some of the characteristics of a family reunion.

However, this is not all. Our desire in France—and we are convinced that we will find the same thought in the United States—is to see our relations more and more closely knit between the two countries in every particular. But if it is beside the mark to emphasize the efforts in this regard which have been made by both American and French newspapers, the benefits which may accrue through this work of publicity, it is nevertheless necessary to point out.

The reason for the existence of advertising is, in effect, to create the desire to buy. In the development of one country, as in another, its object is to make known the articles and products of factories and workshops, to increase appreciation, to stir up contacts, in brief, to encourage a continually increasing commercial development and to constantly reinforce commercial interchange. Thus we are better able to form judgments and estimations. Because of the geographical distance

between France and America, our products may serve as instruments of propaganda, may help the people of the two countries to know each other better. Advertising is the essential factor of this exchange.

I must beg you to excuse me if I seem to present self-evident ideas—which do not offer a field for practical discussion, but if these truths are apparent, this is certainly an opportunity where they may well be repeated. And that repetition may serve to give them renewed vitality by recalling them to our minds. The old story of the tortoise and the hare recalls the point. It is always necessary to hammer the nail, and to give these ideas, themselves, the wide advertising which they deserve. In this magazine it would be superfluous to praise their advantages.

Whoever thinks and reasons admits the general interest aroused by French publicity in America and American publicity in France. Even from the individual viewpoint, and I care not how strictly personal the attitude taken, it is the same. The benefits are apparent, to every branch of the profession, that must result from the united efforts of the American Advertising Clubs and the large French agencies. From all viewpoints, the intensification of advertising, in each country, offers the most valuable lessons, helping each nation to understand the mentality of the clientele which it wishes to reach.

Without doubt we have in France methods and ideas which surprise Americans as you at times disconcert us. We act childishly, and say that certain things are good and others bad. The methods of the two countries have their qualities dictated by the individualities of race and of the people to which they are addressed. They have their differences and their peculiarities which it is important to study and compare in order that we may understand each other.

It is for this which we strive: understanding between men, increased commercial exchange, improvement of the methods of advertising, in fact, the same purposes which brought you to France and which in turn are bringing us to you. It is a great and important work which, if we are ardent and sincere and unsparing of our efforts, will bring forth beautiful and enduring rewards for your country as for ours.





TRUTH IDEA WINS EUROPE'S ADVERTISERS

Famous French Editor and Senator Tells of History and Progress of Advertising in France—American Methods Sane and Simple—Looks to a Greater Future

By SENATOR PAUL DUPUY

Owner of *Le Petit Parisien* and *Excelsior*

WE find today that advertising and the press are so closely connected that it is difficult to think of them separately. The press existed for many years without advertising, also during that period of time the latter was carried on independently of the former, and it was ignorance regarding the intimate relationship that should have linked together these two forms of furnishing information, that permitted such a state of affairs to continue.

Daily, it is becoming more evident that the press and advertising have united their interests, and are now aspiring to the same ideal—that of spreading the truth.

The reason why they chose different roads during the first years of their development, was due to short-sightedness that led them to follow selfish personal interests, instead of universal interests, thus causing their paths to diverge.

The first newspapers were pamphlets using the newly invented printing press for particular ends. In other words, one employed the press as a means to an end, instead of rendering service to the public through the press. In the field of advertising, conditions were similar. Products of little value were highly praised, as it was thought that in this way buyers would be attracted, and the result of large sales would be the same when articles had found a market through their real worth.

Finally, when the time arrived when the purveyors of these two methods of disseminating information began to think of uniting, one to spread the news destined to influence its readers, the other to extol products lacking genuine value, the two partners realized that they were ashamed of one another.

When faced by this problem, the editor of a newspaper would say to himself, "if my readers after using the articles recommended by my journal, find that what has been printed regarding them is not correct, not even sincere, will they not be tempted to distrust news of every sort published by me?"

It then happened that after months of discomfort one welcomed with enthusiasm and set up as a principle, the reason formulated by Emile de Girardin, a French political journalist born in 1806. Girardin said to his readers, "We cannot in any way control the advertisements that appear in our columns, whereas to uphold our honor and dignity we cannot permit ourselves to give false news in our paper. Consequently it is necessary to separate that which we know from that of which we are ignorant. Otherwise we would be responsible for that of which we are not responsible."

And as the advertisements were found on the last page (fourth page) of his journal, Girardin set up the following statement:

"The fourth page of advertising is a wall upon which the advertisers put what they please."

Many newspapers in Europe still hold to this formula as above reproach and their highest guarantee. It is in fact a guarantee, but one of want and poverty for those by whom it is employed.

Once again it is the United States of America which has, through their development along this line, traced a path for the whole journalistic world. Though remaining faithful to the theory of the wall they decided to clean their walls thoroughly. That is to say, they refused to sanction the right of their advertisers to publish anything of a shocking or disagreeable nature.

The value of this discipline was proved by the beneficial results that followed, for in spite of the fiction of the wall, editors were forced to see that, in the minds of their readers, the spirit of the newspapers, and that of the advertisements accepted by them, was one and the same, and any failure on their part to



Senator Paul Dupuy

satisfy their subscribers would prove injurious to the interests of all advertisements presented. Those which did not appear to inspire confidence were eliminated, the real value of the products advertised was looked into, they were scrupulously analyzed and finally, the advertising department came under the complete control of the editors. This is an honor to the American press and the real source of its extraordinary prosperity. Some newspapers have made this control so severe that it is almost a certified guarantee for any advertiser or advertisement to be accepted by them.

France and Europe in general are slow in comprehending that the interests of the journal and those of the readers are identical. Little more is asked of an advertiser than that he take a great deal of space and pay for it regularly, slight attention being paid to what will appear in the space.

The coming to France of the Associated Advertising Clubs of the World and their faith in the methods used today in the United States, proved a complete revelation to the greater part of the members of the press and the advertisers. One is especially impressed by the spirit of close collaboration existing between the business firms inserting advertisements and the newspapers.

The service to be rendered and the interests of the public are the only questions to be considered. In Europe unfortunately other factors than these claim attention, and it is the interests of the middleman that still dominate the field of advertising. These middlemen are not as in the United States, possessors of technical knowledge regarding advertising, men who understand the market and are capable of giving sound advice to their customers who confide to them their propaganda.

But through business connections, or selfish motives that frequently arrive at nothing, they monopolize the advertising concessions and distribute according to personal interests. Under these conditions the advertisements are disseminated without intelligence.

The American methods are sane and simple. The marvellous results brought about by their use is evidence of the solid foundation on which they are based, and it is astonishing that Europe has not followed these ideas more faithfully.

Several pioneers, however, have come to the front and are indicating the road to take. The big newspapers and the important advertising agencies are beginning to understand that confidence is the essential element to be considered in the development of the advertising industry.

The convention of the Advertising Clubs of the World in Philadelphia will be visited by a French Delegation, and its work will be followed with the greatest interest in Paris and other parts of France.

Without doubt, before many years have passed, Paris, that from numberless points of view is recognized as one of the most important centers of the world, will in turn be considered as an essential factor in a greater development of advertising. And once again the two great Republics will be associated in a work of social progress.

SENATOR DUPUY'S CAREER

THE United States probably has no better friend on the European Continent than Senator Paul Dupuy, manager of the *Petit Parisien*. Ever since the time when as a mere youngster, fresh from college, M. Dupuy went to America to complete his education, to his latest trip with the Caillaux Debt Mission in Sep-

tember of last year, he has ever been in complete sympathy with the ideals and struggles of our country, and furthermore he has ever had a thorough understanding of our temperament, our accomplishments and our ambitions.

Paul Dupuy was born in Paris in 1878. Until he became of age his education followed the normal course of the son of an upper class Frenchman and at 22; he became actively associated with his father in the management of the *Petit Parisien*.

For two years he worked in the newspaper plant, and during that time secured a fundamental grasp of the problems of newspaper production, and at the end of these two years, which may be called his apprenticeship in newspaper work, Senator Dupuy's father decided to send him to America.

This visit included a survey of the entire country and resulted directly in young Dupuy's purchasing, largely upon his own initiative, the first complete printing plant ever bought by a European newspaper in the United States. His two years in the plant of the *Petit Parisien* had shown him conclusively that if the paper was to fulfill its destiny as one of the great dailies of the world it must be equipped to turn out daily editions whose circulation would run into the millions.

Once this plant was set up and in operation, two years later, Mr. Dupuy made another visit to America to make another purchase that has been far-reaching in its influence upon French journalism in general and upon the destinies of the *Petit Parisien* in particular. He had seen, immediately the new printing plant was in operation, that his newspaper must be absolutely independent of the fluctuating newsprint supply, and that the only practical way of accomplishing this was to produce its own paper. The result was the purchase of a paper mill plant, which in time was established and set in operation at Nanterre, near Paris, equipped with the widest and fastest machines built at that time in the United States.

The effect upon European procedure and manufacture was immediate. Such methods of production as the newspaper plant entailed upset the ordinary methods to such an extent that Mr. Dupuy was forced to import an American manager for his plant together with a foreman and a force of forty workmen. The Nanterre plant today produces more than 100 tons of paper daily.

From that day on, after Mr. Dupuy took charge of the management of the *Petit Parisien*, he advanced rapidly to his position as one of the most prominent newspaper publishers in Europe and to a place of greatest importance in the political life of his country.

He was elected to the French Chamber of Deputies in 1910 and after serving in this capacity for ten years, succeeded to the seat of his father in the Senate in 1920.

Shortly after the World War, Senator Dupuy made a second voyage of study through the United States, and this time took with him a large portion of the staff of his various publications.

To them he demonstrated both the advantages and the defects of the social structure in America, studied newspaper production at the largest American plants, and brought his men back to France with something more of the understanding and feeling for America and things American as he himself has always had.

Last Fall Senator Dupuy came to Washington as a member of the French Debt Funding Mission which was headed by M. Caillaux, and though in the States only a few weeks, succeeded in cementing the firm friendships he had made years before and in creating others.

SOUNDS KEYNOTE OF FRANCO-AMERICAN UNITY

Urges Sister Republics to Program of Closer Fraternal and Business Association—French Press and Advertising Agencies Prosperous Industry—Cordial Greetings

FROM December, 1914, until January, 1922, I had the great privilege of directing the French Bureau of Information in the United States, and from 1919 to 1921 of presiding over the Foreign Press Correspondents Association of America.

It was a joy for me to be in most friendly touch with all the newspapers, reviews and magazines of America, and also to have the opportunity of speaking in many States and cities where I understood the greatness, the good will, and the incomparable future of the American people.

A Frenchman, who has been able to study American public opinion during the great War and to feel, like the beating of a human pulse, the generous efforts of the United States toward liberty and justice, will always keep in his heart a very affectionate spot for the noble land of Washington, of Lincoln and of the soldiers of Chateau-Thierry, of Flirey and of Thiaucourt.

Very few Frenchmen thoroughly understand America and very few Americans understand France. The two Republics, bound by sacred, historic ties, strongly attracted toward each other through the same idealism, the same enthusiasms, the same love of modern progress, are unhappily separated by the difference of language and also by distance.

And still, there is so much likeness between the French and the American farmers, between the little shopkeepers of an American and of a French provincial city, between scientists of the Rockefeller Institute and scientists of the University of Paris! On both sides, the same thirst for more intellectual knowledge, for more efficient organization, for the real family life!

After 1918, France had to go back to work, and especially to strive very hard against gigantic difficulties. We all know that official initiatives are not always inspired by sentiment, nor permanently based on common sense and reciprocal interest. We younger generations of France, we believe, like the American people, in the supreme power of private initiative, of fraternal association between States, between cities, between similar professional, religious, commercial, groups and bodies. Only independent forces of public opinion can improve relations between France and America.

The most powerful and modern dynamic elements are, we may affirm it without mistake, on one side commerce and industry, on the other side the most faithful and devoted instrument of public opinion, the press, and its immediate collaborators: the advertising clubs and agencies.

The supremacy of politics over these forces singularly weakens nations, and sometimes brings them to ruin.

Two years ago, in 1924, the French press and advertising agencies had the great privilege of welcoming and entertaining, on behalf of the French people, in Paris, a large and splendid delegation of the Advertising men of the United States, of Canada, and of the world. The whole of the French press and of its devoted friends, the advertising agencies, fraternally united their resources and their national influence to prove to the 800 American Advertising men their warm desire of establishing lasting relations.

Since 1924, the French newspapers, Paris and provincial dailies, weekly, illustrated reviews, etc., had to struggle hard for their own interest, for the very life of their fellow-countrymen. Few countries in the world have a press more patriotic, energetic, and national in its far-reaching influence than ours. Every Paris daily, either large circulation infor-

By Dr. MARCEL KNECHT

Official Delegate of the French Press and Advertising Organizations,
General Secretary of "Le Matin"



Dr. Marcel Knecht

Photographed especially for EDITOR & PUBLISHER on his arrival at New York.

Our delegation simply represents the millions of copies of our newspapers, and furthermore our hundreds of thousands and our millions of readers and of friends. We bring the affectionate greetings of the whole French public opinion to the American advertisers, to the American press, to the American industries, and to the American public.

It is not propaganda, for France has always opposed propaganda, which is the caricature of loyal and cordial relations between peoples. We come here, neither to criticize, nor to beg humbly any support, that kind of support given by a strong man to a weaker man; we come here on behalf of the strongest, most prosperous and most united industry of France, the press and advertising agencies.

Though we pay for our pulp a heavy price, we are sound financially; we employ thousands of intellectual, technical and commercial collaborators, and our editorials and foreign news have not only far-reaching consequences in France, but all over Europe.

The press of France wishes to be the impartial arbiter which will give to the franc its former prestige and strength.

America has not yet understood the incomparable efficiency of our national institution, the Press. *With our Press, with our Advertisers, with your Press, with your Advertisers, we will help your productive industry, and you will help our industry.* Without hurrying our and your greatest production, we have the mission to contribute to a larger and more frequent distribution of American thought and American products to France, of French thought and French products to America.

We must also distribute to our newspapers better cabled and mailed information about American institutions political developments, etc.

When, in a few months, in a few years, fraternally associated together by sentiment and also by business, we shall have accomplished this program, we will have rendered an immense service not only to our two nations, but also to the cause of international peace, which can be only maintained through industrial and commercial prosperity.

On behalf of all my French colleagues, I am proud to express to all our Colleagues of America and of the World our cordial and friendly greetings.

DR. KNECHT'S CAREER

DR. KNECHT was born in 1882 in Nancy, France, and after having obtained his degree for the professorship of English Literature at the University of Nancy, studied at the University of Cambridge and at the University of Berlin.

In 1899 he began journalistic work with the publication of an illustrated weekly, and in 1902 he created an important export firm dealing in agricultural products, principally wheat.

In spite of his business activities, M. Knecht obtained his University degree in addition to writing editorials on foreign politics for Paris and Nancy dailies and delivering lectures at the Nancy Lycée and University.

In 1905 he organized several committees for the betterment of cordial relations between France and England, and France and America, and later, in 1909 played a prominent part in the organization and management of the International Industrial Exhibition at Nancy. In 1912 he organized the great drive for French aviation.

Having been mobilized in 1914 on the staff of General Foch, M. Knecht was, after a long illness in military hospitals,

(Continued on page F6)

mation newspapers or political newspapers, every provincial daily or weekly, is read all over our territory, and mould public opinion instead of being led by it.

Every Frenchman and every Frenchwoman has received a perfect instruction, even in our primary schools, and make up one of the most intellectual nations of the World. The daily and thorough reading of a newspaper, especially of our dailies of 6 and 8 pages, means a great deal to the citizen of France.

In France, where administrative and geographical centralization has given an artificial and somewhat tyrannical supremacy to the executive Government and to the legislative parliament, private initiatives have been discouraged, put aside sometimes, though seldom crushed. Happily for the public opinion and for the independent democracy, the press has emerged leading the way towards truth, progress, and solidarity.

Whenever Governments are slow, narrow-minded, selfish or unimaginative, a French newspaper, sometimes Parisian, sometimes provincial, develops a bold offensive, and always enthusiastically backed by public opinion, and finally supported by the Government and Parliament itself, conceives and realizes what

had been declared impossible by the official world.

The French press, still more powerful, more strongly equipped, more fraternally united under the intelligent presidency of a great French newspaper owner and journalist, Mr. Henry Simond, had received with deep pleasure the official invitation of the Advertising Clubs of America and of their eminent President, my dear friend C. K. Woodbridge. In spite of several actual difficulties, the largest and the smallest newspapers, in friendly cooperation with our national Havas Agency and its great leader, Léon Rénier, have voted to send a delegation with full powers to Philadelphia and other leading American cities, and have expressed their absolute desire of establishing on that occasion, not only sentimental but especially practical business relations which will never relax.

Never, in the history of France, all the Paris papers and all the provincial papers united, have taken such a national collective resolution. The most hopeful feature of this vote is that the newspapers' owners and directors assembled for that purpose have voted to act as private forces, acting independently, without any help or support of any kind from their Government.

TELLS OF THE NEW ADVERTISING IN FRANCE

Press Publicity Now Distinguishes Every Branch of French Commercial Activity—Merchants and Manufacturers Recognize Marvelous Results—American Methods an Inspiring Influence

By **LÉON RENIER, JR.**
Commercial Manager L'Agence Havas

IT may be a little beside the mark for Frenchmen to come here to speak about publicity, above all about publicity by means of the press, in addressing Americans who are masters of that art. Nevertheless, the fact that publicity has assumed in the French press an increasing importance for some years may excuse that temerity.

For this reason I think it may be important to explain as briefly as possible to our American friends what results have been obtained by our press in the matter of publicity during the last few years.

In the beginning, the press among us was almost non-existent. It was little more than a very feeble means of expressing political opinion and, since the first gazettes had nothing to compare with the grand editions of the dailies of today, it is self-evident that in those times there was scarcely an advertisement in the papers.

It was Emile de Girardin, founder of *La Presse* in 1836, who first had the idea of selling his last page to advertisers, in somewhat the same way as the owner of a house sells space for posters on his walls.

From that time really dates newspaper publicity, beginning in an extremely modest way. With the appearance of rotary presses in 1875, the dailies took a more important position and publicity received an equal aggrandizement. But up to the war of 1914 it must be remembered that the importance of this press publicity was in no way equal to that which it enjoys today.

As a matter of fact, a considerable part of the public took no interest whatever in the last page of the daily. Readers were content with the first pages where they found stories, informative articles, novels, etc. On the other hand, the manufacturers and merchants themselves felt it beneath their dignity to publish in the press advertisements praising their products. There was hardly any publicity during that time except for pharmaceutical specialties, a fact which did nothing to increase the dignity of advertising since the greater part of pharmaceutical products were not really efficient remedies, but smacked of charlatanism.

It was to the credit of the forerunners of real advertising that certain scattered workers, full of youth and enthusiasm, were influenced by the English and American methods of advertising and were able to adapt these methods for application in France.

The managers themselves soon took a lively interest in the matter and collaborated with the advertisers, with the result that advertising rapidly became better constructed and above all more sincere, since they understood the force of the expression "truth in advertising" so dear to the Americans.

Considering another side, the first French advertising men made a great effort to increase advertising technique, in giving it the best possible appearance, and introducing artistic touches.

The problem was delicate and difficult because of the fact that these pioneers were opposed on the one side by lack of confidence among the advertisers and on the other side by the distrust of the public.

It was necessary then, as a beginning, to educate the readers and to prove to the merchants and manufacturers that advertising, far from injuring a product, might work for the benefit of commerce and industry.

Conferences were held in several French cities, newspapers published articles, and our French advertising men by dint of individual effort soon saw their work crowned with success.

It may be said nowadays that press publicity in France distinguishes every

branch of our activity. Merchants and manufacturers recognize the marvelous results which have been obtained. And those who, but a few years before, attempted only with doubt and misgivings to do a small amount of advertising, do not hesitate to reserve entire pages, and even double pages in the daily and illustrated press to demonstrate the worth of their products.

The great automobile industry, the firms of Renault, Citroën, Peugeot, the great stores, the large provision houses, now take advantage of the press to popularize their products, through which

in creating a national character of its own.

Numerous American advertising campaigns have been undertaken in the French press with very interesting results but it was necessary to modify them so that they might be put in harmony with the French character.

Repeated experiences have shown that certain American advertisements, technically perfect, certain slogans with an astonishing efficiency on the other side of the Atlantic only obtained a mediocre success in France. The task of the advertising expert of our country, then,



LÉON RENIER, JR.

means there has been created in France a sane competition resulting in great advantages for the commerce and industries of our country.

The very banks turn nowadays to the newspapers in order to address their clientele which is quite as ignorant of their financial issues as of all the banking operations particularly belonging to such institutions.

Finally—and this is not one of the smallest conquests of newspaper advertising—the Rue de la Paix, including its numerous jewelers, dealers in antiques, in perfumery, etc., has come to the newspaper to exploit certain articles which are not always in general use. It may be understood from this development what success has been obtained by press advertising.

If the greater part turned to American and English methods it must not be forgotten that the French advertising men have been marvelously capable in adapting these methods to our country.

French education as regards advertising is not yet entirely complete, and the advertiser must consider both the regional spirit and natural skepticism. That is why French advertising has succeeded

has consisted not in blindly imitating foreign publicity but in "Frenchifying" it in order to render it effective. For it is important to remember that French advertising has numerous aspects resulting from the fact that France itself is composed of diverse regions where it is necessary to speak different languages if one wishes to be heard and understood.

It is also important to point out that advertising in our papers would be still more important if certain conditions did not prevent. The dailies have eight or ten pages and would claim a far larger circulation if the price of paper did not obstruct their extension.

The managers of the papers cannot increase the daily issues as they desire since the expense for materials, chiefly for paper, would result in a deficit.

It must also be remembered that the managers of papers, as well as the managers of advertising agencies, are often thrown into great difficulties by the instability of exchange.

During the war the Americans and the French had an opportunity to become acquainted with each other, to judge each other and to love each other. No false shame keeps the French from rec-

ognizing that in the matter of advertising the Americans have been their teacher and that in their country press publicity has been advanced to a very great degree of perfection. Such a lesson must not be lost.

In France the different advertising agencies—even the greatest—have understood the value of following American methods. They have gained thereby an organization, in power and in clientele, and the information from the other side of the Atlantic bears fruit.

Nevertheless it was not without legitimate pride that the writer of these lines remembers the visit of the advertisers who in 1924 came to our shores—a visit at the conclusion of which he had the great satisfaction of hearing certain among them say to him: "We know a good deal about advertising but we have learned something by visiting you."

That admission has been a real inspiration for us and we find in it the best encouragement to continue to work in close collaboration with the Americans who are our instructors and our friends.

M. Renier's Career

LÉON RENIER, Junior, must be classed as one of the younger generation of French business men who have come into prominence since the close of the World War, but because of his position in the organization of L'Agence Havas, his personality, and his attainments, he must also be put at the very top of this class.

Born in 1885, M. Renier was a student at the secondary schools of France where he completed the entire course before going into one of the best French colleges of law. Following this he completed his education with a year at an English University supplemented by a year at a German college. At the same time he devoted a great deal of time to the study of the habits, customs and commercial activities of both countries.

His education completed at the age of 20 years, he entered Agence Havas, where his father was already a member of the board of directors, as a simple clerk, and before taking over the responsibilities of his present position several years later, went through every department of the organization as a workman. He thus has a thorough knowledge of the operation of the extensive business both from the news and advertising angles.

When the World War broke out in 1914, M. Renier immediately enlisted in the Infantry on August 2, and served actively with his unit through the early years of the conflict. He was wounded twice, decorated for bravery in action, and was later transferred to the Flying Corps where he further distinguished himself for gallantry.

When the War was finally over, M. Renier was mustered out of the Army and directly thereafter became commercial manager for the enlarged Agence Havas. During the period of remarkable expansion which the organization has enjoyed in the years since the War, M. Renier has proved conclusively that he is "the right man in the right place" and has been of inestimable aid to French trade in both domestic and foreign fields.

As a recognition of and a reward for this service, the French Government recently created M. Renier a Knight of the Legion of Honor.

FRENCH DELEGATES ARRIVING IN U. S. AND RECEPTION COMMITTEE

Especially photographed for "Editor & Publisher"



French delegation and overseas reception committee of Advertising Club of New York on Pier 54 North River on arrival of the S. S. Paris of the French Line at noon on Wednesday, June 9, 1926.

Right to left: Major Adrien Muller, H. H. Charles, Frank LeRoy Blanchard, Clifton D. Jackson, J. W. Brown, L. H. White, Dr. Marcel Knecht, Charles C. Green, W. H. Dodge, Leon Renier, Jr., Robert Remy, Gilles Duroulet, J. S. Erdwurn, Henri Dumay, Jr., Andre Kaminker, Jesse H. Neal, Paul Meyer, Hector Fuller and I. R. Parsons (extreme left).

GLITTERING GEMS IN PARIS MARKET

By HUGUES CITROEN

President of the Syndicate of Diamond Merchants
Officer of the Legion of Honor

PARIS is the world market for precious stones, including pearls, sapphires, emeralds, rubies and all others except diamonds for which the principal markets are located at Antwerp and Amsterdam.

Ninety per cent of the choice pearls from India are brought to Paris and although they are sorted and classified at Bombay this work is done only preparatory to shipment to the Parisian market where the best workmanship permits the finishing to be done far better than at the source.

Sapphires, emeralds and rubies are cut at Paris where the incomparable stone cutters of the world are found. The modern jewelry work and the reproductions of the more classic forms permitting of the creation of marvels of the jewelers art, produced by these Parisian workmen, attracted the admiration of people from every country of the world at the Exposition of Decorative Arts held in Paris last year.

The United States constitutes one of the greatest markets for French jewelry and precious stones and in America today are to be found some of the most perfect

pearls, the most beautiful diamonds and other precious stones of the highest brilliancy and value.

To supply this high class clientele American jewelers usually come to Paris many times a year and it is for us a great pleasure to receive them and we believe it has been a great pleasure for them to come to our country. These buyers of jewels come principally during the month of June and since they are usually accompanied by members of their families it has been an honor for us to make their acquaintance in ways other than business.

It is a great satisfaction to the Syndicate of which I have the honor to be President to see in this relation of seller and customer and the exchange of ideas that naturally grows out of it, that our two groups are working toward better relations between America and France.

Favorable propaganda between the United States and France, a better understanding between the business men of the two nations, will go a long way toward reestablishing our economic position and putting the commercial relations between us on the firm and solid basis they should enjoy.

KEYSTONE OF FRANCO-AMERICAN UNITY

(Continued from page F4)

mobilized into the Diplomatic Service and sent first to Switzerland (French Press Bureau) and in October, 1916, to New

York and Washington, where, under Ambassador Jusserand, he was at first Assistant-Director, then Director, of the French Information Bureau.

In 1918, at the University of Wisconsin, M. Knecht, who had delivered more than 2,000 speeches and lectures in 18 American States and in Canada, received the Honorary Degree of LL. D.

During his long mission in America, he accompanied, as liaison agent, successively Marshal Joffre, Premier René Viviani, M. Henry Franklin-Bouillon, and others.

In 1920, he organized and escorted the delegation of the Knights of Columbus going to present the Lafayette statue to the city of Metz, and the same year, he escorted the Milwaukee delegation to the city of Strasbourg.

In 1921, he escorted the American Legion delegation to France.

In 1922, M. Maurice Bunau-Varilla, owner and director of *Le Matin*, enlisted his services, and gave him the important functions of general secretary, which requires numerous political, international, industrial and business contacts.

Since 1922, Dr. Knecht has especially developed at *Le Matin*:

- 1—Strong and friendly relations with America;
- 2—Permanent relations with the recovered French provinces of Alsace and Lorraine, as well as with Belgium, Luxembourg, Italy, etc.
- 3—The relations of the Press with all the new great industrial forces of France, luxury industries, couture, fashion, hotel industry, touristic industries, etc.

In 1924, Dr. Knecht was elected by all the newspaper directors as general secretary and manager for the reception of the Advertising Clubs of America, and a few months after was elected an Honorary Member of the New York Advertising Club.

In July, 1925, he was chosen by the French Government and the Paris International Arts Exhibition Committee as Chairman of the Reception Committee of a large delegation of American captains of industry sent by Secretary Herbert Hoover.

In the same year, the French Hotel Associations elected him Chairman of the Executive Committee which entertained recently 300 American Hotel delegates.

Recently, President Doumergue and Premier Briand made Dr. Knecht an Officer of the Legion of Honor, to reward the great services rendered by him to the cause of Franco-American friendship. The Honorable Myron T. Herrick, Ambassador of the United States to France, and himself a Grand Cross of the Legion of Honor, acted as sponsor to Dr. Knecht on the presentation of the Order.

Dr. Knecht is also: Grand Officer of the Nichan Iftikhar, of Tunisia; Commander of the National Order of Morocco; Commander of Isabella of Spain; Commander of St. Sava of Serbia; Commander of the Oak Crown of Luxembourg.

The French Minister of Labor and of Social Welfare has conferred upon him the gold medals of Welfare Work; and of Social Assistance.



LE MATIN Building, right on the "Boulevards"

LE MATIN publishes daily the latest commercial and financial news, and the rate of exchange from all European and American banks.

LE MATIN is the most powerful instrument of Industry, Commerce and Agriculture, and gives them the largest and most efficient co-operation.

LE MATIN has given a great development to photographic reportage . . . and its photo-engraving ateliers prepare quickly and until the very last minute, the plates necessary to illustrate the newspaper.

LE MATIN always endeavors to publish articles which can be read by anybody; it is a newspaper for family reading.

Because of the exceptional quantity of its information, the deliberate briefness in the presentation of facts, the ingenious light of its titles and sub-titles, and the method which directs the classification of its different items, because of its elite collaborators, LE MATIN is really the newspaper which is the best adapted to our time of haste and progress.

LE MATIN is printed on its nine great rotative machines, which have forty exits; those machines, equipped with all the latest improvements, permit the printing in the shortest time of its different issues which thus come out at the last minute.

Lastly, LE MATIN, always desirous to be at the head of all the technical progress, has secured the exclusivity for France of all which concerns the utilization by the press of the Belinogramme, the admirable invention of the great French scientist M. Belin, which enables the transmission and reception by telephone wires of drawings, hand-written or printed documents, or photographic proofs, with all their precisions and their half-tones.

LE MATIN has opened a beautiful reception-hall for one thousand people, which opens on a great reception-room and an exhibition-room; this hall has its own private entrance.

Le Matin

heads the newspapers because of its qualities, of the high grade of its readers, and of its huge diffusion.

LE MATIN is the most complete, the best and most rapidly informed of all the great French dailies; it is also the best illustrated; its ateliers for photo-engraving are famous.

Anxious to give to its readers nothing but real information it secured the services of special correspondents in all the French towns and in every foreign capital. It has then at its disposal a first-class information service.

LE MATIN'S buildings cover an area of four thousand square meters, right on the Boulevards.

LE MATIN, which has a daily circulation of over a million copies, is the only newspaper which has secured not only the quantity but the quality of readers. In all the classes, it is the newspaper of the elite; it is for this reason that its publicity is amongst the more efficient, as it reaches directly those who have the greatest purchasing power.

Lastly, LE MATIN, which always fought for the development of sentimental, economical and political relations between United States, Canada and France, publishes very often editorials signed by famous statesmen and writers who impartially study the great American problems and always try to create a necessary and cordial understanding between America and France.



LE MATIN Exhibition Room

HAVAS WORLD POWER IN NEWS AND ADVERTISING

French Agency Established Eighty Years Ago—Remarkable Development of Its Business in Recent Years—Review of One of the World's Largest Advertising Activities

By ALBERT G. LANEY

PROBABLY everyone who ever worked on a newspaper for any length of time knows of the Agence Havas. Its news despatches come day and night from every section of the globe and are used in thousands of newspapers in practically every country of the world. Literally millions of persons read every day items gathered by Havas, and in a dozen languages. So that one cannot be connected with a newspaper in any important city without coming constantly into contact with Havas.

And yet I have known newspaper men of long experience, even correspondents and editors of English language papers in the French Capital, who were astonished



M. Charles Houssaye, Vice-Chairman of the Board of Directors and Manager of the News Department.

to learn that Agence Havas is probably the oldest, and certainly one of the most important institutions in the world operating as an advertising agency. In point of fact, its news gathering service, extensive and efficient as it is, is no more than equal in importance to its service as an advertising agency.

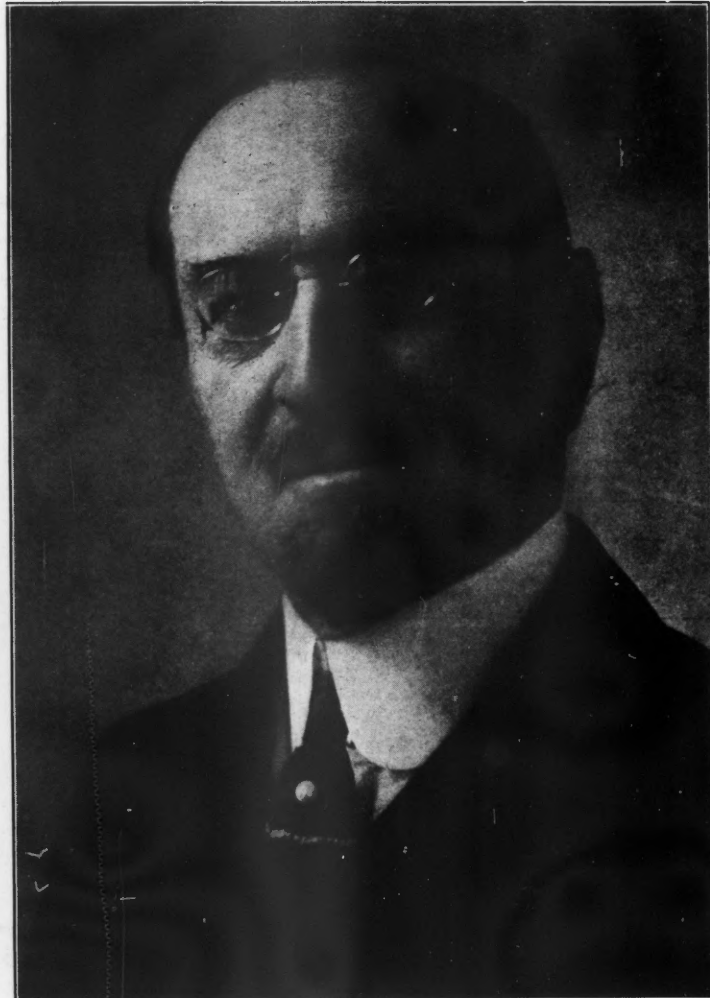
Further, and more important, there was and is back of Agence Havas, the fundamental, basic understanding of advertising in France, the idea that advertising is commercial information just as surely as general news is also information. Thus the recent development of Agence Havas has been in accord with the development throughout the advertising world, and the connection between the news service and the advertising agency, is now one of name and general management only, a fact that must be thoroughly understood if one is to realize the tremendous scope of the entire organization.

The development of special representation of newspapers has been rather that of an intermediary activity connecting the advertising agency with the news service through the fact that most newspapers receiving Havas news service, place their advertising representation in the hands of that agency.

There is a sound historical reason and background for this, resulting in the present organization, a situation which probably never will be duplicated, since the same reason can never exist for its foundation in France or elsewhere.

The story of the development of Havas in both its important functions, is one of the most absorbing to be found in the publication field. It is the story of the development of an idea conceived in 1835, and the realization of a splendid dream which opened before one man as this idea began slowly to develop.

To be speedily and accurately informed, the feverish desire for news, is a development of very recent times, almost of the 20th century. Paris learned of Napoleon's death on July 6, just two months



M. Léon Renier, Senior, Chairman of the Board of Directors of L'Agence Havas, and the man directly responsible for the unusual expansion of the organization since the war.

after the great general had died in exile at St. Helena. Nor did Paris care particularly about this lack of news, though it caused concern to a few enlightened minds.

One of these belonged to a young man who had left his native home at Oporto, Portugal, for France, toward the end of the Revolution, with which he was in sympathy. His idea, of which the splendid organization of Agence Havas as we know it to-day, is an outgrowth, had its small beginning in a little office in the rue Jean Jacques Rousseau, from which in 1835, Charles Havas offered to supply daily extracts from English, German, Italian, Spanish and Russian newspapers, to the various Government departments, the Embassies and the few Paris newspapers of that day.

Thus the Agence Havas, probably the first comprehensive news service in the world, was founded.

When the idea of a daily news service took hold almost at once it became immediately apparent to young Havas that the sources of information were wholly insufficient for the needs of his clients. From that day Agence Havas began to grow.

The first result was the settling in motion of an organization to concentrate news from all of France and other European countries into one central bureau, from which it was distributed to the entire French Press, provincial as well

as Parisian. At the same time French news was contributed to the foreign press in return for news from abroad. Correspondents were engaged in England, Germany, Italy, Spain and Holland and to them was entrusted the task of collecting and transmitting the news.

All means of communication, means which seem highly primitive to-day, were used to insure speed. There being no telegraph, Havas at first made use of the Chappe telegraphs, a system of transmitting messages by flashes of light from one tower to another, a method extremely costly and highly unreliable.

In 1840, after five years of apparently fruitless effort, his financial resources all but exhausted in trying to overcome insurmountable odds, M. Havas conceived an idea that amounted to a veritable flash of genius and was to prove that his idea of a news service was no idle dream. He established between London, Brussels and Paris, a regular, daily carrier pigeon service.

Public attention was immediately attracted to him and he was able to have important news from the London morning papers reach Paris in time for publication in the late afternoon editions. The press was quick to appreciate the innovation and subscribers to his service increased immediately.

The growth of Agence Havas from this point was rapid. By 1845 it had prospered to such an extent sub-agencies

had been established in Madrid, Rome, Vienna, Brussels and in America. One of the first assistants of Charles Havas, M. Reuter, had already founded the great London agency which still bears his name, and, working in conjunction with the head office in Paris and its branches, there was then hardly a country in the civilized world not covered by the "Bureau Havas" and its news was transmitted to many individuals of importance and the French papers, by the famous "Correspondence Havas."

Agence Havas, with all its connections, was at this time, in 1845, the most important news gathering and distributing organization in the world, but it was strictly a news organization. And the



M. Maurice Depicere, Administrateur Délégué and Manager of the Advertising Department.

period between this date and 1860, marked the beginnings of the development of Agence Havas as an advertising agency, which has in time, not only equalled the news organization in importance, but grown into perhaps the most extensive advertising agency in the world.

At this time the newspapers in the French provinces had only small financial resources, their revenue being derived solely from subscriptions and the sales of copies. It was therefore, impossible for them to undertake the cost of a regular Paris news service that by this time embraced the entire world.

A few of them, however, had begun about this time, to receive a small revenue from metropolitan advertisers, secured for them by M. Bullier, one of the founders, with M. Mathieu Lafitte, of a rather limited agency known as the Société Generale des Annonces. It was not a going concern and in 1860 M. Havas conceived his second far reaching idea and offered to M. Bullier an amalgamation of the two organizations, an offer which was immediately accepted.

Then, with the same vision that had marked this modest beginning, he offered to 200 of the most important French provincial papers, papers which could not yet afford to subscribe to his news service, a special daily news review covering French and foreign news, in return for the exclusive right to a certain amount of advertising space free on the third and fourth pages of these papers, the agency to derive its revenue from the sale of this space. Such was the origin of Agence Havas as an advertising agency and from that beginning the world organization of today has grown.

Almost without exception the newspapers to which this proposition was made, accepted, and Agence Havas became, through the amalgamation, a combined advertising and news distributing organization.

Shortly afterward electric telegraphy

(Continued on page F10)

SOIXANTE-SIXIEME ANNEE. — N° 23645

On s'abonne aux Bureaux du Journal, 5, RUE DES ITALIENS, A PARIS (9^e), et dans tous les Bureaux de Poste

LUNDI 10 MAI 1926

PRIX DE L'ABONNEMENT
PARIS, 5, RUE DES ITALIENS. — 1^{er} sem. 30 fr. 2^e sem. 50 fr. 3^e sem. 75 fr.
DEPARTS ET COLONIES FRANÇAISES. — 1^{er} sem. 35 fr. 2^e sem. 60 fr. 3^e sem. 90 fr.
ÉTRANGER. — 1^{er} sem. 45 fr. 2^e sem. 80 fr. 3^e sem. 120 fr.
LES ABONNEMENTS DONT LE N° 1 EST EN COURS DE PAIEMENT
Un trimestre (PARIS et DÉPARTS) 85 centimes

Le Temps

PRIX DE L'ABONNEMENT
PARIS, 5, RUE DES ITALIENS. — 1^{er} sem. 30 fr. 2^e sem. 50 fr. 3^e sem. 75 fr.
DEPARTS ET COLONIES FRANÇAISES. — 1^{er} sem. 35 fr. 2^e sem. 60 fr. 3^e sem. 90 fr.
ÉTRANGER. — 1^{er} sem. 45 fr. 2^e sem. 80 fr. 3^e sem. 120 fr.
LES ABONNEMENTS DONT LE N° 1 EST EN COURS DE PAIEMENT
Un trimestre (PARIS et DÉPARTS) 85 centimes
ABONNÉS : AUX BUREAUX DU TEMPS, 5, rue des Italiens, à l'Agence HAVAS et dans ses succursales et dans toutes les Agences de Publications
Le Journal decline toute responsabilité quant à leur contenu
TÉLÉPHONE : CNY 1002, Gutenberg 03.07 — 03.08 — 03.09 — 03.32 — 03.33
GROSSE POSTALE, Numéro 00

SOMMAIRE

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Dans le Levant. — La Situation générale, ROBERT POULAIN. — La Crise politique en Belgique. — Nouvelles de l'étranger. — Revue de la presse. — Nouvelles du Jour. — Armée. — Académies. — Sports. — Théâtre. — PLEIN BRASSON.

chancelier Luther à chercher désormais des appuis à droite. Le parti populiste n'a jamais dissimulé ses sympathies pour les nationalistes, et s'il a dû admettre la collaboration parlementaire de la social-démocratie, afin d'assurer au cabinet la majorité nécessaire à la ratification du traité de Locarno, et la décision de demander l'admission du Reich à la Société des Nations, la situation n'est totale-

POUR LA FÊTE DE JEANNE D'ARC
Lorsque la proposition d'instituer une fête nationale en l'honneur de Jeanne d'Arc fut présentée au Sénat par Joseph Faber, et fut adoptée par la haute Assemblée, nous d'

la simple vérité, l'exactitude des faits n'ont aucune importance dans ce rôle. Mirbeau parle sans respect de Renan, mais pourquoi l'appelle-t-il gymnopédiste? Le maître n'allait pas tout nu. Pourquoi, louant à bon droit Lecomte de Lisle, comme poète, le félicite-t-il de ne jamais avoir mis les pieds...

Les Espagnols sur Fouad Kert
Les Espagnols ont attaqué dans le matin de mardi sur Fouad Kert en 2 colonnes. La première débouchant d'Aïn-el-Midân a marché dans la direction générale de Tiel-el-Aasaf, d'où il s'est dirigé vers l'est, sur la rive nord du Kert; elle a atteint le poste oriental de Djebel Youmann. A la suite de ces troupes espagnoles et...

LE REGLEMENT DE LA PAIX
La réorganisation du conseil de la Société des Nations
M. Paul-Boncour et Fromagot parlent aujourd'hui devant le Sénat, se référant à Genève, où les travaux de la commission de réorganisation de la Société des Nations...

THE impartial independence of the "TEMPS" originating in a really liberal character and an inviolable respect for the Public, together with its traditional spirit tempered with a prudent but incessant reconciliation of the exigencies of contemporary journalism, have made this newspaper one of the most weighty organs of public opinion of our days.

More than one hundred years have passed since the first "TEMPS" appeared in 1820 but after playing a prominent part in the events of that period, it ceased publication in 1843. The title was restored in 1861 by Auguste Nefftzer who obtained the cooperation of a number of distinguished writers. Louis Blanc the historian, who lived in London, used to send him his letters from abroad and Georges Clemenceau, then a beginner, contributed articles on the life and institutions of the United States where he was traveling at the time. Among the chief political contributors were Challemel-Lacour, Henri Brisson and Jules Ferry. Literature brought Saint Beuve into their ranks and theatrical criticism, Francisque Sarcey, the most popular writer of the Monday feuilletons. Again, in the world of letters, we will only name those who are no longer among us such as Renan who contributed his "Philosophical Dialogues," Jules Simon, Jules Lemaitre, Alfred Mézières, Jules Claretie, Henry Roujon and Anatole France.



Adrien Hebrard, who was numbered among the most eminent personalities in Paris, became the Editor of the "TEMPS" in 1867 and carried out his task in a brilliant manner up to his death in 1914. Control then passed into the hands of his sons, first Mr. Emile Hebrard and now Mr. Adrien Hebrard.

Because The "TEMPS" has continued to develop its foreign correspondent service it occupies today a unique and original position among the great French dailies.

It has its own private correspondents in most European towns with which it is connected by a telegraphic and telephonic system. In the French Colonies and various other countries it has its resident correspondents who are always well informed with regard to the events passing under their eyes. Further, as soon as an event of any importance takes place abroad, a competent journalist is at once despatched to make a special report on it.

Economic, financial and commercial problems which are so closely connected in our times with all foreign political questions, are the constant object of its attention. While devoting an ever-increasing part to the discussion of and information concerning national politics, the "TEMPS" continually increases its universally acknowledged sphere of influence throughout the world by the cooperation of specialists and the most personal, rapid and sure methods of investigation.

SUBSCRIPTION RATES

Table with 2 columns: Location and Rate. Includes Paris (72 Francs), Foreign Countries (50% reduction), and Other countries (200 Francs).

"LE TEMPS"

PARIS-5, rue des Italiens 9°
Téléphone (Cinq lignes):
Gutenberg 03.07-03.08-03.09-03.32-03.33
Chèque postal No. 60—Régistre du Commerce Paris 70722
ADRESSE TELEGRAPHIQUE— TEMPS PARIS

ADVERTISING RATES

Table with 2 columns: Advertisement Type and Rate. Includes Annonces Commerciales (15 francs), Réclames (25 francs), and Avis divers (30 francs).

was perfected for practical purposes, resulting naturally in the further expansion and development of news agencies. Upon the initiative of M. Havas an agreement was made for the exchange of news between the big news agencies that had come into being in all great European capitals by this time, and Havas was tied up definitely with Reuter in London, Wolf in Berlin, a correspondent at Vienna, the Stefani Agency in Rome and the Fabra Agency in Madrid.

The now enlarged and developed Agence Havas was incorporated into a French "Société Anonyme" with a capital of 8,500,000 francs, by M. Charles Havas, his son Auguste Havas, who had succeeded his father as manager of the agency, and by M. Edward Lebey, their associate. In 1897 M. Charles Lafitte was made President of the Board of Directors, a position he occupied until his death in 1924. M. Lebey, in the new incorporation, was made General Manager, and M. Henri Houssaye assisted him as Administrateur Délégué.

The agency acquired control from the State of special telegraph wires connecting the Paris office with the editorial departments of practically every newspaper of importance in France, and the installation of the American ticker service throughout Paris, was a development which followed immediately afterward. This service gave to newspapers, banks, clubs, hotels, cafes etc., stock exchange and commercial quotations, racing results and general news.

Agence Havas has increased steadily since that time until it is unrivalled on the Continent to-day. Through the efforts of M. Léon Rénier, the present head of the organization, its capitalization has been increased from 18,500,000 francs in 1921, to 50,000,000 in 1925.

Since the war, through a series of reorganizations, it has become unique in its field, with no other news agency of anything like the same size and diversity of activities. Its special wires in France have a total length of 3,500 kilometres, over which one million words of news flow daily. It is accepted, and always thought of by newspaper men, as one of the really great news gathering and distributing organizations of the world.

This description, however, is preliminary to a description of the activities of Agence Havas as an advertising agency, a subject of considerably more importance to advertising men, and a story which will, I believe, cause every delegate to the convention, considerable surprise.

It will be seen that Agence Havas and the Société Generale des Annonces have had for nearly three quarters of a century, a very close relationship growing out of conditions as they existed in the early days of the development of advertising and the distribution of news. It was M. Auguste Havas and M. Edouard Lebey who, in 1879 first laid down and put into practice the principles of modern advertising in France. From that time to the present day the advertising activities of the organization have increased and expanded rapidly and the complete amalgamation of the Société Generale des Annonces into the Agence Havas by M. Léon Rénier in 1921, and the recapitalization of the agency, was directly due to the development of advertising.

The reason for the development of the advertising and news functions of the agency simultaneously will thus be apparent. There existed in the beginning a practical business to assist the necessary extension of the news service, especially throughout the provinces which was made feasible by the possibility of revenue from advertising, which the agency even then, was in a unique position to supply.

What was possible in 1850, when both the distribution of news and the development of advertising were in their infancy, cannot be done again to-day. Once conceived and developed, the idea of the Agence Havas is destined to remain the only one of its kind in the world. The system and method upon which it was founded is unique and un-

doubtedly will remain without imitation. Agence Havas, functioning in its joint capacities, is thus equipped to handle advertising in Europe and throughout the world, outside of the United States and perhaps Canada, as is no other organization or group of organizations working together.

As will be easily apparent to American advertising men from the foregoing description of the growth of the organization, advertising service in France, must inevitably be almost wholly different from advertising service rendered in a market where merchandising and selling customs offer entirely different problems. The Frenchman, considered in the mass, is not ready to-day to respond to the appeal of American methods of advertising and it is a question if he ever will be.

Nevertheless, Agence Havas, which serves the field as no other organization can, has exactly the same object as any other advertising agency, namely, the development of advertising in its service both to the client and the publication.

Merchandising, for instance, has come

to be an important part of Havas development during the last few years and inquiry into the organization throws considerable light on the kind, diversity and quality of the advertising services rendered.

In Paris the central office has a selling organization of numerous courtiers, or agency contact men, whose business is to obtain accounts. These extend from local accounts to national and international advertisers.

Back of this work are the copy and art departments and also a complete printing and engraving plant. The courtiers have also the advantages of a technical department for purposes of merchandising, selling and advertising, where advertising plans submitted to the clients are studied, co-ordinated and completed.

Back of this again is the enormous space buying department with its wide and varied connections and its complete information regarding every publication in France and practically every publication throughout Europe. The work of this department has now been extended

to a world-wide study of media, including the United States.

In addition to the Central Agency there exists in Paris numerous sub-agencies, a development found necessary because Havas has made a specialty of newspaper advertising. That is to say, it deals in particular with the daily publications edited in Paris or in the Provinces. Thus, in order efficiently to cover all branches of advertising, and with a view to facilitating its work, the organization has established these specialized agencies, in billboard, the stations of the underground railway system, outside poster advertising, etc.

Also a special agency has been established, to deal only with periodicals; another with annuals; another embraces technical publications. Special agreements have also been made with international advertising agencies and no branch of advertising is omitted, for Havas realizes that every one of these branches should be dealt with by a special organization. Acting along these lines this agency is fully equipped to handle all advertising matters when and how required.

Outside Paris, Havas has set up in the most important towns, thirty-five special sub-agencies, the business of which is to collect local accounts, to place in the local papers advertising from the central offices, and to handle through the Paris organization, publicity destined for the Paris publications. These agencies, though independent in the radius of their territories, are connected with and controlled by the Paris offices.

Outside France the agency has established twenty-three branch offices which deal in the same manner as the sub-agencies with all problems. Besides these organizations, which it controls exclusively, Havas maintains daily connections with unattached advertising agents or courtiers who place their accounts through the agency.

The situation then is this. Agence Havas operates as a vast technical agency with a small army of courtiers, many of whom render certain technical services of their own, and are even on the basis of advertising agents themselves without facilities or connections other than the prestige of Agence Havas in this complicated market where there are as many as sixty-five daily newspapers in Paris alone.

The same applies to foreign advertising agents and foreign firms which have understood that, in the French market, it is better for them to appeal to a French organization. Indeed there is no doubt that Havas, through its perfect knowledge of the market and its long experience, knows what best to emphasize with the French public which, as is the case with all other nations, has its own peculiarities.

Havas has the most important office sites wherever a branch of the agency is situated. The advertising branch in Paris occupies a large modern office building at 62 rue de Richelieu which was inaugurated on July 2, 1921. The building was erected by Havas and the installations of the various departments are most practical and comfortable.

It is thus obvious that no advertising agency in France or elsewhere enjoys a better material equipment or a more highly specialized personnel. Throughout its intricate organization there is the utmost cooperation and cohesion, and even a casual study reveals an advertising organization whose varied activities and far reaching effects are beyond the scope of any other.

During the last two years the money spent by the clients of Havas in the launching of their products, for propaganda in favor of their trade marks, and generally speaking, in the promotion of their businesses through advertising, has amounted to 400,000,000 francs for France alone.

It may be said without exaggeration that no other advertising agency in the world has had a longer, wider or more comprehensive experience in the field of European advertising, nor does any other enjoy so powerful an influence as Agence Havas.



Façade of the building at 62 Rue de Richelieu, Paris, which houses the activities of L'Agence Havas. The plant is one of the most complete of its kind in the world. It is located just around the corner from the Paris Bourse.

FRANCE

Le Petit Parisien

LE PLUS FORT TIRAGE DES JOURNAUX DU MONDE ENTIER

1,700,000 DAILY

Le Petit Parisien has by far the largest circulation of any French newspapers. It is distributed all over the country and reaches the smallest villages as well as the most important cities.

Le Petit Parisien is noted for the accuracy of its informations and for its strictly neutral attitude where politics are concerned.

Discrimination in the selection of its advertisements is a strict rule with **Le Petit Parisien**. In the course of 1925, contracts to the amount of five million francs were refused for advertisements which were considered as undesirable by the Management.

From 3,000 to 4,000 answers to a single advertisement in **Le Petit Parisien** is not considered as an exceptional result.

No advertising campaign meant to reach the general public can dispense with the services of **Le Petit Parisien**. There is not an important advertiser in France who does not place the largest part of his appropriation with **Le Petit Parisien**.

For all information & advertising rates, apply: 29, Boulevard des Italiens, Paris, France.

CONQUERING FRENCH MARKET A DELICATE TASK

Buyers Shun Standardized Products, Resist Imperative Appeals, and Demand Elegance and Finish in Merchandise—Individual Taste Rules Selection of Purchases

IN a recent book, M. Jules Cambon, the great French diplomat who for many years represented his country at Washington, tells what is necessary for an ambassador to know who is attentive to the psychology of peoples. The necessity for careful psychological research is as great for business men who pass frontiers to study market conditions and the course of exchanges.



PROF. CHARLES TOUZOT

In this connection, it is an honor for the Advertising Clubs of the World to have proclaimed and demonstrated that all commercial activity is of an intellectual order. We no longer accept today the old Platonic distinction which places intelligence in opposition to the appetites. The specific nature of the material needs of a people, the manner in which they are accustomed to respond to those needs are the traits of their collective character.

An examination of the commercial habits and practices of a nation leads to an understanding as instructive as the study of their literary production or their esthetic creations. In other countries, however, more than in France, the analysis of market conditions is not so closely associated with the consideration of the psychology of the mass.

It may be due to the fact that France, only through long centuries, has attained her republican form of government. The patient conquest of royalty has founded our territorial unity. The régime of centralized administration, the unification of customs, the adoption of the Napoleonic code, the triumph of the ideas fostered by the Revolution, the diffusion of education throughout the country, have tended to bring about our intellectual unity.

Our provinces, of course, conserve with pride their individual traditions, but the collective spirit overshadows regional variations. At the same time there has been a gradual disappearance of the barriers which in other countries rigorously mark off the different social classes.

There is an "esprit Français," there exists a French flavor to which the man of the people is not a stranger. The recent transformation brought about by the displacement of wealth and the elevation of the social level of the working and peasant classes has had as a consequence the introduction of standard luxuries among the mass of the people. In France, also, the small farmer today possesses his automobile, and the same radio outfit is likely to be found in the home of the worker and in that of the engineer. Under such conditions, it is with temerity we seek to determine the rules which apply to the French consuming public as a whole.

Toward the middle of the last century there was a German who had a passionate interest in liberal ideas. As the climate of Prussia was not very propitious for the rearing of subversive doctrines, he came to Paris to seek light and air. This man, Louis Borne, has given, in a series of letters, his impressions of our capital, and one of the traits which struck him most is the ardent taste of the Parisian people for reading.

Borne shows us, in succession, the elegant strollers of the Palais Royal, the cab drivers, the butcher's boy or the pastry cook, even the vegetable sellers, with a book or paper in their hands. We have, there, a sign of the intellectual curiosity which is so vital in our race.

This taste for reading predisposes the

French public to be influenced by written publicity, but of course, it is necessary that the publicity take account of their habits and their intellectual needs.

We desire not only to apprehend but to comprehend. The curiosity of the French is much more rational than imaginative or sentimental. We like to know the reason for things, we like to penetrate behind appearances to the deeper realities and we gladly allow ourselves to be drawn by technical research beyond the limits of immediate utility.

Our American friends, who are fond of classification, conclude from this that we are above all attracted by explanatory publicity (the "reason why" copy). And they are right. Whoever explains to us how things are made holds our attention and arouses our interest. Sometimes our curiosity goes as far as indiscretion.

A French merchant who happened to be in New York one day had occasion to look over a new model of a prominent make of American automobile. The salesman waxed eloquent over the qualities of the car, its speed, its suppleness, its strength, its comfort. The French buyer interrupted him continually with technical questions about the motor, the valves, the carburetor, the suspension, until at last the bothered salesman said to him, not without humor, "When you buy pills from a druggist, you don't demand that he make a chemical analysis of them before your eyes."

A French house wished to satisfy that technical curiosity. At each showing of its cars, it presented a machine with all its mechanism exposed, and the circle of interested spectators proved the publicity value of that demonstration.

But, even if we love to hear explanations, we are thankful to those furnishing them not to make them too long nor too involved. The advertising man who addresses the French buying public should not inflict upon it a complete analysis, but should rather indicate only the essential argument. It is necessary to leave something for individual research. During the classical epoch, which was the Reign of Reason, our sermons had three points and our tragedies five acts. Let us retain those traditional figures.

The habit of reasoning and of analysis of the French has developed a critical spirit among them. The old Cartesian maxim, "Do not admit anything to be true that one has never plainly recognized to be so," although it is used not only by philosophical constructors of systems, it directs, consciously or unconsciously, all the ways of our thoughts.

The French buying public will not immediately accept categorical affirmations. The command to the public so often employed by American advertisers, "Do this," or "Buy that," runs the danger of alienating the reader rather than convincing him. For the critical spirit is the base of our individualism.

Even the uneducated man among us despises the sheep spirit. The example of his neighbor rarely serves him as a principle of conduct; he wishes to follow his own devices, sometimes even at the sacrifice of good sense. The imitative suggestion is, with us, a very uncertain advertising method. Such references have value only if they emanate from a person known as a scientific authority or as a professional expert.

The citizen of a French city who learns that already 999 persons own a car of the X make, will not evince any desire to make the number an even 1,000. Quite the contrary, he is likely to show a violent inclination for the make Z and to wish to distinguish himself by buying a car of that make.

A furniture manufacturer would be very ill advised if, in order to induce the

public to buy a particular set of living room furniture, he announced that the same set might be seen in a dozen of the most prominent living rooms of the city. The word "standard" is so little familiar to us that we have no French term which translates it. The sale of standardized articles will never have a large development in France. Our colleagues from abroad must not forget that the Frenchman dislikes cigarettes in packages, preferring to roll his own.

Our critical and individualistic spirit is the cause of the distrust which we have for any appearance of cajolement through sentiment. The advertising man should use with a great deal of moderation any appeal to the sentiment of the public. Any too violent effort overshoots the mark, and provokes an ironical reaction. Even the man of the people resists appeals to his emotions for fear of undergoing ridicule.

The task is therefore difficult; either the appeal risks remaining too thin and without effect, or it is likely to become too violent and lose all usefulness.

And there appears the essential quality of the French spirit; measure in all things, that heritage of a secular civilization, that attitude which sometimes crushes grand enthusiasm but which often wards off capital error.

There is nevertheless one form of feeling to which the French public is always receptive, esthetic emotion. We have a tendency to consider things under the aspect of beauty. It seems that the Greeks must have left us their dogma of the identity of the good and the beautiful. Even such a skeptic as Anatole France puts aside all his irony when he speaks of beauty and praises its eternal virtue.

The French buying public will be naturally tempted to draw conclusions from the charm of appearances as to the worth of interior qualities. If moralists recall that it is not wise to judge by appearances their words will not carry conviction. Between two products of the same usefulness and the same quality, the buyer will choose without hesitation the one which is presented to him under the most pleasing aspect. Our perfumers study the shape of their flask not less than the perfection of their essences.

The elegance of the product demands also the dignity of the setting in which it is presented. The International Exposition of the Decorative Arts held in Paris in 1925, showed how far esthetic detail may go in the architecture of shops and the technique of display. There also it is the choice idea which dominates. The display window of a French shop strives less to suggest the abundance of merchandise offered than to emphasize certain characteristic selections.

In the same way, we desire that an announcement or a poster shall be carefully composed, that is to say that it lead up through well chosen devices to a general idea. The disposition of the characters, the introduction of the subject, the choice of the color, the adaptation of the text should join to give an impression of unity, as the elements of a Greek temple harmonize in a perfect whole.

But the rules of esthetics apply not only to the plastic arts; they are capable of guiding every sort of human activity. They are mechanical elegances, and the French are extremely sensitive to them. They like to feel in a machine the judicious economy of material, the strict adaptation of all the parts, the simplicity of transmission, the geometric sobriety of the lines of the whole.

In a word, the French appreciate "well finished" articles. We have behind us a

long tradition of skilled artisanship. The craftsman, before becoming a master, had to construct his masterpiece and the masterpiece was the fruit of reflection and of labor through long years.

This taste for "finish" has not disappeared before the advantages of mechanical production nor the appeal of the bargain.

Such are some of the characteristic traits of the commercial psychology of the average Frenchman.

The French buying public will not permit itself willingly to be conquered by pure force. It defies flashy and violent enterprises. On the other hand, it is open to persuasion. It listens gladly to technical explanations and precise information. It likes carefulness in measure, and appreciates signs of good taste. It responds to appeals to its sentiment on condition that they are discreetly presented. It makes its choice with an eye toward pleasant shapes and judicious proportions. It is a stickler for quality.

To conquer the French market is, then, a task which demands delicate adjustments and which carries many difficulties. But the merchant who perseveres in his efforts is assured of a lasting success.

The French buying public, if it shows itself reserved at the outset, afterward practices the virtue of fidelity.

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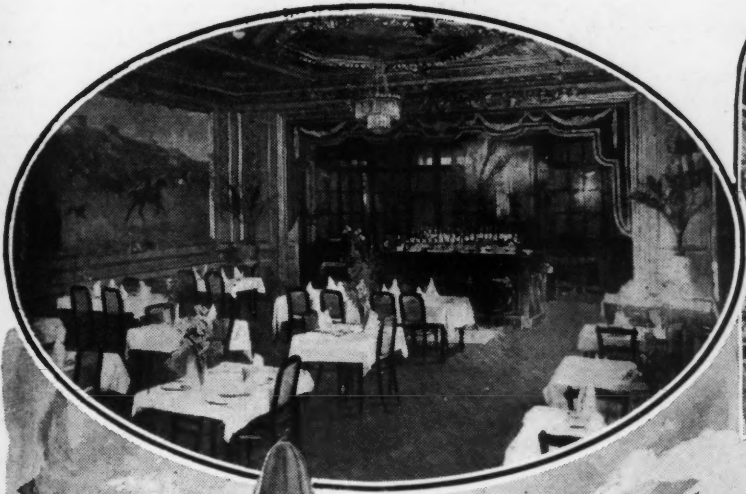
Ed. Langlois, Director of *Les Imprimeurs*

French Statistics

The Republic of France in Europe possesses an area of 212,659 square miles, with a population of 39,402,739 according to a recent census. On this basis the population per square mile is 184.4. Paris, the capital city has a population of 2,907,000, the fifth city in size in the world.

LE JOURNAL

100, RUE DE RICHELIEU, PARIS



Founded in 1892 by F. Xau, "Le Journal" is the best edited, the most attractive and the most complete of all the great French dailies.

The most brilliant contributors of France meet in its columns: political figures especially well qualified to treat of the questions of the day; special writers sent all over the world to cover big news events and to report picturesque happenings; short story writers and novelists who maintain the brilliant and vivid literary traditions; artists who follow the reality of life from day to day with a sure touch and a biting humor in their commentaries, which make them the court of last appeal in the realms of irony and common sense.

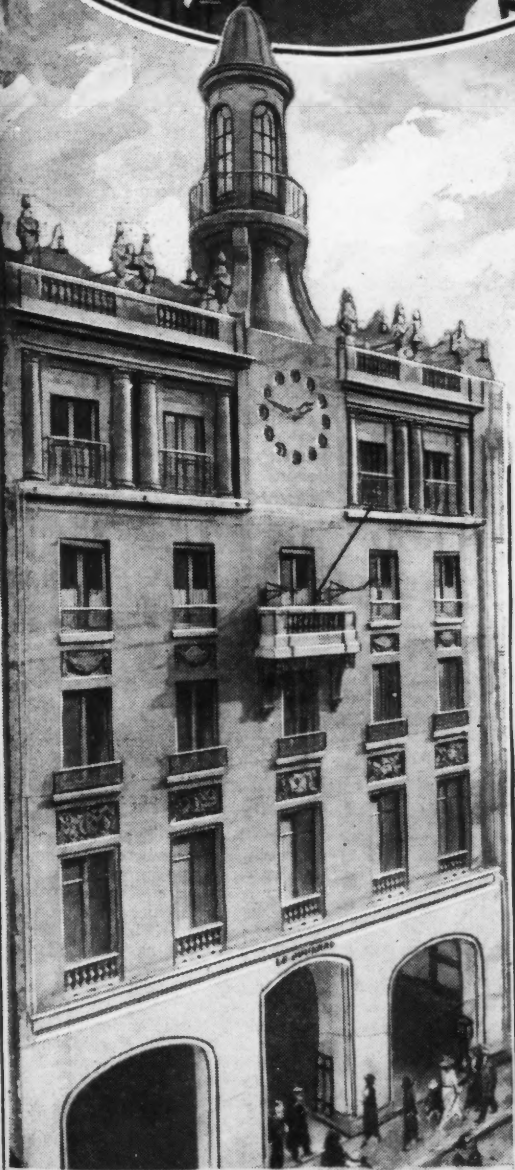
Through a special adaptation of machinery the rotary presses of "Le Journal" can turn out millions of copies a day at a high speed, with designs perfectly reproduced in several colors on each page.

The great business houses and other organizations which seek to influence public opinion, the great thinkers who wish to launch a new idea, know as do the advertisers who wish to launch a product or an enterprise, that the articles, the news and the advertising in "Le Journal" reach every class of society.

Advertising in "Le Journal" always brings the customer sought.

All information, all schedules and estimates, are freely furnished on request by: Société "JOURNAL-PUBLICITE," which controls all advertising in "Le Journal." The offices of this organization in Paris are at 102 rue de Richelieu.

The above photos represent: THE RESTAURANT, THE COMPOSING ROOM, and THE JOURNAL BUILDING, rue de Richelieu, close to the Grands Boulevards.



SERVING AMERICAN TOURISTS WITH DAY'S NEWS

How Paris Edition of New York Herald Tribune Caters to Travelers and the American Colony in Europe—Story of the Founding and Progress of Bennett's Foreign Venture

By ALBERT G. LANEY

STATISTICS show that half a million Americans come to Europe annually as tourists, for visits of from a few weeks to several months. In addition there are in Paris, England and on the Continent, at least 50,000 permanent American residents. From these two classes the reading group of the *New York Herald Tribune*, European edition of the *New York Herald Tribune*, is made up, and considering the sort of persons included, it represents probably the highest class of readers in any reading group in the world and the most highly concentrated buying power.

Considering these facts it is surprising to find that the *New York Herald Tribune* of Paris, founded by James Gordon Bennett in 1887, but operating as a metropolitan newspaper, serving a highly concentrated and unusual reading and advertising group, is less than six years old.

This seemingly paradoxical statement is easily explained by the fact that Laurence Hills, present Managing Director of the *Herald*, assumed his position in March of 1920 and during these six short years, has brought the paper from a small organ chronicling the social doings of prominent Americans in Europe in four pages, to its present commanding position in the European field, requiring an average of ten pages daily, and often twelve, fourteen and even sixteen pages, to carry its average of 2,000,000 agate lines of advertising each year, and spending upwards of 1,000,000 francs a year on cable tolls alone.

The story of the progress of the *New York Herald Tribune* of Paris from its inception in 1887 to a whim of the late James Gordon Bennett, to the opening of the tourist season of 1926, is one of the most interesting in the entire field of Journalism.

It is the story of the satisfying of a great man's hobby through many years in the face of tremendous losses, followed by a period of remarkable activity and remarkable achievement during the strenuous days of the World War, which was in turn followed by another period of depression, from a newspaper publishing standpoint, when the paper dropped back into the rut of small and unimportant chroniclings.

This period seemed likely to continue indefinitely in the life of the *Herald* when the American troops left French soil, and but for the happy circumstance that the right man was chosen for the job of conducting its affairs, it might even today be jogging along in the same rut.

The War history of the *Herald* under James Gordon Bennett is worth a volume alone. It is not generally known that the *Herald* was the only newspaper in English, and one of the very few in any language published in Paris during the trying days when the German Army battered at the doors and was finally stopped by Marshall Joffre at the first battle of the Marne.

That it was published, and did not miss an edition during all that time, was entirely due to the determination of Mr. Bennett not to give in before the overwhelming German threat when many publications had moved to Bordeaux. It established a reputation during those days, a reputation that will continue with it as long as it exists.

There is a story told around the *Herald* office—it has now become a tradition—of how Mr. Bennett came to the city room that memorable night when everyone believed beyond doubt that the German horde would march into Paris on the next day. He found his City Editor gone, out of Paris while it was still possible, only a semblance of a staff left and a mechanical force made up of a mere handful of men.

Mr. Bennett called this little group into the front office for a conference that has become historic. He could blame no



LAURENCE HILLS

Managing Director European Edition *New York Herald Tribune*

one for quitting Paris along with the throngs crowding every exit, he said. It was dangerous to stay. But if enough men would stand by him the *Herald* would come out next morning and every day until the Prussians came. He would only cease publication, he said, when it could no longer be accomplished free of Prussian domination, and he sent his men back to work, having been assured that they would stick, with a lusty "To Hell with the Prussians."

In 1918 and the first half of 1919, when France swarmed with American soldiers, the *Herald* reached its peak of circulation, frequently selling as many as 400,000 copies in a single day. With the departure of the troops, however, it again began to fall back, and when the late Mr. Munsey acquired it along with the *New York* edition, it was considered, to say the least, a liability likely to eat up a large portion of the profits of the *New York* edition, and something perhaps to be carried along for the sake of the tradition and the reputation established during the War, but a liability to be operated with the smallest staff possible and at an absolute minimum of expense.

At about this time Mr. Munsey sent Laurence Hills to Europe as correspondent for the *Sun* in Paris and to cover the Peace Conference at Versailles and the later meeting of the League of Nations Council at Geneva. This done, Mr. Hills was literally shoved into the job of director of the *Herald*, with instructions to do his best to keep expenses down and the policy of the paper within its scope and possibilities as Mr. Munsey conceived them.

Mr. Munsey's conception, from the first, was at odds with that of Mr. Hills, and one need only glance through any edition of the *Herald* today to realize that Mr. Munsey, successful as he was as a newspaper publisher, was in the wrong.

He was thoroughly convinced that an American newspaper published in Europe could never be a success and that the

mere expense of making it a real newspaper would run into millions of dollars yearly. His ideas on the subject are best illustrated in his clear, though as it afterward appeared, rather faulty analysis of the situation, given to Mr. Hills at the time the latter took charge of the paper in March, 1920.

"The first thing necessary to the wise handling of any undertaking," Mr. Munsey said, "is to see clearly the scope and purpose of that undertaking. Hence let me put you right with regard to the scope and purpose of the Paris edition of the *New York Herald*."

"First, its purpose is to mirror the whereabouts and doings of Americans in Paris primarily, and in a general way, Americans scattered throughout Europe."

"Eliminate that purpose from the paper and it would have no excuse for existing. In the very nature of the case it cannot be a great newspaper, printed in a foreign language in Paris. Its clientele is of necessity small, very very small, and this means in turn, a small, very, very small revenue, and without a big revenue, big expenditures cannot be made except at a loss to the owner of the newspaper."

"The Paris edition of the *New York Herald* has always been misunderstood by American travellers abroad. These Americans, without stopping to reason, expect that little paper to carry all the American news, and in a word be practically as complete as is a *New York* newspaper."

"Well, what would this mean? It would mean that cable tolls alone, reproducing a *New York* newspaper in Paris, would run into millions of dollars, many millions of dollars annually, and with merely a pittance of revenue with which to meet these tolls. Again, a paper large enough to carry all this American news, and to be the well balanced, complete newspaper that the American would have it, could not be less than twelve pages in size."

"This would mean a large staff of type setters, a large staff of editors, a large

staff of reporters, a large staff fore and aft, including stereotypers and printers. Such a paper, with no more revenue than can be squeezed out of the Paris paper, would mean a loss that would run beyond five millions of dollars a year in Paris, and that would hardly look good to some of those Americans who criticize the Paris edition of the *New York Herald* for not being everything their American papers are.

"Still again, one of the conditions of Mr. Bennett's permit to bring out the Paris edition of the *Herald* was that his paper should not meddle with political matters in France, and should be altogether neutral in every way in containing no matter that would be disturbing or annoying to France. In the big sense of a fairly developed newspaper, the Paris edition of the *New York Herald* does not exist and never can exist. The revenue is not there to justify it, the circulation is not there to justify it. There is nothing there to justify it. Consequently it is a question of publishing a paper for the purpose for which it was established, holding strictly to that purpose, or to abandon the enterprise. And all this means, if the purpose is to continue, economy, simplicity, and freedom from pretense and splurge. The readers of the Paris edition of the *New York Herald* buy the paper primarily to see who's who, where he is and what he is doing. And they buy it in the main, for no other purpose."

When Mr. Munsey made these statements the *Herald* might be described as being at its lowest ebb. Within six months afterward he was presented with figures to show that his paper, for the existence of which there was in his mind, no justification, had made a profit, and he lived to see it become the most important American newspaper published outside of the continental limits of the United States, absolutely dominating the field within its circulating radius and catering to a more select and highly concentrated reading group probably than any other daily paper in the world.

He saw it, in fact, become the metropolitan daily that he had visualized as utterly impossible, put out by a highly trained staff and a highly efficient mechanical department, on the basis of a cable service which he conceived to be entirely beyond the realms of the possible. And he saw, moreover, a yearly turnover of more than 10,000,000 francs by a paper which, in his own words "does not exist and never can exist" as a fairly developed newspaper.

To Mr. Munsey's credit, however, it must be said that once it was demonstrated his conception was wrong, he lent ready and wholehearted co-operation to the progress of the *Herald* to its present position, until he relinquished control of both newspapers to Mr. Ogden Reid, in 1924. Otherwise it would have been as he said, utterly impossible.

Comparing the *Herald* of today with Mr. Munsey's conception of it in 1920 is perhaps the most forceful way of demonstrating its importance in the newspaper field.

Laying down as its primary purpose the mirroring of the whereabouts and doings of Americans in Europe, he said that if this purpose were eliminated the paper would have no excuse for existing. This purpose, naturally, has not been eliminated. Rather it has been enlarged and expanded until today the doings of Americans in every Capital and resort city of Europe are faithfully and interestingly recorded in its columns every day. During the winter, the *Herald* publishes a daily Riviera Edition and every day in the year a London Edition.

Its clientele, he said, is of necessity very, very small, but the number of readers of the *Herald* today is limited only

(Continued on page F16)



MARSEILLES, The Old Harbor, the Carrier Bridge, and the Church of Notre Dame de la Garde

MARSEILLES MARSEILLES LA PROVENCE

The first French harbor
The Colonial Gateway of France
Queen of the Mediterranean
Second City of France
Unrivalled as a center of commerce,
industry and maritime activities
Garden Spot of France
Richest, most beautiful, fastest devel-
oping region

Published in the largest French Provincial City and circulating through twenty of the most attractive Departments of France,

Le Petit Provençal

is the most important regional daily in the South of France. Printed at Marseilles its special leased wires connect it directly with its offices in Paris and Nice.



Because of its large circulation and great influence in its twenty Departments

Le Petit Provençal

Occupies a leading position among the dailies of the French Provinces
Advertising orders received at the Marseilles offices, 75 rue de la Darse; at
the Paris offices, 3 rue de la Bourse; and through the Havas Agency.

SERVING U. S. TOURISTS WITH DAY'S NEWS

(Continued from page F14)

by the number of Americans in Europe and it is read daily by thousands of English speaking Europeans.

His ideas on the subject of revenue are strikingly answered by the 10,000,000 franc yearly turnover.

A paper large enough to carry the American news and to be well balanced and complete, Mr. Munsey believed, could not be less than twelve pages in size. Since the Fall of 1925, when the high tide of European travel had finished for the season, the Herald has frequently run over his twelve-page limit in order to carry its volume of advertising and news, both cable and European.

Cable tolls could not possibly be offset, he said, by the pitiful revenue possible to a paper in Paris. The Herald will spend close to 1,000,000 francs on cable tolls in 1926, in addition to its special leased wire, United Press service and its direct wire to London, over which thousands of words of news come each night. This expenditure on daily cable news, by far the largest of any English language paper published in Europe, is possible only because the revenue has mounted steadily since the paper was first put under an efficient business management and an intelligent editorial policy.

But more important still perhaps, and an item not even considered by Mr. Munsey, the Herald's daily cabled stock and bond quotations exceed by forty per cent all other cabled lists in Europe. For this reason it is taken by every large financial institution on the Continent and by foreign holders of American securities.

The growth and expansion of the Herald during these last six years, however, was not unattended by adversities, the most important of which bears recording because it marks an accomplishment in daily newspaper production that is probably unique.

On the morning of February 10, 1922, a little less than a year after Mr. Hills had taken over the Herald and at a time when it was beginning to establish itself upon a firm financial basis, the French Compositors' Union suddenly, and without warning, presented a twenty-four hour ultimatum to both the Herald and the London Daily Mail, demanding a big increase in pay over the differential union rate plus, which they had always been allowed for setting English matter.

The demand was immediately refused and when it became evident that the men would not show up for work that night, even though the ultimatum should have carried over until the following day, Mr. Hills called a meeting with the managing directors of the Mail and together with them worked out a scheme with which the Union was successfully fought and which brought the men back to work at the old scale at the end of six weeks of idleness.

Those first editions of the Herald and the Mail were put out as photographed typewritten manuscript from plates photo-engraved in the Daily Mail plant, and appeared on the streets of Paris next morning as four pages of typewritten matter, entirely without advertising.

This process continued for about a week until gradually the two papers working in conjunction, were able to have an increasing amount of matter set in widely scattered job printing plants throughout Paris, and to run again a few small advertisements. Little by little more printing began to appear, until at the end of the six weeks, when it became evident to Union leaders that their cause was hopeless, both papers were appearing on the streets with a minimum of photo-engraved matter and almost their full quota of display advertisements. The men came back without further arbitration and since that time there has been no dissension in the mechanical forces of either paper.

The growth of the Herald continues today and its possibilities for expansion can hardly be estimated. With the advent of the 1926 tourist army it enters upon the period of its greatest prosperity.

On May 1, 1926, the Herald printed for the first time, a new Mid-European edition, in addition to its regular Paris and London editions. This new venture, leaving Paris by airplane in the early morning of May 1, reached Berlin several hours later and throughout May Day was the only newspaper offered for sale on the streets of the German Capital, due to the annual May Day holiday customary throughout Europe. The Mid-European edition has now become a daily feature of the newspaper.

On Sunday, May 2, the Herald presented the first transatlantic radio-photograph ever printed in a Continental newspaper, a picture snapped at three fifty o'clock on the Friday afternoon before during the third race at the Jamaica, L. I. race track. This feat marked a new epoch in international journalism just as did the Herald's initiative in bringing the first typesetting machine to Europe many years ago.

The Herald followed this feat the next day, Monday, May 3, with the publication of an advertisement of the John Wanamaker stores, transmitted by the newly perfected radio-photographic method from New York.

The French Railway System

France has six great railway systems constructed under various concessions which expire at various dates from 1950 to 1960, when they revert to the State. They represent an installment cost of 25,000,000,000 francs. These with their mileage in 1922 were: Nord, 2,380; Est, 3,124; Paris-Orleans, 4,641; Paris-Lyon-Mediterranee, 6,078; Midi, 2,560; Ouest-Etat, 5,599; total mileage 24,382. The Alsace-Lorraine system of railway has a mileage of 1,384, making a grand total mileage of 25,766.

The Ouest-Etat and the Alsace-Lorraine lines are operated by the State, through the Ministry of Public Works.

Of the main lines, 1,030 miles were destroyed in the war.

All had been rebuilt by May 1, 1921.

GILLES DUROULET

AMONG the delegates who came from France to attend the A. A. C. W. convention in Philadelphia, is Gilles Duroulet, Chief of the Provincial Department of Agence Havas. Gilles Duroulet was born in 1896, acquired his education in the Secondary Schools of Paris and was a student at the University of Paris for the degree of Chemical Engineer when his studies were interrupted by the World War in 1914.



GILLES DUROULET

He entered the French Army as an enlisted man of Infantry in December of that year, although he was still under the military age, and left for the front as a candidate for commission, in May of the following year. He was successively promoted to the grades of Second and First Lieutenant and was later attached to the General Staff of an American Division, in which capacity he remained until the close of the War.

During the War he was cited in orders five times, awarded the Croix de Guerre, and after being wounded was made a Chevalier of the Legion of Honor.

Demobilized in 1919, he entered the service of Agence Havas as Assistant to the General Secretary.

He held this position until February of 1925, when he became Assistant to the Manager of the Lyons Branch, then promoted to his present position.

In April, 1922, Mr. Duroulet was sent to the United States to make a study of advertising conditions and while there attended the Press Congress at the Waldorf-Astoria and later was a delegate to the Ninth Foreign Trade Convention at the Bellevue-Stratford in Philadelphia.

Paris is not the whole of France.

Industrialists, business men and merchants who advertise in Paris may think that they have addressed the entire country.

This is a mistake.

For in France there are many different regions each with its peculiarities and individualities. This fact led to the establishment of the Regional Press of France, each newspaper peculiar to the section in which it is published.

One of the richest of these sections, with dense population and important industries, extending from the Alps on the East to the Rhone on the North and West and to Provence on the South, is the "Alpes Francaises," including seven Departments with 2,200,000 inhabitants.

Its capital unquestionably is Grenoble and its special newspaper is

LE PETIT DAUPHINOIS

LE PETIT DAUPHINOIS, DIRECTOR JOSEPH BESSON (1890-1919)

1st

—First as to order of importance and the first to reach its readers throughout the "Alpes Francaises" Le Petit Dauphinois is a great daily which purveys the news impartially. It circulates in a region, far removed from Paris and reaches its readers twelve hours ahead of the Paris newspapers.

First on the street due to its special automobile delivery service.

Special leased wires from the editorial rooms to the great news agencies in Paris. Its great volume of local news makes it the favorite journal of planters, working men, merchants and manufacturers. First as to circulation and first as to returns from advertising.

During the summer season Le Petit Dauphinois has a large clientele of tourists, both French and Foreigners passing through the resort cities of Grenoble, Annecy, Chambéry, Valence and Briançon, travelling along the "Routes des Alpes", climbing Mont Blanc and the Alps, sojourning at the Lakes or at the famous resorts of Chamonix, Aix-les-Bains, Evian, Thonon, Uriage, etc., making for this section a social life corresponding to the life of the Riviera during the winter season.

Le Petit Dauphinois, which brings to them the news of the entire world each morning is the connecting link between them and their home countries.

ADVERTISING IN LE PETIT DAUPHINOIS IS FIRST CLASS ADVERTISING

L'ÉCHO DE PARIS

Henry Simond
Director, Editor-in-Chief

A Daily Morning Newspaper

Henry Simond
Director, Editor-in-Chief

Editorial Rooms and Business Offices, 6 Place de l'Opéra

Founded in 1883, this newspaper has acquired a position of the first rank in the Political, Economic and Literary life of France.

True to its line of conduct for the defense of the National interests, a line from which it has never departed, l'Echo de Paris for many years has seen its circulation constantly increasing. It is actually in the very first rank of the French Press.

Its principal contributors are among those authors and journalists of best reputation held in the highest appreciation by the public:

Général de
Castelnau

Henry Bordeaux
de l'Académie
Française

Charles Benoist
de l'Institut

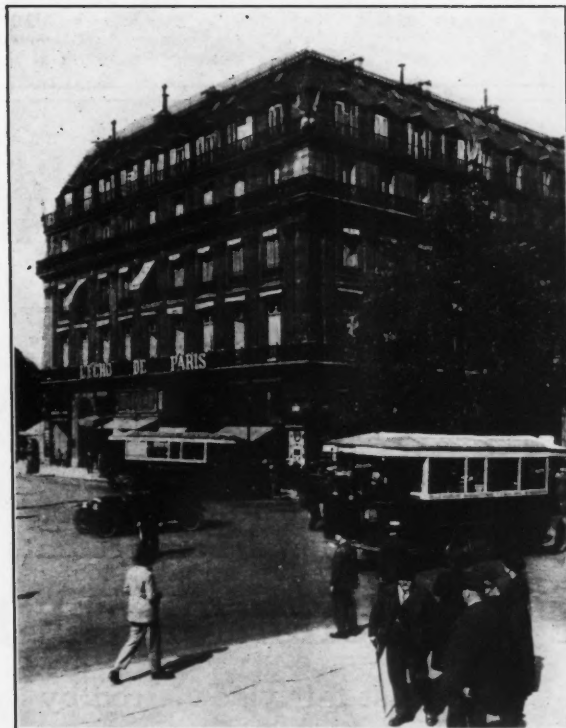
Pertinax

Henri de Kerillis

Franç-Nohain

Marcel Hutin

and others



Publishes every week full or half pages on the following subjects:

Army and Navy
Colonial Life
Life in Foreign
Countries

Religious and
Social Life

Sporting Life

The World of
Women

Scientific Treatises

Arts, Literature and
Music

Children's Section

Paris Headquarters, 6 Place de l'Opéra

Advertising in l'ECHO DE PARIS, of a constantly increasing volume, brings particularly important results because of its de luxe clientele representing a vast buying power, because of the great number of newsdealers who handle it in all of the cities, towns and villages of France, and because of its moderate rates, judiciously studied.

HOUSE ORGAN IS POPULAR IN FRANCE

By **PIERRE ARGENCE**
Manager Agence Havas Branch at Lyons

A mode of publicity much used in the United States and which tends to become popular in France, is the employment of house organs, whose aspects, form and destination, may vary to infinity.

Their most simple shape is that of a periodical bulletin which merely relates the important facts in the industrial or commercial life of the house in question for the periodic information of its sales force, the staffs of its factories, and—in brief, all those who are directly attached to the firm.

Numerous examples of this sort exist in France and an effort has been made also to make through them an influence upon the tendencies and opinions of the workers.

In another direction some firms have edited publications of much less definite aspect, containing matter of less limited character and tending to imitate the review as much by diversity of their information as by a more attractive presentation. These firms, however, have clearly shown what are the purposes of these publications by giving them the name of their firm, such as *Peugeot Revue*, *Benjamin Revue*, etc. Other firms have created reviews of a more pretentious type along much more general lines and which, to judge at least by their appearance, do not seem to be connected as directly as others to such and such a house. For instance *La Parfumerie Moderne* which was formerly the organ of the Societe Francaise des Produits Aromatiques, but has now become an independent magazine; *Art-Gout-Beaute*, which defends the interests of the silk house of Albert Godde, Bedin & Cie; *Le Chasseur Francais*, whose object is to sell the products of the Manufacture

Francaise d'Armes & Cycles de St. Etienne.

Many other examples could be named but it is no doubt sufficient to choose a few and explain their operation, though this would probably not teach anything new to our American friends who are already well informed in such matters.

La Parfumerie Moderne was created in 1908 by M. Gattefosse, and devoted, first, to propaganda in foreign lands for the sale of raw material for perfumery of French and foreign production. It is solely by means of this paper that a very modest firm has now become a rather powerful organization, exporting to all the markets of the world.

The magazine, which has an attractive appearance, still retains some of its original editorial staff but has now become an independent magazine, which, although it always contains the advertisements of the firm which created it, also receives all the advertising which is offered it, even that of firms competing with the Societe Francaise des Produits Aromatiques.

One of the most attractive house organs is *Art-Gout-Beaute*, issued monthly and edited, as we mentioned before, by the firm of Albert Godde, Bedin & Cie., of Lyons. It is of an agreeable format, carefully edited and illustrated with drawings. This organ is issued in French, English and Spanish and is sent to all countries of the world.

The text is devoted exclusively to fashion, not only to frocks and costumes but also to hats and interior decorations for the home. It is said that the firm of Albert Godde, Bedin & Cie. during the first years, appropriated a million francs a year to establish this publication.

It owns its own printing shop, lithographing plant and bindery. The circulation of the magazine has been well handled as it is sent not only to selected addresses but is also for sale at the news stands of the Paris boulevards as well as in prominent French and foreign cities.

Le Chasseur Francais contains the type of advertising well known in the United States under the name of cata-

HOUSE ORGAN EXPERT



Pierre Argence

log houses, with a great variety of products.

La Manufacture Francaise des Armes & Cycles, produces merchandise in quantities. It sells everything relating to fishing, hunting, cycling and sports in general. It sells clothes, it sells boots, it sells also apparatus for agriculture. In brief, its activity extends to infinity, and it is therefore, I believe, one of the most American organizations that we have in France.

Le Chasseur Francais, whose subscription is priced very low, has a huge circulation amounting to 320,000 copies. This magazine has been incontestably the foundation of the success of the Manu-

facture des Armes & Cycles. The publication receives also, advertising for different products, on the condition, however, that they do not compete with the merchandise sold by the publisher.

Everybody interested in our business understands how rarely are united, under the direction of a thoroughly competent man, the editors, artists and technicians capable of preparing a perfect number each month, or twice a month.

If one adds to these difficulties of the general order, the difficulties peculiar to France, caused by the instability of the prices of labor and paper, it is apparent that the creation of house organs is a very difficult matter, especially if one considers that the daily and periodical French press offers as much circulation as one could wish for, and that at very reasonable rates.

TRIBUTE TO AMERICAN WOMEN

When the French Delegation to the A. A. C. W. arrived in New York last week they were received at City Hall by Mayor Walker.

Dr. Knecht, responding to an introduction by Louis Wiley, of the *New York Times*, made reference to American women, who, he said, would never be forgotten by France for their work in helping French orphans, hospitals and sick soldiers.

"I want to take this opportunity of paying tribute," he said "to the women of America who were the worthy companions of the great men who came to this country and built it up, despite the greatest of odds, into one of the greatest empires of the world, an empire of achievement and justice."

ANNUAL INTERNATIONAL SAMPLE FAIR OF LYONS

SPRING OF 1927 ~ March 7 to 20

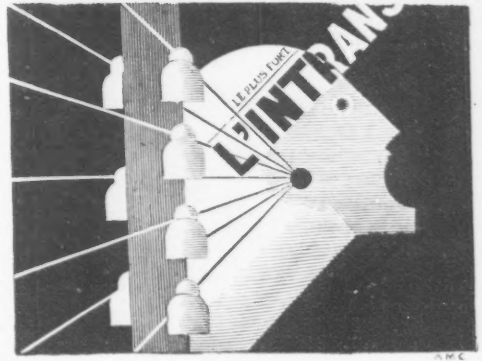
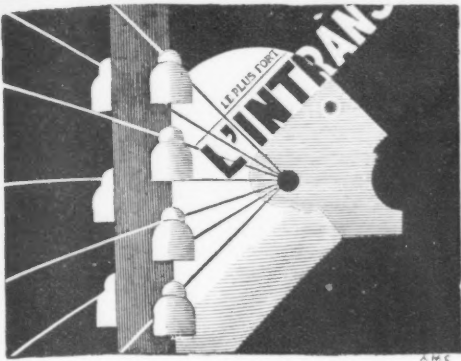
In a Wonderful Building, unique as to its dimensions and conception, the
Lyons International Fair presents

SAMPLES OF THE PRODUCTION OF THE ENTIRE WORLD

The last fair was visited by
BUYERS FROM 47 NATIONS

THE LYONS FAIR is a permanent medium through which buyers and sellers of the entire world may come together at any time.

For all information apply to: HOTEL DE VILLE, LYONS
In the United States: M. EMILE GARDEN, 50 Church St., New York



He who merely
skims a
morning
paper

20 centimes LE PLUS FORT TIRAGE DES JOURNAUX DU SOIR 20 centimes

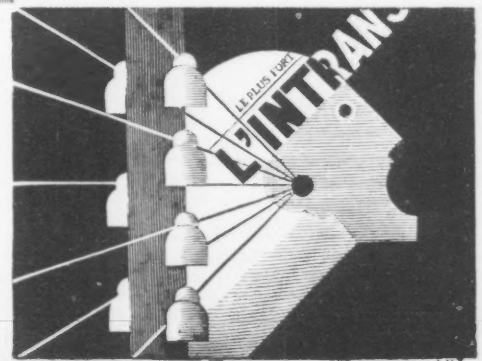
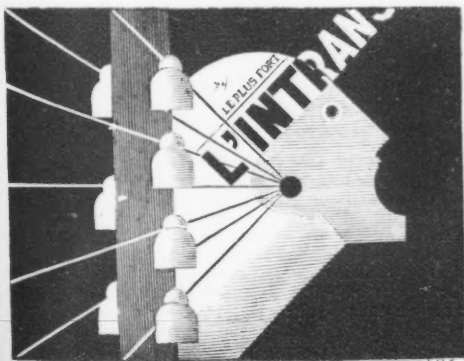
L'INTRANSIGEANT

Le Journal de Paris

Le Journal de Paris

Directeur: LEON BAILBY

will
thoroughly
read his
evening daily



BILLBOARDS BACK NEWSPAPER SPACE IN FRANCE

Average Budget Usually Includes Space on "Palisades" Which Abound in Larger Cities—Relied Upon to Create "Buyer Demand"—Use of Color in Posters Highly Developed

THE general advertising campaign for the exploitation of almost any product in France, from the presentation of the name and trade mark, through the educational and merchandising campaigns, to the business of keeping the name and advantages of the product constantly before the public once it has become known, includes that variety of publicity known as outdoor advertising perhaps to greater extent than in any other country. Posters, painted signs, electric signs and all manner of "affiches" are used extensively in an intensive intermediary campaign of follow-up and form one of the most effective methods of putting a product before the buying group known to the continent.

The procedure in most cases is this. The advertiser, through his agency, once his budget and general plan has been worked out, takes extensive display space in the daily, weekly and monthly publications, the proportion allotted to each depending on the product itself and the group to which he wishes to appeal.

Through this space he attempts to introduce his product to the trade and to the consumer, explain its merits and to familiarize the general public with the new name and general appearance of the product. In a word, he argues for his product before the public and explains it at length.

Such a campaign of education, which is essential to the introduction of practically every product, may run for a considerable length of time, usually being limited only by the size of the budget and the extent of the follow-up campaigns contemplated. It is, however, invariably followed directly by the campaign of outdoor advertising, which in all cases is made as extensive and as thoroughgoing as possible. For it is upon this more than on anything else that the advertiser depends to create what in America is generally known as buyer interest. There are very few, one might say practically no products put over in a big way in France which have not taken advantage of the opportunity offered of reaching the consumer through this outside poster advertising.

In France one does not find the enormous number of billboards lining the enchanting highways, so much complained against in America, nor do the Grand Boulevards of Paris compare in brilliance with that marvellous stretch of illumination from the old Herald Square up beyond Columbus Circle, the famous Great White Way of New York, but all things considered and speaking comparatively, it probably is well within the truth to say that outdoor advertising is used more extensively in France than in America, is much more depended upon, taking all advertisers into consid-

eration, and is, on the whole, a great deal more effective:

The foregoing is a statement that is, of course, open to question, but I doubt very much if it can be successfully refuted.

ly for its success upon the effectiveness of the poster advertising.

Let us then, examine a few of these examples of outdoor advertising in France.

Paris, and every other French city and

extension of the Boulevard Haussmann to connect with the Grands Boulevards, for example, a project which has taken many months to accomplish and is even yet not entirely finished, has offered one of the finest emplacements for advertising

posters ever known in France. Needless to say the advertisers and the agencies have taken advantage of this unusual opportunity and the pulling power of advertising placed thereon, has been most unusual.

Palisades of this kind constitute what the French advertising man calls "Hors-Serie" and are both far superior and much more expensive than the wall posters and the palisades situated in other sections of the big cities. This superiority comes first from the fact that they are visible to a greater number of persons and to a class that is ever ready to stop and read, and second, because of the latitude of treatment and the manner in which the advertising is prepared and presented.

The advertising panels may be either of paper pasted upon the board or metal background, or they may, if the palisade is to remain in place through a period of months, be

painted directly upon the background itself, and their size, running from 30 metres to 100 metres, permits of the reproduction of advertisements on the grand scale with both perspective and artistic value. They are generally utilized for automobile, steamship or resort advertisements but are used to a certain extent by the larger department stores and commodity manufacturers.

Electric sign advertising, what the Frenchman calls "motifs lumineux," is of necessity reserved for the larger cities, and while it is not developed to the extent found in America, it still occupies an important place in the outdoor advertising campaign and will be found to be handled in a most effective manner, particularly in Paris.

There are, in point of fact, few animated signs along the Boulevards of Paris, but what there are are not only effective but based on a true understanding of the problem of reaching the consumer and holding his attention. The illuminated poster is gradually giving way to the animated sign however, because the latter may be had for about the same price as a sign constructed entirely of lights and the cost of operation is not prohibitive.

And so this form of outdoor advertising may be said to be in the first stage of its development but it gives promise within a few years of taking its place along with posters and palisades, from the point of view of importance.

A large proportion of the advertising coming under this general head consists in what is known as "Candélabre" advertising. That is to say, a square, box-

(Continued on page F22)



Looking up the Champs-Élysées to the Arc de Triomphe, showing on the left a typical "Palisade" for poster advertising, considered by French advertising men as the most effective kind of outdoor advertising. The temporary palisade takes the place of the American billboard.

The object of the outdoor poster campaign following what may be called the introduction and explanation of the product, is, reduced to its simplest terms, merely to recall by means of posters, sign boards, luminous signs, even if you please, the time-honored sandwich man, in fact, all manner of affiches, the product itself to the mind of the public, and to fix the trade-mark indelibly in the memory. In a word, an effective follow-up on the newspaper and magazine advertising.

After this object has been accomplished the advertiser and his agency settle on a permanent plan of advertising through the years, naturally subject to change and dependent on many things, principally the degree of success of the newspaper campaign and the outdoor follow-up to which it leads.

This procedure is followed in perhaps nine cases out of ten and advertising men generally have agreed that it is by all odds the most effective. Without the outdoor poster advertising they believe it would be next to impossible to be sure that absolutely every potential buyer in France has been reached. This belief is embodied in the common phrase among advertising men of France, "l'affichage est une publicité de compliment qui permet la saturation complète du marché."

The permanent advertising campaign to be carried on through the years naturally has its problems and must be worked out on a scientific basis, but that phase of the matter does not concern us in this discussion. It must be remembered however, that everything that goes before leads to the outdoor campaign and everything that comes afterward depends large-

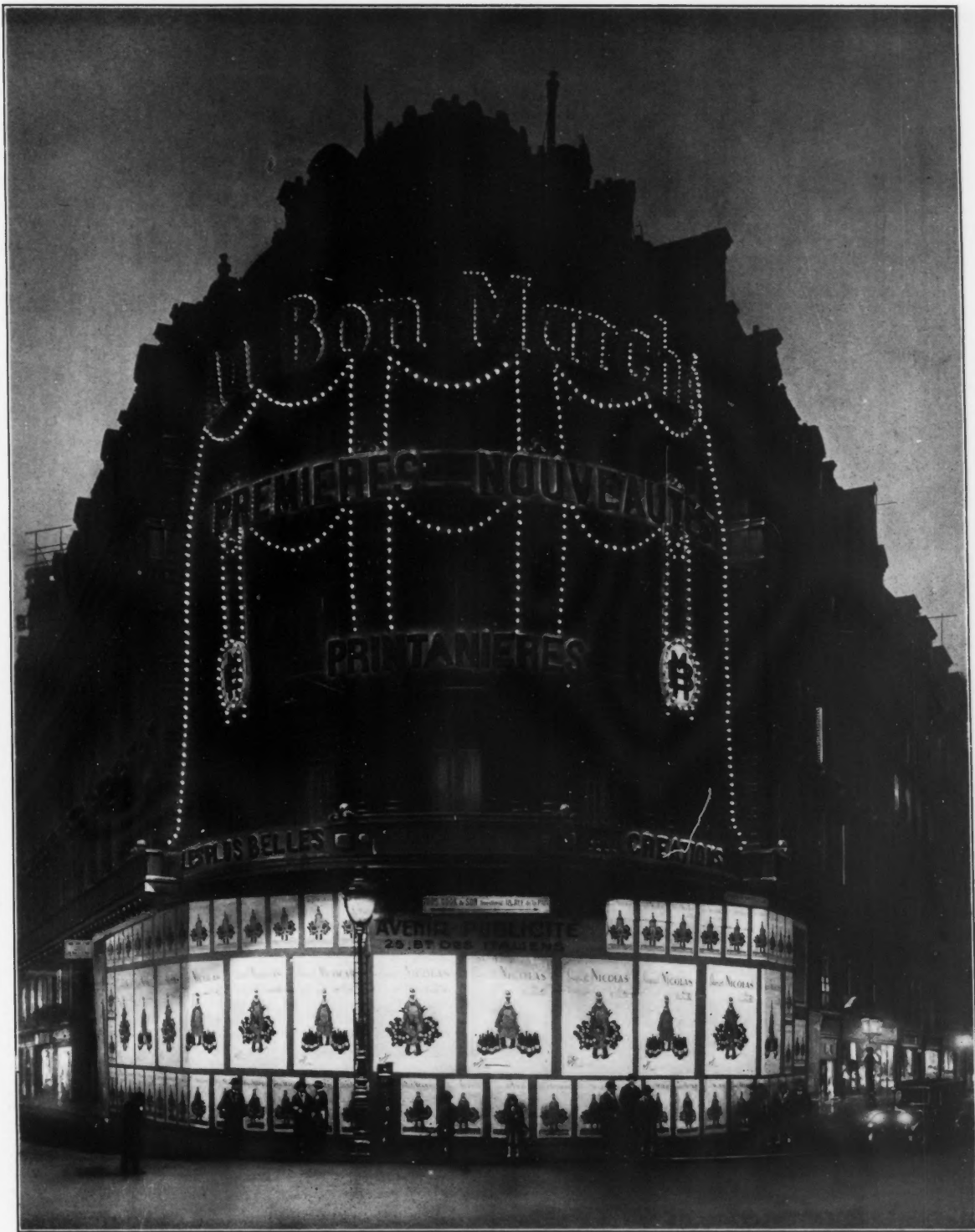
ly on the success upon the effectiveness of the poster advertising.

The French advertising man has found that color has a direct influence on sales when used with the proper effect and so as to increase the individuality of the product advertised.

In addition to the regular wall space always available, there is also the more or less temporary space offered by the high board palisades, or fences, erected along the sidewalk lines of principal streets, to enclose new construction.

There are no bill boards scattered about the cities as we find in almost any American city but these palisades serve the same purpose and are usually of much greater advertising value because of their choice locations.

Paris, though its roots sink back into the centuries, is yet constantly undergoing change and these palisades from time to time line the Boulevards. The



This gigantic electric sign, combining artistic treatment with effectiveness, was designed and set up in the Place de l'Opéra, in the heart of the French Capital, by:

L'AVENIR-PUBLICITÉ

ALL KINDS OF ADVERTISING

Société Anonyme au Capital de 3.000.000

25. BOULEVARD DES ITALIENS. PARIS - NEAR OPERA

The posters on the Billboards above were designed and posted by the same Agency:

"L'AVENIR-PUBLICITÉ," although a general Advertising Agency handling every class of publicity, makes a specialty of outdoor advertising and is the most important organization of its kind in France.

CHICAGO TRIBUNE FORGED PLOUGH FROM SWORD

Story of the Founding of the Famous Paris Edition—Now Successful Daily with Supplements Published at Berlin and on Riviera

"L'EDITION Du Journal Americain Le Chicago Tribune."

This cry shouted through the boulevards of Paris on the morning of July 4, 1917, by the French newsboys greeted the American doughboys just arrived there, announcing the birth of a sheet printed in English and containing news of home.

With the image of countless farewells in his mind, Joseph Pierson, then assistant city editor of *The Chicago Tribune*, and now Cable Editor of that paper, had the happy idea of transporting a bit of the homeland across the seas to cheer our soldiers. He suggested to Col. Robert R. McCormick and Capt. Joseph M. Patterson, co-editors of *The Tribune*, a few days after America declared war, that a newspaper be founded in France for the American troops. After two weeks' consideration, they heartily approved of the idea, and placed upon Mr. Pierson the task of producing the sheet.

The project was submitted first to Secretary of War Baker, who welcomed the proposal provided the approval of General Pershing and of the French government was obtained. General Pershing unhesitatingly approved the plan and the French government granted permission following the favorable recommendations of Jules Jusserand, the French ambassador at Washington.

First, the problem of getting material into France was investigated. On the advice of Leo Loewenberg, foreman of *The Tribune* composing room, it was decided to take over mats, etc., and depend for the rest of equipment on the French shops.

The paper situation was the next problem tackled. The *Tribune* paper mills were unable to get a promise that paper would be delivered in France owing to the congestion of military freight. The paper question was the biggest chance of the whole undertaking. After consultation with the manager of *The Tribune* paper mills Mr. Pierson decided to depend on John Becker, a leading news print manufacturer of England, and one of the backers of Scott's expedition to the south pole in later years.

On Mr. Pierson's arrival in London after negotiating the German submarine blockade, however, Mr. Becker said it was impossible to send any paper over to France, as the supply was under rigid control in England. However, he suggested two or three possibilities in France, among them Darblay Bros. of Paris. Mr. Pierson arrived in Paris on June 26, 1917. After a careful consideration of the case Darblay Bros. arranged to rush a supply from the interior of France by motor trucks. The paper actually arrived in Paris on July 3.

Meanwhile, negotiations were being pursued for a print shop. This proved more difficult than had been expected, because every paper was short of men, and French women were doing most of the linotype work. Arrangements finally were concluded with Alexis Meunier, Paris magazine printer, for a job shop at 24 Rue Milton, in the Montmartre district. As the job shop had flat bed presses only, it was necessary for Darblays to cut the paper specially for the publication, and they continued to do so for about seven weeks.

There was not much American personnel available in Paris, but a hospitable French flying lieutenant who had been wounded, Pierre Barbou, took charge of all the details and saw that they were promptly executed. To this dapper and alert French gentleman, Mr. Pierson gives most credit for the speed with which the paper was produced.

It was determined to print the first paper on July 4, notwithstanding the shortness of time, as it was desired to take advantage of the fact that it was

a great American holiday and also the first American soldiers were marching in Paris on that day. None of the linotype operators understood English, and composition the first night was disturbingly slow.

Considerable difficulty was experienced with the shortness of supply of some of the letters, as the French do not use many Y's or W's. This difficulty was ameliorated by changing words.

The makeup of the paper also developed several difficulties, as the French printers knew little of American newspaper methods. Leads and other paraphernalia failed to fit and numerous alterations had to be made. The proofs were very dirty and had to be read three times. The shop continued working all night, until about 10 o'clock the next morning, when it was decided to go to press.

Just then, however, the French censor called up and killed about two columns of type. It was imperative to go to press at once if the paper was to be sold along the parade, so most of the sheet was leaded with six point slugs and the presses began to whirl and slash. The first day also was complicated by the failure of the news cable from Chicago to arrive. Consequently, the paper was filled up with the arrival of Americans in France and other items gleaned from various magnanimous American correspondents.

About 2,500 copies were printed the first day, half of which were sent to St. Nazaire, the first American army camp in France, where the soldiers had landed a few days before. The supply in Paris was sold out within an hour.

The paper experienced a hard struggle the first two weeks, without any staff, getting most of its material from Floyd

Gibbons, war correspondent for *The Tribune*; Hal O'Flaherty, then war correspondent for the *New York Sun*, now *Chicago Daily News* chief in London, and the Associated Press and United Press correspondents. After a few days a staff was employed—Peggy Hull of El Paso, who had arrived as correspondent for the *El Paso Morning Times*. She now is Peggy Hull Kinley of Shanghai, China.

After about three weeks a second member of the staff was employed, Victor Frank, who had lived in Paris practically all his life. About August 1, Lloyd Ross Blynn, a Philadelphia newspaper man, was employed and from then on the office was a constant turnover of young newspaper men from the United States who just had arrived in France or had been there for some time. Most of them got employment on the paper to bridge over the period in which they sought to be transferred from the ambulance service or other armies to active service in the American army. Among these were George Seldes, correspondent for *The Chicago Tribune*, at present in Syria; Howard Williams, Bert Kiley, Howard Kahn, now of the *St. Paul Daily News*, and others.

About the middle of August the staff was honored with the addition of Ruth Hale, then the bride of only a few weeks of Heywood Brown, then war correspondent for the *New York Tribune*, now columnist on *The World*.

About this time it was decided to get a prominent place for the business and service offices of the paper. Owing to the congestion in Paris, this proved difficult until Gustave Cornuche, manager of Maxims, agreed to rent the second floor of that world famed restaurant and cafe in the Rue Royale.

About Sept. 1 the first serious effort was made to get advertising, and an advertising manager was engaged. The circulation at that time was running about 4,500.

Owing to the secrecy with which the American army was brought into France, nothing could be learned of the location of its units, except by actually touring the country, which was done. A unique scoop was accomplished also about this time when an airplane was engaged to drop large bundles of the paper right into the rifle pits in the front line trenches of the American forces near Verdun. These paper had front page stories about the fighting in this sector, and the troops engaged in a rough and tumble fight among themselves to secure copies.

About November, the Chicago office sent over two important persons, James Sullivan of the circulation department of *The Tribune*, and now circulation manager of the *New York Daily News*, and Charles Weidman, now in the newspaper business in California. Mr. Weidman was the bookkeeper. Up to the time of his arrival, the books had been kept by showing deposit slips, cancelled checks, receipted bills, and expense statements in the large two bushel drawer of the French desk.

About the middle of November, the circulation had grown to such a point that changes were necessary. *Le Petit Journal* was engaged to print the paper on a rotary press and to circulate it through its local agents in France.

About this time two carloads of flat news print had wormed their way through the congested shipping to Bordeaux, and, through the courtesy of the American army commander these had been sent to Paris. It could not be used on the rotaries and had to be sold.

After the arrival of Mr. Sullivan and Mr. Weidman and with the increased number of Americans, especially newspaper men around Paris, the management of the sheet became easier. Newspaper correspondents were very free with their assistance, like Junius Wood of the *Chicago Daily News*, Maj. Frederick Palmer of the Army press section, those previously mentioned and others.

About November the American army installed a censorship bureau. The French censorship always had been considered "brutal and intolerant," but under the careful personal direction of Maj. Dennis Nolan, chief intelligence officer of the A. E. F., and now a major general, representing the United States at the disarmament conference at Geneva, the American censorship bureau set the pace, in the opinion of the Paris Edition night editor, for unreasoning cruelty to the product of hard working men.

About Jan. 1, 1918, when the big movement of Americans started into France, the circulation arose correspondingly, and about Feb. 1 about 15,000 papers were being printed daily. About March 1 the circulation reached about 23,000. It attained a circulation about armistice time of about 100,000. The profits of the paper during the war (about \$20,000) were donated to the American Army regimental funds.

The paper now is firmly established, and is one of the most influential and widely quoted on the continent. The subscribers include several of the royal families of Europe. Its editorials are circulated by an English syndicate and printed in many English papers. The paper is still being turned out by Le Petit Journal under the contract made by Mr. Pierson in 1917. A supplement also is being published in Berlin, and also one on the Riviera for the benefit of the American colonies there. The managing editor at the present time is Bernhard Ragner. David Darrah, managing editor for several years, is now on the Tribune Foreign News Staff at London.

BILLBOARDS BACK PARIS PRESS

(Continued from page F20)

like sign with sides of glass which carry the advertisement, encloses a high voltage electric lamp, which when illuminated, makes a striking display. These "candélabres" line the Boulevards of Paris and other large cities and are used mainly by theatres and other places of amusement, although regular advertisers are coming to use them, more and more as their effectiveness is demonstrated. They take the place to a large extent of the enormous illuminated signs we find in American cities, and give a distinctly picturesque and enchanting atmosphere to Paris by night.

These methods of selling through attraction for the eye take in most of the more important divisions of outdoor advertising in France. They are supplemented, however, by a dozen or more less important means, each of which is included under its own sub-head, but which can be touched upon only lightly here.

Along the main arteries of travel up and down and across France, the roads used by automobiles, and bordering the trunk line railroads, one will find advertising signs, it is true, but they are never blatant. They are usually announcements of resort hotels with occasionally an automobile advertisement, but they are usually quite small and seldom out of harmony with the landscape.

In the street cars and buses in Paris and the Provinces, a very effective variety of small advertisement is used to advantage, though these do not properly come under the head of posters. They are generally used to tell the merits of such

products as shoe polish or breakfast foods, and are almost invariably for products of national distribution.

Theatre program advertising, an important medium in America, especially in New York, is undeveloped in France. Programs are not given away as in America and during the last few years they have been sold so high not more than half of the audience ever takes the trouble to purchase them. They are confined in the main to announcements of the fact that Mlle. So-and-So's gowns were furnished by such and such a house and that the furniture and fixings of the stage were supplied by another.

Cinema advertising, which is handled by a large organization called "Ciné-Publicité," is at about the stage in France today that it was in America a decade or more ago, but is steadily decreasing. Many firms and products, particularly medicines, are advertised on the screens of practically every moving picture house, except the de luxe palaces in Paris, just as serials are still run, but the French public is coming more and more to demand a straight program of pictures and attractions, and it is believed that the time is not far distant when cinema publicity will be a thing of the past.

The sandwich-man, seldom seen in the principal streets of the cities of the United States any more, often takes on a fantastic aspect in France. If we include all schemes which utilize a human being in the advertisement of a particular product or place of business in the general term Sandwich-Man, then it must be said that this picturesque fellow still flourishes and waxes apace in France.

Absolutely unique as to its widespread circulation, the celebrated French periodical

L'ILLUSTRATION

Carries its advertising every week throughout France and the following countries:

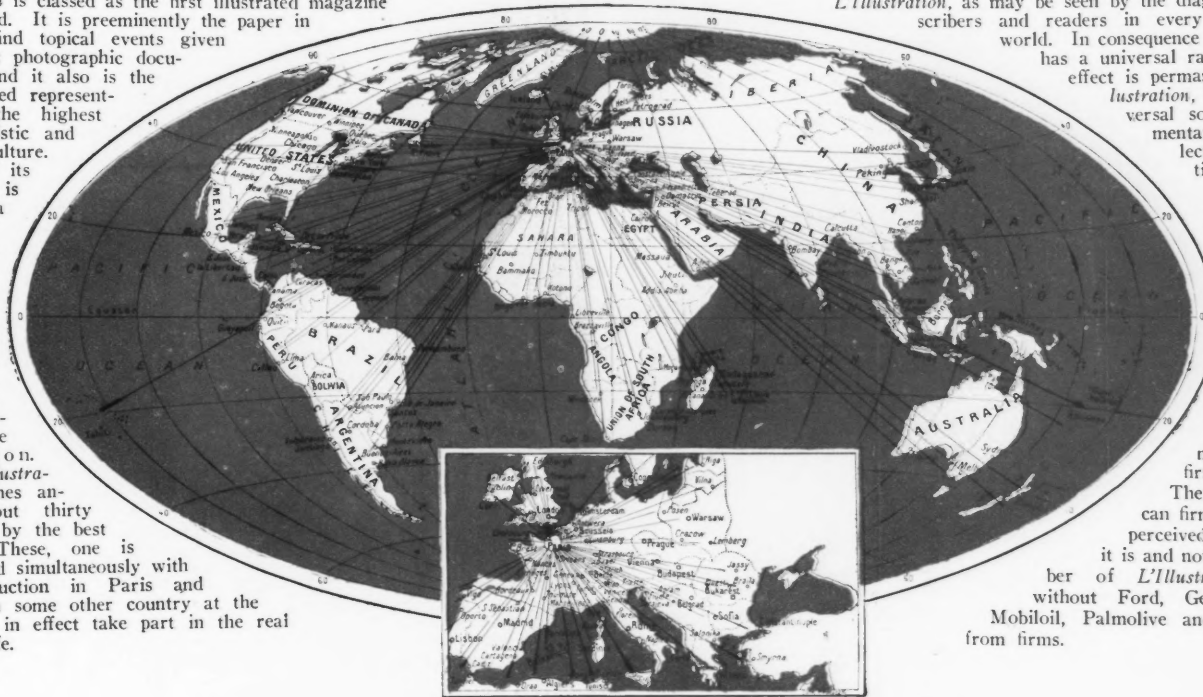
Afghanistan, Albania, Algeria, Annam, Argentine, Austria, Belgium, Belgian Congo, Bolivia, Brazil, Bulgaria, British Indies, Canada, Cambodia, Czecho Slovakia, Ceylon, Chili, China, Cochin China, Colombia, Comorres, Costa Rica, Cuba, Cyprus, Dahomey, Danzig, Denmark, Dutch Indies, Djibouti, East Africa, Egypt, Egyptian Soudan, England, Eritrea, Esthonia, Ethiopia, Ecuador, Finland, French Congo, Gambia, Germany, Gold Coast, Greece, Guadalupe, Guinea, Guiana, Gibraltar, Haiti, Holland, Honduras, Hungary, India, Italy, Ivory Coast, Japan, Jamaica, Latvia, Lithuania, Luxemburg, Madagascar,

Martinique, Mauritius, Malacca, Malta, Mexico, Malay States, New Caledonia, New Hebrides, New Zealand, Nicaragua, Nigeria, Norway, Oceania, Palestine, Panama, Paraguay, Peru, Persia, Philippines, Poland, Portugal, Porto Rico, Portuguese Colonies, Republic of Dominica, Reunion, Roumania, Russia, Salvador, Senegal, Seychelles, Sierra Leone, Siam, Spain, Spanish Morocco, Sweden, Switzerland, South Africa, Soudan, Syria, Saint-Pierre Miquelon, Tasmania, Tonkin, Trinity, Tunis, Turkev, United States of America, Upper Senegal, Uruguay, Venezuela, Jugo Slavia.

L'illustration is classed as the first illustrated magazine of the world. It is preeminently the paper in which to find topical events given with perfect photographic documentation and it also is the most qualified representative of the highest French artistic and literary culture. To each of its numbers is added a free supplement.

Each supplement contains a play or part of a novel or a striking motion picture production. Thus *L'illustration* publishes annually about thirty new plays by the best authors. These, one is able to read simultaneously with their production in Paris and although in some other country at the time, may in effect take part in the real Parisian life.

L'illustration, as may be seen by the diagram has subscribers and readers in every part of the world. In consequence its advertising has a universal range. Also its effect is permanent, for *L'illustration*, being a universal source of documentation, is collected and continually consulted and reread.



Advertising in *L'illustration*, moreover, is persuasive because *L'illustration* accepts only advertisements from first class firms. The great American firms have clearly perceived how effective it is and not a single number of *L'illustration* appears without Ford, General Motors, Mobiloil, Palmolive and other pages from firms.

L'ILLUSTRATION

has 133,453 subscribers and this number is constantly increasing.

SUBSCRIPTION RATES FOR THE UNITED STATES OF AMERICA

Till July 1st, 1926—One year \$8.50; 6 months \$4.35; 3 months \$2.25 From July 1st, 1926—One year \$12.00; 6 months \$6.20; 3 months \$3.15

ADVERTISING RATES TILL DECEMBER 31st, 1926

Per line (Column width 2½ inches; minimum space three lines):
 One insertion.. Per line.. 24 francs.
 12 inserts or 250 lines 23 —
 24 inserts or 500 lines..... 22 —
 52 inserts or 1,000 lines..... 20 —

Serial rates for 12, 24 and 52 inserts, only for advertisements of similar size, appearing in 12, 24 and 52 numbers.

Per page (Type area 10½ x 14, prorata for half or quarter page):
 Total 1 page in a year 9.500 francs. \$320.00
 — of 2 pages in a year... 9.000 — \$300.00
 — of 5 pages in a year... 8.500 — \$290.00
 — of 10 pages in a year.. 8.000 — \$270.00
 — of 20 pages in a year.. 7.750 — \$260.00
 1 single half page..... 4.850 — \$160.00
 1 single quarter page 2.500 — \$ 85.00

Three colour pages on glazed paper, pages in colour rotogravure, in rotogravure, in tinted halftone and advertising by illustration and reading notices mixed with and following the editorial matter are also at the disposal of advertisers. In special numbers of a greater strike off prices are increased by 1,000 to 3,000 francs per page and 2 to 5 francs per line.

Any information required, options and tariff are immediately sent on request addressed to Service de la Publicité de *L'illustration*, 13, rue St. Georges, Paris (9°). Cable address: *Illustration-Paris*.

160,000 copies of ordinary numbers and 220,000 copies for special numbers; such is the weekly output of

L'ILLUSTRATION

Which is periodically certified by l'Office français de Justification des Tirages (French A. B. C.)

FRENCH ADVERTISE TO WOMEN BUYERS WHO RULE HOUSEHOLD EXPENSES

Fashion and Family Magazines Read Largely by Women—
Feminine Psychology Must Pervade Ad Copy
to Make Sales Mount

By MARCEL DANNAUD

General Manager, Société Nouvelle de Publicité

IT is only natural that all of the big French reviews and magazines are centered in Paris since it is the natural center from which starts all of the intellectual and artistic movement of France. It is also quite natural that they should draw into their ranks of contributors practically every man of importance in France, specialists in Science, Sociology, Politics, Literature, etc., and the subjects of which they treat are not only of intense local interest, but have the whole world for their province. This extensive, documented play of ideas is going on continually in the French magazines and it includes every field of thought.

It is a decidedly wrong idea, but one entertained by a great many foreigners and transient visitors to France, to believe that the French are particularists and only interested in themselves. On the contrary, there is no spirit more affable, more curious and inquiring and finally more universal than the French spirit. And this spirit is reflected directly in the French reviews and magazines of the higher class.

One of the oldest magazines in France, the *Revue des Deux Mondes* has kept up for nearly a century the purpose and program indicated by its title and it is read today extensively in America and throughout the world.

I might also mention, among the literary-scientific magazines, the *Revue de Paris*, the *Revue Bleue*, the *Revue Rose*, the *Renaissance* and many others, about which more anon, but I can only mention in passing such technical magazines as *l'Usine*, *l'Outilage*, *La Science et l'Industrie*, *La Science et la Vie* and others devoting themselves to special subjects, because they cannot actually be comprised in the field of this study.

Also, unfortunately because of their high merit, we cannot consider the beautiful magazines devoted to the Arts, such as *l'Art et les Artistes*, *l'Amour de l'Art*, *Art and Decoration*, and *l'Art Vivant* in which the prominent critics publish most interesting articles illustrated with excellent copies of modern artistic works.

We must look more particularly at the magazines and illustrated reviews which come into direct contact with the public and, therefore, are of great interest to advertisers. In each country the general character of the press, and especially the big periodicals, depend upon and reflect directly the state of mind, the customs and the manners of its inhabitants.

In France, it appears obvious to the close observer that these big magazines and illustrated reviews of wide general interest, are almost exclusively read by women in the homes, a fact which may prove startling to Americans who have not visited the country. This is significant for it must be considered as the primary indication of the choice the advertiser will have to make among the mass of French magazines and reviews.

Another fact too often overlooked by the foreigner passing through France is the existence of the French "home," and it is wrongly believed in most foreign countries that the English word home has no equivalent either in the French language or the French mind. In France we call it the "foyer which means literally, home. The "foyer" is very strongly established in France and the family bonds are drawn more closely probably than in any other country. The whole structure of French life rests upon the home and this peculiarity must be taken into consideration in any view of the French as a people.

Aside from the travellers who come to France only for short visits, even the foreigners residing in our country more or less permanently seem to have small conception of the real meaning of the

"foyer" and I believe that few of them appreciate the charm and dignity of the French home life because the Frenchman, in spite of his hospitality and friendliness does not easily welcome new friends into his private life.

Another story too often spread about in foreign countries is that the French woman is essentially frivolous and is interested only in her dresses and things pertaining to fashion. As a matter of fact the French woman is a first class housewife who manages her home perfectly, attending to the work personally and very often helping out with the cooking or doing it entirely.

Nearly every French woman is an excellent cook and it is this individual housewife who, through the centuries, has created the great renown of French cooking.

Much more so than in other countries, the French woman not only goes to the market herself to purchase the supplies for the household but she herself buys her own clothes and her children's and in a great majority of cases her husband's also. This is an almost invariable rule among the middle and lower classes and it holds true generally throughout French life.

All advertising for food, clothing, hygiene, furniture and practically everything used in the home or by members of the family, must be addressed directly to women and with the feminine psychology ever in mind. The French woman is quite naturally very much interested in the fashion periodicals which give to the world the latest innovations of the French creators, since Paris in this respect, sets the pace for the rest of the world.

As a consequence, fashion magazines on the one hand, and what may be classed as family magazines on the other, have a very great influence upon the French public.

Before reviewing hurriedly the larger French magazines it must be pointed out that we have in France no publications comparable to the great American papers such as the *Ladies' Home Journal* and the *Saturday Evening Post*. It is as impossible to compare our magazines with these as to draw a parallel between the immense skyscrapers of New York and the Parisian buildings. Where in France is there a magazine which can certify a circulation of more than 2,000,000 copies each week?

At the same time the make-up and manner of presentation in our better magazines differs widely from that of the great American magazines. With us advertising is constantly and effectively mixed with text, images and figures reproduced in color and of a high degree of perfection to animate the pages, the most diversified subjects are presented with a pleasant and apparent disorder, short stories and novels, biographies of the most celebrated persons, reproductions in color of the greatest works of art, latest fashions of Paris and New York, news of the world of women, all of which is presented, as in the *Saturday Evening Post*, without forgetting the realities, sports, industries, finance and commerce.

In short, a program infinitely vast because it is addressed to a vast public which wants to find everything in its favorite magazine.

The French magazines then, a list of the more important of which follows with a brief description of each, are of much smaller circulation, and they are of a more varied and intimate character corresponding to the French mentality, particularly the feminine mentality, because it is, as I say, women above all, who read them. It is to be hoped, however, that the French magazine of the American type will develop as modern life progresses toward a closer relation between American and

French manners and modes of living, but actually, such a condition does not yet exist.

It is doubtful indeed, if it will ever come, considering the excessive cost of good stock paper and a certain instinctive dislike for publicity that exists in France. Or perhaps it is simply the fact that the French public is not yet sufficiently educated in that respect. Nevertheless, with their particular tastes and habits the group of French magazines which I shall describe briefly, represents a great force in our life and practically the only means of reaching the elite of the French public.

These publications must be divided into two categories, *Revue de Mode*, or Fashion Magazines, and *Revue Familiales* or what we must call Family Magazines.

Apart from these two classes however, there is *L'Illustration*. This beautiful magazine is surely the most luxurious and the most artistic of all the French publications. It is addressed to the very highest class of readers and envisages practically the whole of contemporary life, the Arts, Literature, Politics, Science, etc. As its name indicates it is a magazine particularly rich in illustrations. The beauty of its paper and the excellence of its printing permits the use of beautiful photographs, reproductions in color to go with its text matter, and allows it to concentrate in each issue the widest number of activities, ceremonies, fetes, exhibitions and art exhibitions throughout the world.

As the most important magazine of fashion and elegance we find *Femina* the beautiful woman's magazine read by the highest classes of society in many countries. *Femina*, because of its de luxe appearance and wide popularity is considered the best organ for the advertising of what we Frenchmen call "commerce de luxe." It carries the announcements of the greatest couturiers and space in its columns is considered essential to success.

This magazine is first of all artistic, and its originality of decoration is produced by first class artists in collaboration with some of our best known writers. It is, in a word the magazine best representative of fashion the world over.

It is perhaps unnecessary to describe *Vogue*, so well known in America, and I shall only say that it serves the same public as *Femina* and is in almost every respect, its equal.

After *Femina* one might mention as other fashion magazines which play important roles and are greatly appreciated by French women: *Chiffons*, *l'Art et la Mode*, *Le Jardin des Modes*, *La Mode Pratique*, *La Femme Chic*, etc., all of them beautifully illustrated and carrying a note distinctly Parisian.

As for *Le Petit Echo de la Mode*, a great deal less luxurious in its presentation and of a much more practical character, it merits, nevertheless, attention and interest because of its wide circulation among the classes which are not reached by the others.

Nos Loisirs, which might be translated "Our Leisure," is probably the best representative of the middle ground between the fashion magazine and the publications we call family magazines. It is widely read among the bourgeois class and is characterized by two qualities which clearly belong to the French woman, elegance and simplicity. Of a very agreeable presentation, *Nos Loisirs* attracts its readers by the quality of its articles on literature, education, and domestic economy, by the taste of its toilet department and by the thousands of bits of good advice for the mothers of families.

Less specially feminine, but addressed largely to the entire family we find only two magazines, *Lectures Pour Tous* and *Les Annales* which will appear favorably by comparison with the numerous magazines of this class published in America.

The appropriately named *Lectures Pour Tous*, which must be placed ahead of all other family magazines, is representative of modern life in France in all its aspects, a review of literature, art, the multiplicity of every day happenings, numerous interesting interviews and in all approaches very closely to the French mentality.

As for *Annales* it seems superfluous to add praise here for its reputation is thoroughly established. It is a family

magazine, particularly a literary magazine, of wide circulation, which keeps abreast of contemporary intellectual movement.

I can only mention the beautiful encyclopedic magazines, in the fields of science, agriculture, sports, etc., such as *Je Sais Tout*, and *La Vie a La Campagne*, the latter of which approaches *Town and Country* and *Country Life*. These magazines appeal, not to a specialized group, but to a great public, especially people of wealth and taste.

One cannot conceive of an advertising campaign in France that does not include these magazines which we have sketched so hurriedly. All American advertising men must consider the mentality of the people making up the French market and must realize that the methods applied to selling their compatriots will not hold good on this side of the Atlantic.

A large part of the budget for advertising in France therefore, must be reserved for the periodicals which interest the French woman and her family.

PRESS INFLUENCE IN ART AND FASHION

Head of French Jewelry Syndicate
Praises American Newspapers'
News Service—Enjoy Favorable Relations

By G. FOUQUET-LAPAR

President of the Chambre Syndicale de la Bijouterie de la Joaillerie de l'Orfèvrerie de Paris

There is no manifestation of applied art, in the most widely varying domain, which can escape the attention of the French press. If it is taken into consideration that, in the domain of the applied arts, the industry which has for its object the adornment of womanhood is an industry essentially Parisian, one will readily understand the close association which has never ceased to exist between the press of the capital and one of its most flourishing industries, that of jewelry.

In matters of art and fashion, the press of every variety plays before the public an educational role of the first importance. It is thanks to the Parisian press that the Exposition of 1925, for example, enjoyed so noteworthy a success with the public, already so well prepared for the new orientation in taste by all our publicists and art critics. There was shown at that time a collaboration between producers and the press which it is desirable to see develop more and more, in the interests of each of them: the press supplying its power of news diffusion, the Parisian producer, the excellence of his products, equally noteworthy for good taste and finished execution.

It is only fair to say that the journals representing the American press in France have adopted toward our national industries the same attitude as our French confreres. In America, even, we enjoy the most favorable relations, both with the great news dailies and with trade papers which deal with similar industries beyond the Atlantic. We have invariably been impressed by the carefulness of their news columns, as well as by the warranted homage which they have rendered to Parisian jewelry.

Paris stands forth as the capital of the jewels, and the world comes here to buy modern jewelry as it comes to choose the latest creations of our couturiers and of our modistes.

The enthusiasm with which all the press of America collect the ideas of our masters of the art of adornment would justify an even closer collaboration, but unfortunately the American customs duty rears an impenetrable barrier between the French jewel and the United States market. Perhaps the day will come when all these difficulties will be smoothed out. It will be possible then to determine what fruits may be gathered from the close and intelligent collaboration of the press and that art industry.

PREPARE THE GROUND



THE soil of France is extremely fertile and if the ground is properly prepared your project will surely prosper.

Preparing the ground is our special task. We are the most powerful advertising organization in France. Our thirty-nine branches are at your disposal for a study of your eventual outlets in every section of France. Our technical services, including the best advertising specialists in Paris, will understand your ideas and accomplish your objects.

The three thousand trained members of our organization will see to the perfect execution of your propaganda.

ONE MAN

will devote his activities exclusively to the proper administration of each one of your accounts.

YOU WILL BE AT HOME WITH US

AGENCE HAVAS

62, RUE DE RICHELIEU PARIS

400 Millions d'Affaires en 1925

Capital 50 Millions de Francs



TRUTH IN ADVERTISING ?...
WELL, HERE IS THE TRUTH
ABOUT ADVERTISING IN FRANCE
...AND ALSO ABOUT

Le Quotidien

WHICH IS PRINTED DAILY AT 25 AVENUE KLEBER IN PARIS

- 1° *LE QUOTIDIEN* is to-day the fourth most important daily newspaper printed in Paris or anywhere else in France ;
- 2° *LE QUOTIDIEN*, in less than five years, has built a daily circulation of 360.000.
- 3° *LE QUOTIDIEN* is still gaining so rapidly that, besides the 10 rotary presses we already operate, we are putting in 4 new ones of the most improved and speedy type known.
- 4° *LE QUOTIDIEN* does not belong and will not belong to any trust, combine, or ring of newspapers ;
- 5° *LE QUOTIDIEN* will not enter into any arrangement for clubbing advertising rates... and so befog the advertiser as to what he is paying for ;
- 6° *LE QUOTIDIEN* has not farmed out and will not farm out its advertising columns to any agent or agency. It stands apart in France — sturdily independent, but ready to do business cordially and fairly with all men.

Le Quotidien

THE FOURTH PAPER IN FRANCE !.. 360.000 CIRCULATION !..
IF YOU WANT TO DO BUSINESS THERE, CAN YOU DO WITHOUT ?..

Two members of our staff : Georges Boris and Henri Dumay Jr, are attending the 1926 advertising convention. They may be addressed : The Bellevue-Stratford Hotel, Philadelphia. Both speak English. They are at your command to discuss advertising conditions and business prospects in France, should you so desire.

ASK FOR THE BOOKLET :

“ THE HISTORY OF “ LE QUOTIDIEN ” IS A WONDERFUL STORY ”

ART AND PUBLICITY SCIENCE OF THE FRENCH PLACARD

By LUCIEN SERRE,

President de l'Union de l'Affiche Francaise; President of the Master Printers Association of the Syndicate of Paris Lithographers.

THE Twentieth Century may with reason be called the century of publicity. This designation is not a mere figure of speech since publicity is one of the efficient means by which the great nations are enabled to comprehend better, to appreciate each other more thoroughly, to know what part inventions and labor are playing in their respective territories, and to exchange the accomplishments and the benefits of their progress and of their civilization.



LUCIEN SERRE

Today there is no national or international manifestation to which advertising men are not invited, where publicity is not praised, and where its utility is not recognized and proclaimed. The great expositions, as well as the great fairs, reserve for that medium in the exchange of information and wealth, the high place which is its due.

Among all the methods of publicity with which the modern universe is enriched the placard is one of the most harmonious and at the same time one of the most efficient.

Through its qualities which have continuously improved during the last twenty years, it has shown what important service it is capable of rendering to the civilization of a country. It assists in every domain; that of art, that of science, that of business, etc.

The placard has the merit of being clear and straightforward, of making apparent in a few lines of text with harmonious color and contrast the matter with which it deals, even to those who knew nothing about it up to that moment. It attracts, convinces, holds the attention, creates habit, recreates interest, stirs up the imagination of those who look at it without demanding from them either effort or fatigue. It has the art of suggestion, it causes reflection, it changes its color and form according to the manner, and following the novelty of the brand or the discovery which it proclaims.

It contributes magnificently to the embellishment of street decoration, for it is an instructor, a guide, a counsellor, whose task, increasing day by day, is nobly accomplished.

Publicity, in each country, is controlled by the character of the inhabitants. In France it is then exceptionally apt in assimilating all the resources of the intelligence and art of the country. Delicate processes, charming fancies, an easy abundance of ideas without vulgarity, the charm of nuances—all these are some of the elements which we find united among us to give the placard the particular quality which is genuinely worthy of being called a style.

The French placard is founded in the tradition of our art. The early lithographers who brought their great talents to the service of publicity were of the race of Daumier, of Gavarni, and of that illustrious pleiad of artists, happy to bring to the glory of their country a new and unextinguishable éclat.

In adapting these marvellous gifts of their genius to the placard these artists found, simultaneously, for themselves, new forms of expression. They were able to express, thanks to publicity, the forms of their personality which would have remained unknown without it, and it is no exaggeration to say that if the Cheret, the Willettes, the Forains, had

not made placards, they would certainly have offered us fewer masterpieces. Such painters of placards as Watteay and Boucher were formerly painters of signboards, and they revealed to the gaze of the most humble passers-by the sumptuousness of their artistic genius.

To these great names we must add many others, far more than I am able to cite in the course of this article. We must recall the time when Hugo d'Alesi, Pal, Toulouse and Lautrec, were composing placards as if they were pictures, making vibrant upon all walls, the delightful range of their compositions and of our landscapes. It was at this time that the touristic placard appeared, when people began to develop the taste for travelling to appreciate our monuments and sights, formerly somewhat ignored.

Afterward came such artists as Leandre, Grun, Sem, Maurice Neumont, Poulbot and Roubille, who saw and set forth, grace and gaiety wherever their pencils touched; who were able to body forth in bursts of color the charming spirit which animated them.

Contemporaneous with these princes of humor a partner who seemed to have absorbed all the nuances of the Eighteenth Century in Italy and in France, Capiello, gave to the placard a powerful impulse and contributed to its marvellous efflorescence.

Every artist who is charged with the execution of a design may be allowed to follow his own inspiration, and, without permitting his imagination to draw him aside from the publicity aim which is fixed for him, he may nevertheless, dress up his idea by putting in proper values a thousand colors, a thousand unexpected forms, in order to render the subject after his fancy. In a word, he may become an artistic creator.

The art of the placard is essentially alive and it is possible, for that reason, for it to reflect so well an epoch and a country, for it to translate so exactly all the youthful elements, all the activity and all the formative and dynamic traits.

The task of the creator of placards is a most noble one. To make comprehensible, to clarify, to instruct, to reveal to each one in what manner he may bring to his life modifications which will render it more easy and more agreeable, to put him in contact with new products, with all the forward steps accomplished by humanity and all that is worthy to be known, to be seen and to be used.

Among the other forms of publicity, as among the other forms of art, the placard has conquered a veritable place of its own. In the midst of publicity, itself a unit, the placard is an individual unit, and by its entirely original message as by the results which it obtains, not only for national propaganda but for advertising as well, it is gifted with an incomparable power and exactness of expression.

Its educational value crosses frontiers and, as with books, the placard leaps the seas and goes forth to carry to distant lands the attitude of its country, the atmosphere, the manners. Its picture gallery of information is a most valuable recourse for all those who have not yet become acquainted with France but wish nevertheless to understand how people live there, how work is arranged, how the human spirit is developing there for the happiness of the world at large, and what rural France looks like.

The placard is not content with merely presenting its object. It furnishes the setting also and it appears as a striking manifestation of the trend and qualities of the country. It contributes to bring one nation nearer to all others, to permit them to evaluate it and to make them love it.



PARIS

HOTEL

CONTINENTAL

OVERLOOKING THE
TUILERIES GARDENS

*The center of Paris social,
elegant and historical*

Telegraphic - Address
CONTINENTAL-PARIS

Same Management:

Hotel Du Lion D'Or, Rheims;
Hotel Continental, Cannes

LONDON CONVENTION PUT CONTINENT IN STEP WITH THE A. A. C. W.

Chairman Damour Writes of Inspiration from "Those Wonderful Sessions"—Advertising Club Organization Problems—Confidence Expressed in Ultimate Triumph

By ETIENNE DAMOUR
President of District Seventeen

IN asking me to accept the Chairmanship of District 17, comprising the whole of the European Continent, the Central Committee of the Associated Advertising Clubs of the World have bestowed upon me an honor of which I feel really proud. I think, however, that in selecting a French advertising man for this honor, my friends had in mind first of all to honor the country to which belongs the first Continental club to seek admission, as far back as 1913, namely, the Corporation des Techniciens de la Publicité.

To be perfectly frank, however, the fact that the club made this very cordial step during the first few years of its affiliation. The differences existing between the commercial habits and the advertising process in the States and those prevailing in France and throughout the Continent, were found to be too deep rooted for a mere handful of men over here to play a really important part merely through affiliation.

They believed absolutely in the new advertising gospel as preached by their American colleagues and they tried their best to make those golden rules prevail but their call remained practically without response among the general indifference and the declared hostility of a few men who had everything to lose should the new, honest and scientific advertising principles gain a foothold in the field where their questionable methods had had free play.

Great Britain came into a really close

touch with the A. A. C. W. much earlier. The similarity of language was highly favorable to an extensive circulation of the American specialized literature and this probably is the reason why the Big Idea was quickly and quite generally accepted by our British friends and why a great many advertising clubs were founded and conformed to the general rules as fixed by the A. A. C. W.

Then came the 1924 Convention in London, however, and that, beyond question, has brought about the first real progress made by the Associated Advertising Clubs on the Continent.

The proximity of the Convention town, the Wembley Exhibition with its mighty power of attraction, were reasons enough to decide many advertising men from the old countries to go and get in contact with their American and English friends. What they saw and heard at that convention left in them a deep and lasting impression.

As concerns France—I prefer to discuss a subject with which I am thoroughly familiar—the dozens of advertising men who were fortunate enough to attend all those wonderful sessions, to listen to all those interesting speeches, came back to their work with the high ambition to start things going. That ambition was renewed when the American delegates came over to pay their happy visit to Paris.

In the meantime, the continental clubs remained a part of district 14, with headquarters at London. We have never had cause to complain at that for our Eng-



M. Etienne Damour, head of the Damour Advertising Agency and Chairman of District Seventeen of the Associated Advertising Clubs of the World.

lish colleagues have been most courteous and our association with them has always been delightful. But as the Continent is considered to-day a big enough boy to take care of himself and form a new district, we gladly accepted the task, and personally I feel both happy and proud to have been selected to fill such an important position as that delegated to me.

Let me try to explain exactly how far along we really are to-day as concerns the work of advertising clubs on the Continent. I think I am correct in saying that the following countries have established at least the embryo of a real organization as that word is understood in the

United States: Belgium, France, Germany, Holland, Italy, Norway, Sweden and Switzerland. I know of clubs existing in these countries and I know also of their intention to hold to the principles of the Associated Advertising Clubs of the World.

Of all of these countries the most advanced perhaps, is Germany, where the V. D. R. (Verein deutscher Reklamefachleute) remains a very powerful body with a great many clubs in nearly every important city affiliated.

I am bound to confess that things are not in such a favorable state in any other
(Continued on page F48)

ADVERTISERS

have found that the way to
**EXTENSIVE SALES IN
EASTERN FRANCE**
lies through space in:

L'EST RÉPUBLICAIN

NANCY **PARIS**
Faubourg St-Jean 36^{bis} Boul. Haussmann

the largest circulation of any daily
Newspaper in this great Industrial
Region carrying the greatest number
of lines of Advertising.

SEVEN EDITIONS DAILY



CERTAIN of our American compatriots attempted to reach the French buyer by applying American principles and advertising methods to French conditions. Naturally they failed.

They forgot the very important fact that between the two peoples there is a spiritual ocean comparable to that which separates the two countries geographically.

To reach the French territory one needs a pilot who knows its channels.

To reach the French clientele one needs a pilot who knows its mentality.

This is thoroughly understood by such firms as MacNeil and Libby, Northam Warren (Cutex Cuticle Company), Tidewater Oil Company, Omega Oil Company, Vivaudou and Company, who, following the universal theory of common sense, in order to adapt their advertising for the reception of the old world, did so through La Société Européenne de Publicité.

The S. E. P. is the mutual friend of the American producer and the French consumer, who best knows how to introduce the one to the other, without a false move and without friction.

LA SOCIÉTÉ EUROPÉENNE DE PUBLICITÉ has functioned for half a century. It has branches and correspondents in all of the principal French and foreign cities.

S. E. P. thus knows all of the markets of the old world and especially the French market.

All details concerning the possibilities of exploiting American products in these markets will be gladly furnished on request. To insure the proper diffusion of such products S. E. P. will study all selling problems, let you know the best outlets, inform you of tariffs, duties, transportation fees, Governmental formalities, eventual competition and opportunity. It will find agents, jobbers, etc. In a word, it will be for you an indispensable and well informed collaborator.

S. E. P. is the most economical intermediary between advertisers and the French and European Press, more economical even than no intermediary of all, because its clients benefit from its important contracts with the newspapers.

S. E. P. puts at the disposition of advertisers a perfectly organized technical service, including a planning department, a copy department, a printing department, an art department, and a department of outdoor advertising

PARIS 10. RUE DE LA VICTOIRE

SOCIÉTÉ EUROPÉENNE DE PUBLICITÉ

..... ANCIENNES MAISONS JOHN & F. JONES - M & P. MERY - C. D. COMMUNAY - JULES FORTIN & C^o - DIRECT PUBLICITY.....

FRANCO-AMERICAN UNDERSTANDING IS NEED OF THE HOUR

By DAL PIAZ,

President of the Compagnie Generale Transatlantique, President of the
Comité Central des Armateurs de France.

FRENCH maritime industries, even those which are connected with our commerce of export and import, are but poorly known in the United States. I may say that an identical situation exists in France with regard to the same American industries. Numerous advertisements of these industries, of course, appear in the French and American dailies in an effort to "raise the wind," as we say, but it seems to me that



JOHN DAL PIAZ

the role of the press ought to extend a good deal further than mere advertising operations. The press is the great means of propaganda; its role should consist more and more in bringing together the peoples which the Great War, in place of uniting, seems often to have separated.

There is a great need to-day that France be better known to the United States, that the United States be better known in France. This is, naturally, the outstanding role which the press ought to play, the great world-mission which is placed upon its shoulders.

Among the industries which it is important to make widely known, that of maritime transport comes first, for the liner, primarily, and after that the freighter, are the most important means

of international union. I may say that they play a vital part in the relations between maritime countries, and more especially in the relations between France and the United States, since there is no other possible means of transportation.

The Compagnie Generale Transatlantique, which was formerly, for a long time, the sole maritime company joining France with the United States, finds itself nowadays in a different situation. The development of passenger and freight traffic has led to the putting into service of numerous liners and freighters which each country wishes to keep under its own flag. This is, of course, perfectly legitimate and, since the coasts of France happen to border the routes of the ships of all European lines connecting with the United States, the ships of other countries have numerous ports of call in France.

It is to be hoped that the press may make better known the organization of navigation lines, already so complete and so important, whose activity is certain to increase from year to year.

The commerce of export and import is also little known to the mass of the public, which is unacquainted with the categories of merchandise suitable for exchange, and the activity of the press along this line would give valuable results.

It is generally believed in America that France, which is so poorly understood in all that concerns its facilities of production, has little merchandise to export. If a little further study is given to this matter, if the facts are made known

concerning the powerful industrial organization which we have in certain parts of the country, it can be shown that our selling prices, already very low by comparison with the prices of other countries, may be still further lowered through large orders from America, permitting the intensification of standardized production.

France is quite as badly informed concerning the resources which it may find in America, in spite of the French official representatives who, indeed, make highly detailed reports, but these are not carried by the press at large.

For the rest, it may be said in general that the American and French manufacturers have few points of contact. It is important to create these contacts, and the press of the two countries might help by requesting, from time to time, interviews from certain persons whose words would have an authority and precision much needed at this moment in commercial and industrial documentation.

But the thing needed above all at the present time is for the press to organize, through the most effective means at its disposal, reciprocal journeys of the outstanding personalities in industry and commerce of each country.

It is important, if these voyages of discovery are to be effective, that they be made not by under-officials, but by the heads of organizations themselves, and, if certain dailies are willing to take the initiative in such projects, they will render, once more, a great service, not only to their own country, but also to the world in general, since we ought all to work toward a rapprochement of the nations, beginning, logically, with those which have the closest ties, which are allies and friends, and which a common past draws together. I refer to the United States and France.

The mercantile marine of France comprises 1,529 steam and motor ships with a total gross tonnage of 3,919,645 tons and 192,339 sailing vessels of 3,511,984 gross tonnage.

Read EDITOR & PUBLISHER, \$4 per year.

ADRIEN L. MULLER

AMONG the interesting figures in the French delegation to the A. A. C. W. convention is Adrien L. Muller, who is head of the Foreign Service of Agence Havas. He was born at Toulon on January 7, 1891, of an Alsa-



ADRIEN L. MULLER

family. He entered the Special Military School at St. Cyr (the French West Point) at the age of 19 years, with the intention of pursuing a military career. At the beginning of hostilities in 1914 he was a Lieutenant in the Fifth French Cavalry Division. Wounded four times during the course of the War, and having been awarded the French Croix de Guerre with seven citations, the Belgian Croix de Guerre with palms, made Chevalier and Commandant of the Legion of Honor, Mr. Muller was made chief adviser to the Seventy-sixth Division of the American Army in 1918.

After being transferred to the Eighty-third Division for the operations in the Ukraine, Commandant Muller made a voyage of study through the whole of Europe and when he had been mustered out of the Army accepted his present position with the Agence Havas at Paris.

He understands perfectly the commercial relations between nations and more especially the relations between France and the United States. Head of all the Foreign Service of the great advertising agency of Havas, he is particularly anxious to make the acquaintance of advertising men at the Philadelphia Convention of the Associated Advertising Clubs of the World.

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The Chicago Tribune DAILY NEWS AND THE EUROPEAN AMERICAN NEWSPAPER NEW YORK

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The National City Bank of New York
Member of the Federal Reserve System
International Banking Corporation
Head Office, New York

MARSHAL CALLS ASSEMBLY FOR NEW ELECTION
Rajay May Be Chosen President Of Poland

American Troopers Make Picturesque March To Tomb Of Unknown Soldier
Marshal Poch Greets Veterans At Intervalled Club; Herrick Welcomes Them To Embassy

U.S. COLLEGES TO CONDUCT POLL ON PROHIBITION
National Federation Is Engineering Referendum

POLAR HEROES TO LEAVE SOON FOR SEATTLE
Col. Noble Will Be In Charge

INDIAN WOMEN GRANTED RIGHT TO HOLD OFFICE
W. Candidate Stands Good Chance Today In Voting

DRYS SPLIT IN PENNSYLVANIA
W. Candidate Stands Good Chance Today In Voting

AMERICAN QUALITY
Wash. Post

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Chicago Press Service

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Chicago Press Service

MAJOR PUTNAM RECOVERS FROM STROKE
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**THAT KEEPS YOU
IN TOUCH
WITH THE
HUNDREDS
OF THOUSANDS
OF
AMERICAN TOURISTS
WHO VISIT
EUROPE
YEARLY**

RISE TO POWER OF FRENCH TRADE PRESS A POST-WAR DEVELOPMENT

More Than 150 Technical Journals Now Being Published Under 39 Classifications—Achievement Credited to Novel Organization—Some Gain Wide Circulation

BEFORE the World War the technical press, that is to say, trade journals, did not exist in France except for a few reviews, modest in appearance and of little or no influence.

Today there are more than 150 journals coming under thirty-nine classifications, every one of great influence within its trade and some of wide general circulation. This remarkable development has been due to a number of things but principally to organization, a feature in which the French trade papers differ radically from corresponding publications in America where technical journals are numbered by the thousands rather than by the hundreds.

The French organization, which includes practically every one of the important trade papers published, is known as the Syndicate de la Presse Technique, Industrielle, Commerciale et Agricole de France. An understanding of this organization, its inception, growth and influence, is essential to an understanding of the part trade papers play in the advertising and journalistic fields in France.

It was created, actually as it stands today, in 1917 by the fusion of the Association Syndicale de la Presse Technique with the Syndicat de la Presse Industrielle, and at the end of the War counted fewer than fifty members. The former organization had been founded in 1908 under the name Association Generale de la Presse Technique, which was changed in 1912 to an association syndicale to take advantage of the privileges offered by the law to such an organization.

At the beginning of the War these organizations participated in the creation of the National Paper Office, a bureau which functioned in the interest of all publications, allotting paper to each, assuring that each should receive a quantity in keeping with its circulation and making sure that no one was able to profiteer at the expense of another.

The Industrial Press Syndicate, born of the War, was established at the beginning of 1917. A certain number of industrial and technical publications continued to appear in spite of the heavy difficulties brought on by the War but their efforts were, in effect, feeble and highly unprofitable. The editors and owners of these could see no way out of the difficulty other than by banding together for mutual protection in order that they might not be forced to abandon publication and could carry through until the end of the War.

The first meeting of these owners and editors brought together only ten magazines but the syndicate developed rapidly as its benefits were demonstrated and at the end of hostilities fifty journals had affiliated. The question of paper during this time was the principal problem with which they were faced but the effectiveness of organization had been clearly shown and the syndicate from then on became more and more powerful.

At this time however, there were still two syndicates functioning in the same field and the more forward looking men in each group got together to talk matters over. Out of this meeting was formed the Syndicat de la Presse Technique, Industrielle, Commerciale et Agricole de France, the organization as it functions today.

Since then the syndicate has occupied itself with many questions involving the interests of its members as individuals and as parts of the organization, and out of their efforts has grown up among the trade papers of France, a code of ethics, definite and well defined, and for the most part strictly adhered to.

By the high standard maintained for mutual good and the good of commerce

and industry in general, by the high degree of co-operation possible through organization, the trade press of France has thus come to be a compact body of great importance and wide influence in the industrial and commercial life of the country, participating in many Government enterprises and lending its assistance to an innumerable number of movements for the good of trade in general.

For example, the technical press of France, including in the term all trade papers which are members of the association, whatever their nature, played a most important part in the reorganization of the French industries following the War. The efforts of the industrial groups themselves were co-ordinated, and the periodicals offered an excellent means of spreading propaganda for the carrying out of the broad general plan of reorganization put into effect immediately reconstruction and reorganization began, following the laying down of arms.

Aside from this feature of spreading propaganda throughout the various fields and trades served by the papers forming the association, according to a definite plan mapped out by the Council of Administration in conjunction with the Governmental leaders for the good of industry in general and the association in particular, the trade papers of France function a good deal in the manner of such publications in America, speaking in the broad sense. That is to say, individually they have much the same problems to meet and serve, and largely the same end for the members of the trade for which they are published.

Practically every industry and trade in France is now represented by one or more journals, the majority of which will compare favorably with trade papers published in America and a few of which are superior in some respects.

In this connection one could cite by way of example, the excellent journal *Chimie and Industrie* in the Scientific group, with its very fine articles prepared especially by the most important authorities in their various lines in France. Other technical papers of high order are *L'Usine* which serves especially the metallurgical trade, where its importance is manifold, the *Genie Civil and Parfumerie Moderne*, formerly a house organ but now transformed into an independent paper of great power and authority in its field.

These journals, however, and many others of the same type, serve a clientele which is not confined to their limited fields, but includes the general public as well, although their articles, editorials and advertising are addressed for the most part to a particular and limited group of readers.

This fact, and the effective organization into which French trade papers are banded, marks a striking point of departure from the trade paper field as it is constituted in America.

One must keep in mind however, the fact that the technical press of France is actually in the beginning of a period of great development both as to individual publications and as to the organization into which they are welded, a development only limited at the present moment, by the "crise du papier," a peculiar situation in which it is very difficult for publications of any sort, and particularly trade papers, to get news print of the high quality essential to attractive appearance, at a price which will make their publication profitable.

A glance through any one of hundreds of current trade publications would give a good idea of the great difficulties under which their editors are laboring and the ingenuity and ability with which they are met. The stock upon which most of

these magazines are forced to print their advertisements and editorial matter, is of necessity inferior to that available for American trade papers and it is comparatively more expensive, but any one of half a hundred journals now coming out weekly in France will compare very favorably from every standpoint with the very best to be found in the States.

Furthermore, trade papers in France, even when they serve the same trade, have individuality and character exactly as magazines and newspapers have character.

By comparing the journal *Ganterie* serving the glove trade, with *La Chaussure Francaise* serving the shoe trade, this characteristic of French journals is immediately apparent. Each has its own definite personality as to ensemble, the presentation of advertisements, text and designs, and is essentially different from all other trade papers in whatever field.

Indeed, the high plane upon which these French trade papers rest, the artistic effort which goes into their make-up and editing, permitted the entire lot of them, almost without exception, to blend agreeably with the other exhibits at the Decorative Arts Exposition at Paris during 1925, and the trade papers *Ganterie* and *Soierie de Lyon*, received a gold medal award in competition with thousands of other publications.

In discussing trade publications in France one comes inevitably back to the organization under which they have grown and developed. The latest notable accomplishment of this body was the formation in 1925, in connection with the Decorative Arts Exposition, of the first International Technical Press Congress ever held.

Realizing that the trade press must be considered as an indispensable auxiliary to industry and commerce, the syndicate has allied itself closely with these two, remembering always, that its development and the prosperity of its individual members depends upon the prosperity of the nation.

ANARI KAMINKER

Delegates to the Philadelphia A. A. C. W. convention will meet among the French delegates Anari Kaminker, one of the most interesting figures in active journalism in France. M. Kaminker was born in 1888. He has been in the advertising business since 1922, when he entered the service of the Damour Agency, following many years of journalistic training and several years in the military service of his country.

He is at the present time assistant editor of *Vendre*, the French commercial magazine which the Damour Agency launched in 1923 and which has become during the last few years one of the leading publications in that field on the European Continent.

Mr. Kaminker represents at the Convention of the Associated Advertising Clubs of the World the "Corporation de Techniciens de la Publicité, the first Continental Club ever to be affiliated with the Associated Advertising Clubs of the World. He is also the special delegate of M. Etienne Damour, President of District Seventeen of the Advertising Clubs.

The French Academy, founded in 1630 and incorporated in 1637, was abolished by the Revolution, but was revived in 1795 as one of the sections of the Institute of France which includes: The Academy of Inscriptions and Belles-Lettres; the Academy of Sciences; the Academy of Fine Arts; and the Academy of Moral and Political Science.



ANARI KAMINKER

L'ECLAIREUR DE L'EST

"Reconstruction for Northeast France"

Founded 1887

THE BEST AND QUICKEST DAILY NEWS SERVICE

Largest Circulation in Northeast France

RHEIMS

87, 89, 91 Place Drouet d'Erlon

PARIS

28 rue du Quatre
Septembre

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CHATEAU-THIERRY
LAON
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MARNE

CHALONS S. MARNE
EPERNAY
STE-MENEHOULD
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All inquiries concerning advertising, rates, etc., or the field served by this great daily, will be gladly answered at either of the main offices or any branch.

Information may also be obtained at leading advertising agencies in France and foreign countries.

L'Ouest-Eclair

THE GREAT REPUBLICAN NEWS DAILY



THE LEADING NEWSPAPER OF BRITANNY AND NORMANDY
and the most powerful news dispensing
organization of Western France

L'Ouest-Eclair
has a net paid daily
circulation of
300,000
copies throughout
twelve Departments
of France.



L'Ouest-Eclair
is read during the
summer season by
the tourists frequent-
ing the fashionable
Channel and Atlantic
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always the first paper
to go on sale.

A large circulation and wide distribution insures success

Main Office: 38, rue du Pré-Botté, Rennes

Offices in Paris, News and Advertising: 20 BOULEVARD, MONTMARTRE

AMERICAN ADVERTISING IN THE FRENCH MARKET

People Buying As Never Before Since War Aroused Peasants to New View of Life—List of American Manufactures Successful in French Trade

By LE ROUBILLOIS

IT is difficult for a Frenchman, even though a specialist in the field, to write of methods of advertising in an American magazine. We may perhaps ignore geography, but we realize that the theories of advertising have been studied and formulated very clearly in the United States in the last half of the preceding century.

The magnificent development of industry which has resulted from these new methods of advertising proves without danger of contradiction the value of these theories and modern methods.

If I dare to write on this subject for the readers of EDITOR & PUBLISHER, it is not by any means to give them advice as to advertising methods, but simply to describe to them, in the simplest way, what has already been accomplished in my country by a number of their compatriots.

As a part of my profession and—I want to say without false modesty—personally interested with some of these enterprises because of my knowledge of the French market and habits of the people, I shall tell you in the simplest fashion of what has been accomplished by those who have crossed the Atlantic, the methods which they have used and the results attained by these Americans who have come to France.

The first objection which presents itself to the usefulness of such a review will be voiced in words like this, "Because others are before me, I would be too late in the field. There is no reason to waste the time to read this article, which I might find some better way to use."

To those who feel so, it is necessary to say, look at the list of American firms who have introduced their products in France, which you will find in the article. If your product is not represented, there is a strong possibility in favor of your chances of success.

I may speak too presumptuously, for there are certain articles of merchandise which are warmly received in America which might not evoke the same enthusiasm in France. For example, you have a number of drinks which have become popular in America and which are not under the ban of the Volstead law. This question of taste, then, is one side of the problem which demands an intimate knowledge of the needs of the market.

On the other side, it is always necessary to say in France, as in other countries, that no market has ever been found which one may properly call saturated, and that many times those articles which foreign publicity has flooded the market are in reality the easiest to make a place for. A man with the courage to open up a new market is always permitted, if he can, to supply the demand and so corner the market. But, very often, the need which the pioneers have created is so great that it takes many manufacturers to satisfy it.

Another objection, which is sometimes accepted, but which is erroneous, is that the present financial situation in France presents an obstacle and a decided restriction to the capacity to absorb foreign products. Permit me, as so many representative American and French men of importance have already done, to insist that this is an error. The crisis of the state has had no reaction on the economic situation of individuals. This crisis, which it has seemed convenient to call the "vie chere" (expensive living) is a phenomenon which is truly universal in all countries. But this appearance is really fallacious in France, as in other countries. If the prices of provisions and merchandise is higher, it is only to the same extent that wages are higher and the average citizen is able to buy as much with his increased earnings as formerly.

The actual fact is that people are really spending a larger percentage of their

money in France than they ever have before. This increase in sales is explained by the fact that the working man of France is undergoing a tremendous change.

Before the War the habit of economy of the French peasant, who represents the great majority of the French nation, was proverbial. Isolated in his fields, far from the temptations of the city, he was untouched by the progress of civilization and ignored the comforts of life, having no other ambition than to be able to leave his descendants a little more land and a "woolen sock" full of money, saved sou by sou. But on the battlefields, where peasants, workingmen, the rich and the aristocratic fought shoulder to shoulder, he began to lose his traditions and to realize the privations to which he had submitted himself. In association with the Anglo-Saxon soldiers first, and later with Pershing's troops, he became initiated into new ideas of comfort and of well being.

It sounds like a paradox in the experience of the human to speak of learning a lesson in comfort in the trenches. But it was there that the tendency to make the best possible of a life incessantly menaced was born. And there it was that they acquired the taste for a multitude of commodities which had already been for a long time indispensable to the most humble inhabitant of Texas.

Then, by a coincidence favorable to our thesis, at the same time that the French peasant found that he enjoyed many things which he had never before bought, he found that he had more money than he had ever had to spend. The price of provisions which he had to market began increasing at a remarkable rate, and at the very moment when he was met with the temptation to spend more money the products of his fields supplied him with the funds to satisfy his new desires. He earned and spent more, but due to his old habit of saving he spent less than he made and remains one of the most solvent of prospective customers.

It is necessary, then, to consider the rural population of France as a great unexplored field for exploitation, which only awaits the energy of the prospector to find rich, untouched veins to produce a yield as yet undreamed of.

The other classes of the French population are more or less familiar with the comforts and luxuries offered by the civilization of to-day. It may be apropos to say here that France never is haunted by the fear of lack of work; that the immense army of office-holders, due to the fortune of the many chances of employment, are always able to improve their fortunes and so add to their ability to buy. France, like every other country, has its "new rich" growing in number every day and who here as elsewhere spend large amounts. And, to cite one of our confreres from across the Atlantic—

"Each year of increased prosperity develops a huge army of new spenders for the market—people who have just arrived at a financial state where they can now afford to buy the things which yesterday they desired but could not afford. They are more susceptible to advertising appeal than any other part of the advertisers' potential market."

What then are the principal American firms which have succeeded in entering the French market? After looking over the list of firms, we will study quickly the means by which they have attained their success.

Soaps and Beauty Products
Lever Brothers
Palmolive
Cadum

Cutex
Odorono
Tokalon Cream
Packers' Tar Soap

Composing Machines
Linotype
Intertype
Monotype

Automobiles
Ford
Buick
Chevrolet
Graham Motors
Studebaker

Tires
Goodyear
Goordrich

Typewriters and Adding Machines
Remington
Underwood
Burrough's

Lubricants
Tide Water Oil
Mobiloil
Boyce-Itte

Linoleum
Congoleum

Films
Paramount
Metro-Goldwyn

Food Products
Libby, McNeill & Libby
Gloria
Wrigley

Razors
Auto-Strip
Gillette

Fountain Pens and Pencils

Waterman
Wahl
Eversharp

Patent Medicines

Pink Pills
Mother Sill's Sea Sick Remedy
Omega Oil

Photographic Apparatus
Eastman Kodak

Gas Heaters

Lawson Radiator
National Radiator Co.

We will not talk of the large importations of raw materials, but give all of our attention to the special brands, which really are our subject.

But, incomplete as it is, the list above gives an idea of the diversity of the types of American products which are actually soliciting French trade and the multiplicity of those which might easily enter the market.

We must note in passing that all of these organizations are continuing their advertising and do not find themselves handicapped by the present situation in exchange. We do not believe that this can be considered a deterrent to entering the French market. Indeed the largest part of French manufacturers are obliged to buy their raw materials in the countries which have a high rate of exchange, an obligation that results in almost the same situation as does direct importation.

There are a number of other American firms which are not mentioned in the list as compiled because their advertising campaigns have not been under

(Continued on page F44)

LE COURRIER du CENTRE

Limoges (Hte-Vienne)

A great Provincial daily founded in 1851

First on the street with the latest news of the World

The City of Limoges with its 100,000 inhabitants and the five contiguous Departments of Haute-Vienne, Creuse, Indre, Corrèze and Dordogne, are covered exclusively by the various editions of "LE COURRIER DU CENTRE." In addition the paper has a wide circulation in Vienne, Charente, Allier and Lot.

For 75 years this daily has been favored by a majority of the 2,000,000 people of its section, especially proprietors, merchants and all business men.

Sold on 1,800 news stands and goes regularly to 17,500 subscribers each morning, carrying news received direct from Paris up to one A. M., and ten hours ahead of the Paris and other large city newspapers.

Advertisements received through "L'AGENCE HAVAS" or at either office:

LIMOGES
18, rue Turgot

PARIS
35, rue des Petits Champs

La Petite Gironde



The Largest Circulation of all Provincial Newspapers

PARIS

8 Boulevard des Capucines

BORDEAUX

8 rue de Cheverus

Twenty-Two Editions Daily

Through its circulation, the high quality of its printing and make-up, the diversity of its permanent and transient reading groups

La Petite Gironde

gives the best returns from advertising in all that prosperous region of South West France, where its wide distribution and the constantly increasing favor which it has enjoyed for more than fifty years, guarantees its value as a medium.

La Petite Gironde

which dominates a territory of thirty Departments of France, was the only French Newspaper to publish a special American Edition during the World War, a feature which met with great success among American troops.

Advertise in La Petite Gironde
throughout all the South West of France.

FRENCH ADVERTISING SYSTEM CONTROL BY WIDE ACTIVITIES OF "C. S. P."

**Comprehensive Review of National Organization Comprising
Eight Sections—Development of Circulation Audit Plan—
Looking to Philadelphia for Further Inspiration**

BY CHARLES MAILLARD,

President of the Advertising Syndicate,
Judge of the Tribunal of Commerce
of Paris

IT was only toward the end of the last century that advertising and publicity men of France began to give some thought to the organization that had been sorely wanting up until that time. There had never been such an organization, and life being ruled by custom at that time, rules of ancient usage were more or less arbitrarily applied.

But with the great development of advertising in our country shortly after the dawn of the Twentieth Century the need of "putting the house in order" began to be felt in the great advertising centers such as Paris.

It might be said that the Universal Exhibition held in Paris in 1900 gave definite direction to this movement and prepared the ground for the formation, shortly afterward of the Syndicate of Professional Advertising Men, at the head of which was named one of the veterans of the corporation founded by Emile Paz, who died less than two years ago. In this instance, however, the grouping together of advertising men was only for the protection of mutual interests and had little in common with the advertising men's organization as it stands today.

The new idea, the idea which has carried through until today, was conceived in 1906 and the organization then took the very comprehensive title of *Chambre Syndicale de la Publicité* (to be referred to hereinafter as the C. S. P.), which aimed at the representation of all advertising interests in all their forms.

The program mapped out by the organization, for the realization of which every member has worked continually, was predominated by the directive idea that all advertising has for its end the bringing together of the applicant and the buyer he is seeking through the medium of advertising.

For publicity, as for other branches of human activity, specialists who thoroughly understand their medium, must be employed to provide the clientele with a service that will be of benefit both to the client and to the customer he wishes to reach.

The founders of the C. S. P. foresaw the value of thorough-going organization and from its very beginning the association brought under one administration, the following groupings:

1. Such organs as *Le Petit Journal*, *Le Journal*, *Echo de Paris*, *Liberté*, *Illustration*, *Monde Illustré*, *Petite Gironde*, *France du Sud-Ouest* of Bordeaux, *Dépêche* of Toulouse, *Lyon Républicain*, *Réveil du Nord*, *Petit Provençal*, *Populaire de Nantes*, etc.
2. Mediaries such as agents, brokers, contributors and publicity agents.
3. The agencies and professionals of poster advertising.
4. An artistic committee which brought together such masters of poster design as Cheret, Willette, Grun, Grasset, etc.

Thus the C. S. P. entered upon its field of activity.

Toward the close of 1906, at the request of the lamented L. Vergne, of the *Dépêche* of Toulouse, General Secretary of the organization, M. Gaston Doumergue, President of the French Republic, but then Minister of Commerce, accepted the post of President of Honor, and in this capacity presided at the banquet tendered to two notable advertising men elected Knights of the Legion of Honor at that time, Messrs. Léon Renier, now President of Agence Havas, and M. J. F. Jones, Co-Director of the *Société Européenne de Publicité*, who died re-

cently after a long and most honorable career in advertising work.

It was at that banquet that was first expressed the idea of teaching advertising in commercial schools, a productive idea that was at once retained by M. Doumergue, and which has since been pursued in all its infinite developments.

M. Doumergue had continued to give his unqualified support to the C. S. P. since that memorable night and on the day following his election to the Presidency of the French Republic, he took particular pains to inform the association that he would continue as Honorary President of the C. S. P. in spite of his new and arduous official duties.

The success of this enterprise, and it has been highly successful through these 20 years, is due I believe, to the fact that all of the advertising interests of the country, and especially those most likely to come into discord one with the other, have been grouped together into a harmonious and smooth working whole, without jealousies and without friction.

The men and organization which saw fit to come into the fold were quickly assimilated into the whole and a strict regulation of the professional advertising men making up the body, has ever been one of the cardinal principles of the C. S. P. The organization itself, so great is its confidence in its methods, undertakes to guarantee the integrity and methods of each of its members. The fact that he is a member is sufficient evidence that an advertising man is right.

Considerable development was necessary however, before this point was reached but as the C. S. P. stands today it takes cognizance of every advertising or publicity man of any importance in the country, whether he is a member of the organization or not.

One of the important works of the C. S. P. during the last few years has been the co-ordination and unification of the customs and current practices of advertising and the relations between client, advertising man and the various organs and qualified intermediaries.

This work came under the jurisdiction of the "Code des usages de la publicité" a department of the C. S. P. founded in 1914 but which was unable to achieve its end, owing to the intervention of the World War, until 1921. At a banquet which took place on the 27th of June of that year which brought together notable men of the journalistic world, Mr. Lucien Dior, Minister of Commerce, took upon himself the duty of Godfather for the new Code of Ethics for advertising men.

Mr. Léon Renier, who was present at the meeting, expressed himself as follows when the new code was accepted. "Not only on my own behalf but in the name of the Havas Agency, I congratulate you with all my heart for your work, before which we have to bow our heads. As for the Havas Agency, I pledge you its cooperation in this work of purification. I have asked the big newspapers of Paris, which I represent here, to authorize me to declare, as I am doing, that they accept it entirely and will apply it most heartily."

Following this testimonial to the right principles of the organization the code of ethics came into actual being and practically all points of difference over its operation were smoothed out. Today advertisers consult it, agents observe, and the tribunal of the organization refers to it in all its decisions. And this brings us naturally to a very important function of the C. S. P.

It concerns the arbitration of any litigation in which the members of the organization or their clients may become

involved. These matters are almost invariably submitted to the organization and the parties to the dispute generally agree to rely upon the awards of the C. S. P. In this manner long delays are avoided and the heavy expense of court procedure is obviated.

On the other hand the C. S. P. takes the initiative regarding matters pertaining to advertising in the general sense. Thus we took an important part in December 1922, two years before the London Convention of the Associated Advertising Clubs of the World, in the first "Advertising Week" which brought together under the chairmanship of the writer, all of the corporative publicity groups of France.

During the course of this week was born the "Office de la Justification du Tirage," the Audit Bureau of Circulations of France. The formation of this organization was for the purpose of putting into practice the principles already in practice in England and the United States and summed up in the motto "The Truth in Advertising" inscribed on the pediment of the London Convention, to which the C. S. P. was a party through its affiliation with the Associated Advertising Clubs of the World.

The operation of the O. J. T. beneficial as we know its results would be, was presently felt in an advantageous manner unforeseen by its promoters and since the formation of this body the exaggerated declarations of immense circulation has, in fact, practically been discontinued.

In the course of that same "Publicity Week" we studied many technical questions including the standard width of columns and the typographical point for the measure of advertising.

At the present time the C. S. P. comprises eight sections:

- An Agencies section, uniting eighty-seven members.
- A Section of Publicity Representatives.
- A Section of Paris Newspapers.
- A Section of Provincial Newspapers.
- A Section of Periodicals.

A Section of Advertising Technical Men.

A Section of the Industries Connected with Advertising.

A Société of Reserve Funds and Retirement Pensions.

Within the organization we now have the satisfaction of knowing that we are in perfect accord regarding the rules that constitute the advertising man's confession of faith, such as those voted at the London Convention of the Advertising Clubs in July, 1924.

It is therefore, with the most lively interest that we are watching the work of the Philadelphia Convention, confident that our advertising education is sure to benefit from these sessions.

We do not differ in principle and we are desirous of persevering. We have great confidence in the dignity of our profession and we are convinced that the success that has met our efforts so far is based upon our moderation, our independence and the high sentiments we hold.

COST OF WAR RECONSTRUCTION

The Banque Nationale de France du Commerce Extérieur in its monthly review for August, 1925, declared that though progress had been less rapid in 1924 than in previous years, economic activity had been almost completely re-established, and what remains to be done may be spread over several years to fill the financial situation. It estimates the material damage done by the war at about 101,000 million francs, divided as follows:

	Million Francs
Indemnities due to war sufferers....	85,000
Interest on above.....	3,000
Direct enterprises of the State.....	5,500
Rebuilding of Railways.....	2,650
Reorganization of Public Services....	2,700
Different Forms of Aid.....	1,400
Administrative Expenses.....	1,200

NICE

is the Most Beautiful City of Europe

LE PETIT NICOIS

is the Best Newspaper of Nice

Its advertising, under the control of the Havas Agency, gives the best results on the Cote d'Azur.

It is read by all of the winter visitors to the Riviera from all sections of the world, and particularly by Americans.

Its representatives, its numerous daily editions and the personality of its directing head, M. Pierre Bermond, makes of *Le Petit Nicois*, a newspaper of high repute among all classes, especially among business men.

LE PETIT NICOIS

17 Avenue de la Victoire
NICE, FRANCE

39th year of

Europe's Complete American Newspaper

THE NEW YORK HERALD

European edition of The New York Herald Tribune

☞ Published daily in Paris and read all over Europe by more Americans than any other newspaper published outside of the United States, the great English dailies not excepted.

☞ In 1925 THE NEW YORK HERALD carried 1,859,280 lines of advertising—419,362 lines more than in 1924. A gain of 29.13%.

☞ No other English-language newspaper published on the European continent approached the above total.

☞ It exceeded by more than 75% the advertising carried by the nearest other American newspaper published abroad.

THE NEW YORK HERALD

is the FRIEND and GUIDE of Americans in Europe

8 to 14 PAGES DAILY

more NEWS — more ADVERTISING — more READERS

HUGE TRAFFIC BETWEEN AMERICA AND FRANCE

Even Restrictive Immigration Laws Have Not Diminished Human Flow Across Atlantic—Story of French Line's Development

THE steamship lines connecting France with the United States are by virtue of the large number of passengers they transport the most important in the world. More than 1,700,000 passengers were carried to destinations in the United States in 1913 and since then even the restrictive measures have not diminished the activity of the current of immigration outstanding between Europe and America.

The recent laws, which reduce the number of immigrants authorized to go to the United States, have notably modified the character of the traffic, in spite of which it remains the most important of that variety, and the movement of travelers has now a new orientation. Other traffic has increased since the War, with the result that the United States now shows a very considerable increase in cabin passengers and at the same time there is noticeable a new traffic in the third class coming from America (tourist passengers).

Whatever may be the class of these passengers, all or nearly all, are specially interesting to France, for they include a great number of tourists, and these have generally the desire to visit our fair country in the course of their itinerary in Europe.

The French Line is among the large companies of navigation interested in this traffic, and stands as one of the most important because of its length of service, through the importance of its connections and it remains one of the most solid connections existing between the two great Republics.

It was begun in 1861 in order to handle the postal service of the French Government between Havre and New York, and it was in 1864 that the *Washington*, the first liner of an important fleet especially constructed for this traffic, was put into service. During many years the French Line was the sole navigation company to maintain regular service between the United States and France and the development of commercial relations between the old and the new worlds entailed the development of this company. After that there has been a large increase in the field of its operations with regard to the United States.

It has naturally retained the postal service between Havre and New York, the itinerary of which includes nowadays a stop at Plymouth. This service includes the largest and most rapid French liners, the *Paris* and the *France*, to which will be added during the forthcoming year, *L'île de France*.

But this line has been paralleled by another service begun in 1908, which is carried on by an unique class of liners, the success of which has been very rapid and of great importance. To the French Line belongs the honor of having created an idea realized for the first time in the liner *Chicago*. The *De Grasse*,

which was later added, represents an outstanding type of one class liner.

The excellent results obtained in practice by new construction have, on the other hand, induced the French Line to transform its steamer *Rochambeau* to harmonize with the same ideas which inspired the construction of the *De Grasse*.

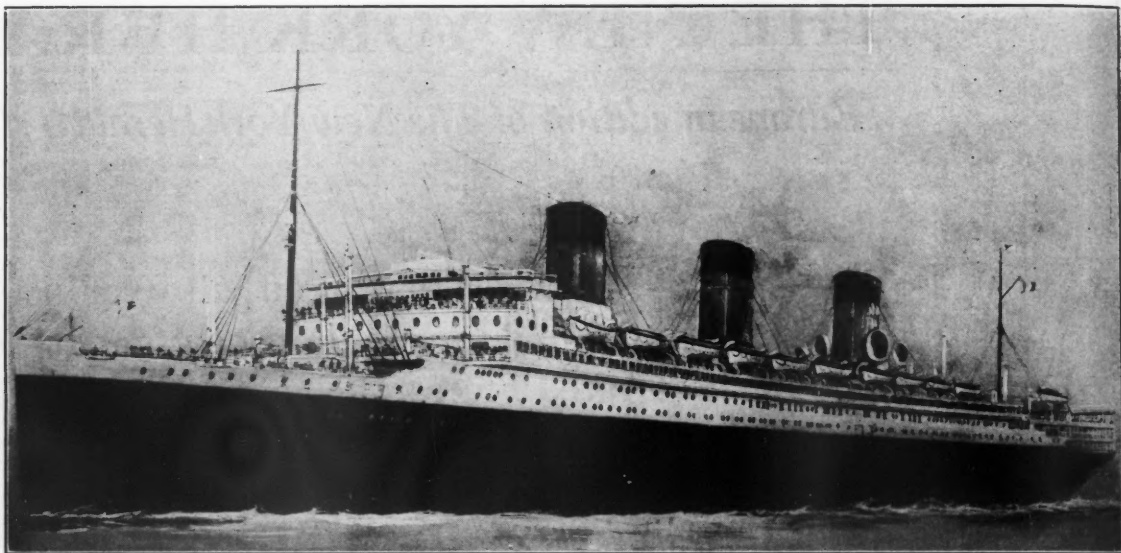
To these two services for passengers and freight the French Line has added

ton, New York, Baltimore and Philadelphia, the second those of the Gulf of Mexico, San Francisco, and San Pedro. These lines follow fixed itineraries and have regular sailings. Their other terminals are Antwerp, Havre and Bordeaux.

Coincidentally with the perfection of its passenger service to New York, in which its finest liners are employed, the French Line has put into service modern freight steamers of large tonnage,

really great liners of the world. It will have a displacement of 41,000 tons, its length will be 241 metres, and its turbines will develop 52,000 horsepower.

As with the *Paris* and the *De Grasse*, this new unit of the French merchant marine will be decorated throughout in a modern fashion. Here again the French Line has broken with a long-established tradition which decreed that a liner should be decorated in the great



THE "L'ÎLE DE FRANCE"—NEW FRENCH LINER

Launched at St. Nazaire, France, on March 14, will be the world's sixth largest steamer, entering service in May, 1927.

two others, the one between Bordeaux and New York, carried on by mixed liners, and the other leaving from Havre for Galveston and Houston, Texas, by way of the Spanish ports, the Canary Islands and Havana.

This service to Texas, which is carried on by steamers of considerable size (15,000 tons), having large space for the reception of merchandise, leads us to consider in what measure the French Line has been induced to create and to maintain a freight service between the United States and France.

France imports from the United States considerable quantities of cotton, of preserves, of grains and also of manufactured products. These are products which may not be advantageously transported in the hold of a liner, and which are forwarded usually by one of three regular freight steamer services which the French Line has established for that purpose.

The first line serves the ports of Bos-

upon the subsidiary lines. The *Jacques Cartier*, for example, is a ship of 150 metres length and 19,000 tons displacement, is the largest freight ship of the French Line fleet, and nearly all of the other cargo ships of the line displace from 12,000 to 15,000 tons each.

This does not include certain steamers which the French Line has found it necessary to charter in order to take care of the increasing demand for tonnage. Forty-five ships of the fleet, totaling 355,000 tons, are devoted exclusively to the traffic with the United States.

The French Line is continually modernizing its fleet, either in transforming or improving the steamers in service in order to have them always up to date, or in adding new units. The fourteenth of last March this line launched at St. Nazaire a new liner of the highest standard, *L'île de France*, which will be a much improved *Paris*. This ship will take its place as the largest of the French merchant marine and one of the few

classic styles of the past. The success of the Exposition of Decorative Arts in Paris and the favorable reception which the public gave to the company's newest steamer confirmed it in this intention.

The French Line possesses one of the most complete fleets of commercial ships in the world; one hundred units totaling more than 900,000 tons, and whose activity extends not only to the United States, but also to Canada, Cuba, Mexico, the Antilles, Central America, the Islands of the Pacific, the Baltic Sea and in England and North Africa.

The commercial activity of this fleet is considerable. In 1925 it transported more than 400,000 passengers and in the holds of its various freight ships more than 2,500,000 tons of merchandise. It is the most important of the French navigation companies, the French group being at the same time the most important in the matter of the number of companies in which they are interested.

Le Journal de Lyon

LE PROGRÈS

LYON, 85, rue de la République

21, rue de la Sourdière, PARIS

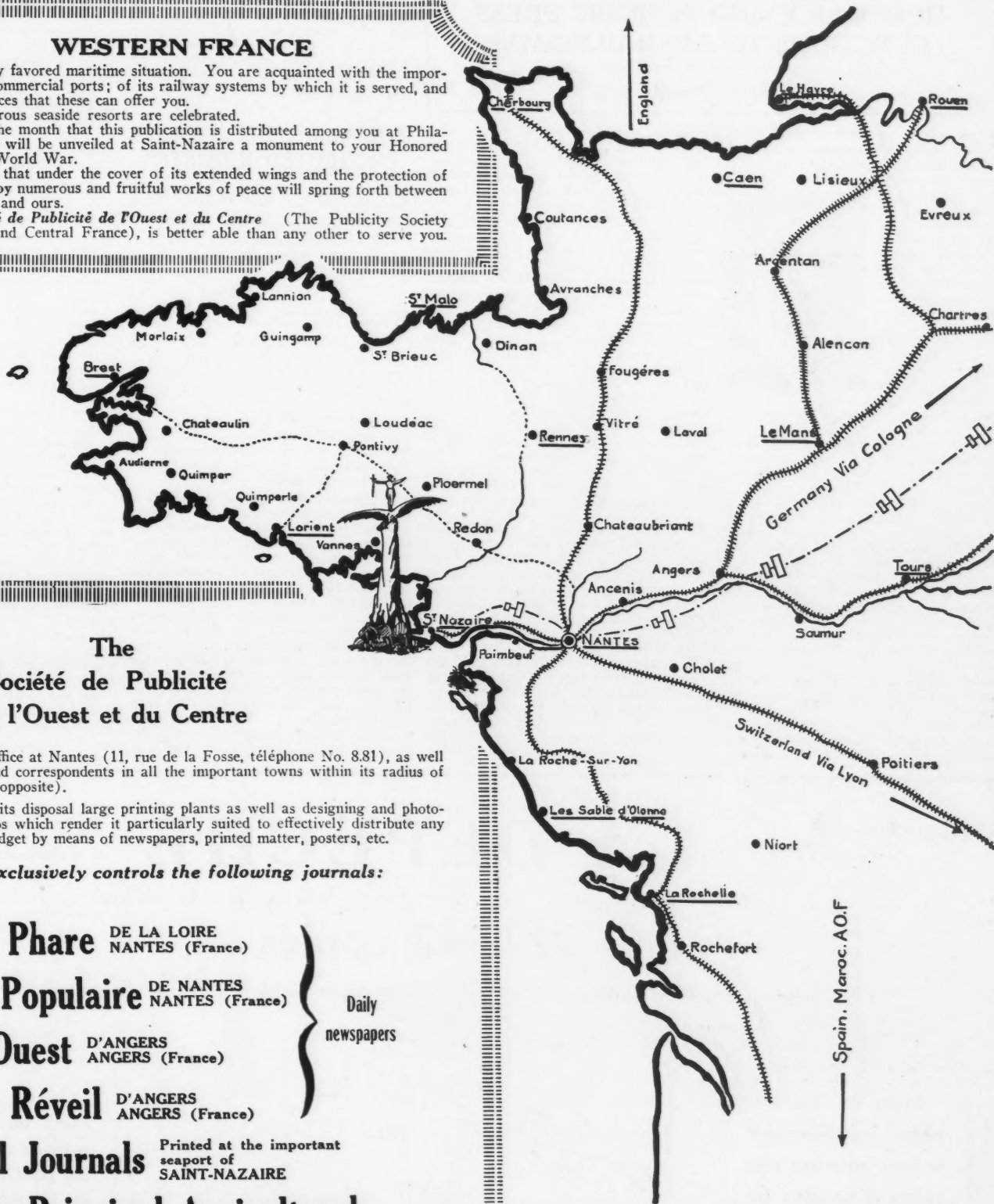
WESTERN FRANCE

has a specially favored maritime situation. You are acquainted with the importance of its commercial ports; of its railway systems by which it is served, and the conveniences that these can offer you.

Its numerous seaside resorts are celebrated. During the month that this publication is distributed among you at Philadelphia, there will be unveiled at Saint-Nazaire a monument to your Honored Dead of the World War.

We hope that under the cover of its extended wings and the protection of your Doughboy numerous and fruitful works of peace will spring forth between your country and ours.

The Société de Publicité de l'Ouest et du Centre (The Publicity Society of Western and Central France), is better able than any other to serve you.



The Société de Publicité de l'Ouest et du Centre

has its head office at Nantes (11, rue de la Fosse, téléphone No. 8.81), as well as agencies and correspondents in all the important towns within its radius of action (chart opposite).

It has at its disposal large printing plants as well as designing and photogravure studios which render it particularly suited to effectively distribute any advertising budget by means of newspapers, printed matter, posters, etc.

It exclusively controls the following journals:

- Le Phare** DE LA LOIRE NANTES (France)
 - Le Populaire** DE NANTES NANTES (France)
 - L'Ouest** D'ANGERS ANGERS (France)
 - Le Réveil** D'ANGERS ANGERS (France)
- } Daily newspapers

All Journals Printed at the important seaport of SAINT-NAZAIRE

The Principal Agricultural Journals of Western and Central France and particularly

La Semaine The important weekly agricultural journal

Its Paris offices which have been during the past 32 years under the direction of Mr. X. Muller, Chevalier of the Légion of Honor, and Secretary-General of the Publicité Française are centrally situated at 2, rue des Colonnes (téléphone Gutenberg 03.13) near the Bourse des Valeurs (Stock Exchange).

It is in this same location and under the same direction that are found the publicity offices of the

Journal de Rouen

which is by far the most important daily organ of information in Normandy.

EXPLANATION

- Railroads [dotted line]
- Air Lines [dashed line with squares]
- Canals [long-dashed line]

HOW DAILY AND PERIODIC PRESS FUNCTIONS TO AID RAILROADS

By M. RIBAUD

IN exactly the measure in which a business such as the railways of a country affects the collective life of a people, renews the habits and manners and creates new exchanges, the facts are noted in the daily and periodic press, but as its task does not consist merely in recording day by day the story of society, it cannot limit itself to the passive character of a witness. It has assumed for itself the further duty of influencing public opinion, of redressing certain errors and of drawing the necessary conclusions from facts as presented.



M. RIBAUD

One would, in fact, get small idea of the bond existing between railroads and newspapers if he were to regard the daily journals only as means of publicity for the carriers. Without denying the great service of the newspapers in diffusing information concerning the railroad companies, acquainting the public with innovations to increase speed, comfort or pleasure, it must be pointed out that the newspaper in this case is but the substitute of the poster, and its office, while useful, is not very different from the one it assumes toward any merchantable product.

But there are many other opportunities for the press to give very useful and legitimate aid to the railroad companies.

Everyone has been struck by the new length to which tourism has attained during the last decade and by the effort of numerous agencies to draw public attention to the artistic treasures and natural beauties only appreciated by the inhabitants of the country in which they are found.

The admiration of the whole world for the soldier who fought for its liberty has caused an increase in travel, we may say has even been the cause of numerous pilgrimages, to those regions which were the scenes of the great conflict.

The French Railway Company from the first moment in which this new desire to travel and see became evident, has bent its efforts toward making travel in France both more cheap and more comfortable. In this effort it has been ably assisted not only by the French press, but the press which addresses itself to the great American public.

Their joint efforts have led to the creation of touristic literature which is ever increasing both in scope and in merit.

Probably many people will insist that this collaboration is merely for the benefit of those who profit from the increased traffic and trade which it brings forth, but it is precisely because its life is intimately connected with the general prosperity that the railway companies of France have taken part in this collaboration of the great newspapers in influencing the public mind.

To take a concrete example, if the circumstances and economical conditions reveal the necessity of adapting the rates applied by a railway system to a modified situation, it is the duty of the press to place before the public this complex situation, to point out its essential elements and to establish its principles.

It is in this way that the touch between the great press and the railroads may be most useful and productive. Therefore I can but wish the development of still more intimate relations between our industries and the press of your country and of mine.

TOURISM IN FRANCE PROTECTED INDUSTRY

Organization to Aid Travel, Offer Comforts and Sustain Nation's Reputation for Hospitality

By FERNAND DAVID

Senator and Former Minister; President of the Board of the National Office of Tourism.

"Tourism" is a new word in the French language. The latest dictionaries define it as "the inclination for traveling," but to-day it signifies something quite different.

We wish to show the amplitude of this new form of national activity, its importance and the French character of its organization, which is both well appointed and simple.

While there was not yet any tourism there were already tourists. People have always travelled for instruction, for pleasure, and for health. Illustrious precursors may be cited. We will name but one, and as a mark of respect to the woman called "La Divine," the Marquise de Sevigne, whose third centenary is being celebrated this year. She wrote: "I have had to put on the ship the body of my large carriage . . . we have let down the windows . . . the front opening makes a marvelous picture; the doors and the side windows give us all the points of view that one can possibly imagine . . . we eat upon a board in the carriage as would the king and queen. Notice, I pray you, how

very refined everything is upon our Loire." This was tourism, even if of the river sort and of the most refined kind. Tourism existed then in effect but it was individual. Its collective manifestations did not go beyond family or guild excursions and the Anglo-Saxon "tours." In 1874, nevertheless, the Club-Alpin gave Alpinism a great impulse in placing within the reach of everybody a sport reserved hitherto only for the first initiates. In 1890 the Touring Club, in 1895 the Automobile Club, in 1909 the Aero it as "the inclination for traveling," but Club, were founded.

These are the stages of an advance of which other numerous but less important associations mark the progress.

Today, more than 500,000 adherents, grouped in national societies form one of the great bodies of the army of French tourism.

Influenced by this brilliant proof of the benefits of association, these societies have formed an association among themselves and the National Union of the Association of Tourism has become the highest expression of this new national force.

The Union is devoted to purely national problems; to incite large projects and to support them; to assist all progress; finally to protect against vandalism or speculation the patrimony of art and beauty of beautiful and charming France.

Henceforth all the energies of active tourism revived at the natural sources and grouped in bodies removed from politics and from commercial aims have not ceased to stimulate the nations by exchanges of ideas and information.

They have suppressed the misunderstandings and smoothed out divergences of opinion. They are, furthermore, a source of prosperity through the transactions which they occasion, exchanges between the French and money spent in our country by foreign tourists.

As the mistress of a house arranges and adorns her dwelling to receive honored guests, it was important for

(Continued on page F46)

Head Office:
TOULOUSE

LA DÉPÊCHE

Paris Office:
4 Faubourg Montmartre

Daily circulation, certified by O. J. T. (French Audit Bureau of Circulations)

217,742 copies

The largest certified circulation of any daily newspaper published in the French Provinces.

Space in "La Dépêche" is indispensable to every advertiser who wishes to introduce his product into a territory representing one third of France and one of the richest sections of Europe. The extensive and high class circulation of "La Dépêche" assures results.



In the district indicated on the accompanying map, comprising 28 Departments in the Center, South-West and South of France, and combining Agricultural, Commercial and Industrial interests, "La Dépêche" is the sole big medium through which manufacturers and consumers of the entire District can be reached.

Rosita Forbes ~

the world's greatest woman traveler
prefers the **FRENCH LINE**



ROSITA FORBES— Author of "The Secret of Sabara", "From Red Sea to Blue Nile", "If the Gods Laugh", "A Fool's Hell"; and recipient of the French Geographical Society's gold medal for her exploration of the secret Senussi country in the middle of the hitherto uncharted Libyan Desert.

*I have travelled all over
the world, comfortably, and
uncomfortably, but I never
travelled perfectly till I
boarded the "Paris". Now
there is only one line for me
— the French Line —
and I'm going to spend
as much of my life on it
as I can.*
Rosita Forbes

LET Mrs. Forbes tell you of the vivid color and mystery of Morocco, Tunisia and Algeria . . . and of the luxuries of the North African Motor Tours. Write for her fascinating booklet, "Across North Africa."

THE longest gangplank in the world" is given preference by Rosita Forbes because its service, cuisine and decorations are as delightfully French as Paris itself! The de Luxe Liners Paris and France sail to Plymouth, England, first; arriving at Havre a few hours later. The One-Class Cabin Liners go direct to Havre, the port of Paris . . . where there is no transferring to tenders. Just down the gangplank . . . a special train waiting . . . and Paris in three hours!

French Line

Compagnie Générale Transatlantique, 19 State St., New York

Offices in principal cities of Europe, Canada and United States, or ask any travel or tourist agent

TRANSPORT — HOTELS — PUBLICITY TOUR TRAFFIC TRINITY

By M. GEORGES BARRIER,

President of the International Alliance of Hotel Men, President of the French Syndicate of Hotel Men.

THE whole of tourism is included in this trinity: means of transport, hotels and publicity. Let one of these three elements disappear and there is no more tourism. It may be added that the relations between the hotel industry and the press are necessarily most close and indis-



GEORGES BARRIER

soluble. It is not surprising, therefore, that they have always been most cordial, and one does not have to be a major

prophet to foresee that, as the means of transport become more and more numerous and more and more comfortable, the hotels will develop in an analogous manner, publicity will become more and more intense and, as a direct consequence, the relations of the hotel industry to the press will become more and more active.

Tourism has shown, in these last years, an astonishing advance, and its progress is not likely to become slower. Our terrestrial globe becomes, from day to day, more and more easy to traverse. New regions and centers are opened up on all sides frequented by an ever increasing number of visitors. This world wide movement will be aided and regulated by adequate publicity, which will require an increasing expansion of the press of the world.

We trust that the relations so happily established between the hotel men of Europe and of America in the course of three international congresses held by the "Alliance Internationale de l'Hotellerie," at Monaco in 1920, at New York in 1923 and at Paris in 1926 will have most important results in the development of economic and social relations between the countries of Europe and America, that the effects of these manifestations will be not only durable but continuous, and that we may expect identical results from the visit made to Paris, in 1924, by the Advertising Clubs, as well as from the return visit which will be made by authorized representatives of the French press, on the occasion of the Philadelphia convention.

We have here the two parallel activities of the hotel business and the press, which furnish a new demonstration of the intimate relations now existing, and which cannot but exist between the development of the hotel industry and the

development of tourist publicity. This relationship will result in the development of tourism as a whole, of tourism as a producer and spreader of wealth among the nations.

PLEA FOR LOW DUTY ON PERFUMERY

Head of French Syndicate Says American Tariff Too High—Praises Science of French Mixers of Delicate Odor Compounds

By ROBERT BIENAIME

President of the French Perfumery Syndicate

Perfumery even more than any other industry "de luxe" which adds to the beauty of life, is a very complex and refined art which borrows from nature itself its principles and its growth.

The efficient mixing of oils and balsams is not sufficient to the making of a good perfume. To compose a perfume with such imperponderable elements as Science has not yet been able to determine—odors, for instance—is similar to the creation of a masterpiece like painting with appropriate shades, or to the composition of a musical work where the author must find the right harmony.

Odors, in point of fact, are much like notes for the musician or colors for the painter. With them one can either give birth to a splendid work of art, if they are used according to the principles of harmony, or obtain a terrible discord, if one is ignorant of their secret.

The perfumer's art is most complex and delicate, not only in the creation of the perfume itself, but even more so in showing up the elegance and good taste of the perfume's get up, in selecting the shape of the bottle and the attractiveness of the box which will hold it.

French perfumery has taken the first place in the world by reason of our artistic past, and the right judgment and accuracy of our notions, which are guided by the artistic experience of our ancestors.

In the elegance and the manner in which it is presented, French perfumery follows the tradition of workmanship of the Eighteenth Century by making the noble artisans work together with the great artists who, through centuries, have brought up to the front rank, the name of our country.

Our masters in the art of perfumery have always kept that bright clear French spirit of a happy country blessed

by nature, the fertile soil of which produces under a splendid climate, corn, grapes and flowers; the only country in the world which supplies with lavishness the precious essences of jasmin, of tuberous plants, of orange blossoms, of violets and of many other sweet-smelling flowers, indispensable substances for the preparation of good perfumes.

Following the heavy strain under which France was compelled to labor from 1914 to 1918, our country impoverished by the enormous expenses needed for her defense, we have seen our economic situation upset and our industry depreciated. It was necessary in the face of this to keep up by strenuous work her rank position as a great nation.

All industries in France, and especially French perfumery as an export industry, took an active part in this effort. Figures show better than words the magnificent progress made: In 1913 our export trade of finished perfumery reached 25,000,000 francs; in 1921, 136,000,000; in 1923, 256,000,000; in 1924, 383,000,000; and in 1925 it exceeded 500,000,000. These figures, in spite of the depreciation of the franc, show a considerable increase in our production.

Among the foreign markets that appealed to us, that of the United States is perhaps the most interesting owing to the favor shown by the great Republic to all products in which the French taste appears. Unfortunately, transactions between nations are under strict control of laws and regulations which, as a rule, never take into consideration the good feelings a country may have for another.

Nothing is less sentimental than a customs tariff and we regret to say that, so far as perfumery is concerned, the United States tariff is very protectionist. If it were altered in a favorable way, it would become very profitable for both sister republics.

The true economic law of today is to draw nearer together the different parts of the world, making easier and multiplying the transactions, thus developing the interchanges which are a source of riches. The activity of each country sees its power of creation multiplied by the full growth of the various industries, and these ties, every day more numerous and stronger, bring up little by little, an economic fellowship between nations, the prosperity of one depending upon the prosperity of all.

These are the general reasons why a lowering of customs duties on French perfumery is wished for as soon as possible. We are the more entitled to ask for it since perfumery from foreign countries enters France practically duty free.

It is therefore only just that we should ask our foreign friends for reciprocity. We put with confidence this matter before American public opinion, before the American people to whose sense of justice one never appeals in vain.

EDITOR & PUBLISHER is read by the journalists of the world. Appropriate news articles on newspaper making and advertising technique are solicited on approval basis at space rates.

PROTECTING ARTISTS AND ARTISANS

By Louis Dangel

THE Association for the protection of Plastic and Applied Arts has rapidly grouped together the largest French firms



LOUIS DANGEL

engaged in the de luxe industries and the best French textile artists, couturiers, embroiderers, decorators, bootmakers, jewelers, gold and silversmiths and leather workers.

This group, which has for its object only the protection of the interests of the artists and artisans themselves and of their creations has recently attained great importance in France and receives the respect and cooperation of all who are interested in the artistic and utilitarian movements in the country.

Our friends in the United States will well understand that our desire for protection is legitimate and that our war cry "to copy is to steal" is a truth that should be recognized everywhere.

The great American press has ever been favorably disposed toward such movements and the Association for the Protection of the Plastic and Applied Arts is honored to count so many friends on the other side of the Atlantic. We well know that they will always follow our efforts with sympathy and that they will never hesitate to lend their support.

We have the legitimate desire to live and to profit from our work and we have the will to defend our interests. Our American friends will find that our principle of guarding our artistic heritage is just and will aid us in our work.

Part of the work of the Association is that of the reform of French legislation and the promotion of agreements between nations that will be of benefit to the artisans of both countries. The powerful press of the United States can aid materially in this latter end and we hope will give serious attention to a study of the question.

Already the association has before the French Parliament a proposal for a modification of existing laws and the last International Congress of the owners of artistic and literary copyrights, created a special section for the consideration of problems pertaining to the plastic and applied arts. This section has clearly outlined these problems and it only remains now to work toward practical and equitable solutions.

The good offices of our American friends added to our own study and efforts will surely bring about a fraternal co-operation that shall always stoutly defend the right.

Published at Lyons

LE NOUVELLISTE

A DAILY NEWSPAPER

in twenty-five French Departments of the South East, reaches, in large towns and small villages, a select clientele made up of the best families, industrialists, merchants and wealthy agriculturalists.

ADVERTISING OF CLASS WHICH BRINGS RESULTS



*A French agency
for the French
market*

Thorough studies of market conditions - Organization of sales campaigns - Surveys of the entire field - Conception and operation based on understanding - Printing - Distribution of printed matter - Space in the daily newspapers - Placarding.

To understand the French psychology and American methods and to adapt effectively the latter to the former

This is the problem American advertisers must meet in entering the French field and that is the kind of service we offer you. What would you think of a French advertiser who tried to enter the American field through a French Agency? You would think him absurd and you would be right.

Our methods naturally, are of great value to the French advertiser in the French market. We have studied hundreds of problems, both in launching a product and in carrying it through and the value of our service is demonstrated by the success we have attained. A firm which already enjoys the confidence of

MICHELIN

surely deserves your confidence also.

But we also have foreign advertisers among our clients and they have come to realize that we know thoroughly how to adapt to the new field, the methods that have been successful in their own country. We will mention only one name

PALMOLIVE

but we think that will suffice.

Et. & L. DAMOUR

Chefs de Publicité et de Vente

20, rue Vernier, 20 - PARIS (17^e)

Telephone : Carnot 34-41, 42, 43 et 44

Telegr. : Damourad-Paris

Apply to us for all information that may interest you. We are at your entire disposal, to explain the intricacies of the French market and to demonstrate the value of our service. Correspondence in your own language.



U. S. ADVERTISING IN THE FRENCH MARKET

(Continued from page F34)

way for any length of time, and we feel they may prefer that their methods be not cited until they have more completely infiltrated the French market.

Lack of success in advertising American products in France can be traced in most cases to the mistake of trying to transplant American methods to France, to reissuing their American advertising, making only a literal translation of the American text. In other cases it has been a case of putting "the cart before the horse," have actually started their advertising campaign before verifying the existence of their market or their exact place in it, before having arranged for their distribution through the usual channels or before making any effort to interest the individual merchants in their line.

"I am inclined to believe," writes Mr. W. T. Demiston, "that the defeat of American advertising campaigns in France should be attributed less to a misapprehension of the mentality of the French buying public than to the advertising copy itself, in the same sense that American advertising is not understood in France.

"That is to say, a product which is extensively advertised is in itself, for the French, of an inferior quality."

This assertion, if taken literally, however, may easily prove fallacious.

Certainly with us, as in the United States and elsewhere, the charlatanism of advertisers has hindered the honest efforts of publicity, but this phase passed out of existence some time ago. We could wish for nothing better than the rapid development in France of American methods of advertising.

To bring about this success we must bring into play all of the necessary principles and enter the field without hesitancy.

Among the various categories which we have already enumerated, let us take one of the very oldest for a brief examination, in order to indicate better than could be done by a long dissertation the best road to follow.

The Libby, McNeill & Libby Company has sold its products in France for ten years. In order to exploit its canned goods in the old world, its first thought was to make a study of the market through a qualified house and to see how these products should be presented after customs duties and other formalities had been complied with.

Then the general manager studied the French sales organizations of houses producing similar products, so that he might approach his problem through the inevitable intermediaries. These first problems disposed of, he proceeded to the actual distribution of the Libby products through various wholesalers, regional agents, representatives and brokers, synchronizing this distribution with his advertising campaign.

In this manner, this organization avoided the natural error of affronting the great army of French consumers. It first discussed the matter thoroughly and then followed the advice of its advertising agent, then established a system of publicity for his products susceptible of assimilation by the brains of those to whom it was addressed.

That advertising system was made up of the following:

1. A poster campaign, utilizing space recommended by local agents.
2. Display space in the regional newspapers, women's magazines and technical publications.
3. Humorous films shown on the screens of the most popular theatres.
4. Free demonstrations in the large grocery stores.

In addition to this, he furnished to retailers free window decorations and special cook books to be given away to customers, thus tying up permanently the interests of Libby with the interests of the merchant who sold the products and in turn with the consumer.

And, especially, Libby did not forget to modify completely the aspect, the form and even the text of these advertising media. He embroidered the themes of the American propaganda with variations to fit the French taste, and created new themes especially applicable to the new clientele. Thus the success of this means of introducing the products was not left to chance.

Following the success of the example set by Libby, the same methods have been used, in the main, by all American firms attaining success in France.

The Waterman fountain pen interests installed decorative displays in show windows. A linotype company founded a house organ and established a school where the operators of its clients were trained. Boyce-Itte printed on its posters and in its advertising the names of its representatives. This company also installed on the roads approaching the large cities the names of the distributors of the products.

Northam Warren Company put on sale sample assortments of Cutex products.

The Tidewater Oil Company gave away a booklet of practical instructions for automobilists.

But whatever the method, all were agreed upon the necessity of changing their methods of sale and of advertising to permit their products to become acclimated to the French market.

That adaptation, without which one risks failure, can only operate with the aid of French technicians, having a profound knowledge of universal principles of advertising and a long experience of the particular clientele.

Commercial legislation, corporative customs, tariff regulations and duties, the network of transportation systems, the wires of distribution, and the antagonisms of trade organizations form in France an inextricable labyrinth with which one must be familiar.

Parliament, the Administration, and the individual, each in their respective spheres, with their own individual preferences, will bewilder an explorer without a guide.

Among our people there exists also a heritage which is apt to confuse the most peaceful invader. Our ancient race came from many things. They are suspicious and not given to enthusiasms as quickly as a young and adventurous race. On the other hand, this clientele once gained is as difficult to lose. It remains faithful in spite of the most alluring offers, until it is proved to them irrefutably that their confidence has been misplaced.

There is the delicate point involving the fact that ingenuous publicity will not suffice. One must know the psychology of the French buyer in order to overthrow his prejudices, to avoid false moves and to avoid alienating his interest.

That is why all American houses, when they come to France, employ the trained men of the country, agents and editors of publicity who know thoroughly the innumerable Parisian and regional newspapers and special publications which circulate throughout the sections which they wish to exploit, and the intricacies of the French market and the mentality of its people.

Without going any further into the details of this complicated problem, we may sum up with this simple formula:

To exploit successfully in France an American product its sales and advertising campaigns must first become naturalized.

Is the moment well chosen to continue to put into practice these principles? Assuredly! Because of the state of exchange the time is particularly ripe for the preparation of a campaign with the greatest chance of success.

As for me, conscious of the shortcomings of this article as I am, I trust that I have demonstrated to the readers of EDITOR & PUBLISHER, and through them to American business men who may enter the French field, something of the market which awaits them, and I would feel it an honor to have had however small a part in contributing to the progress of international relations; as well as to have contributed to the reduction of the cost of living in my country through any small influence exerted by my loyal and energetic concurrence.

EXCELSIOR

THE ONLY ILLUSTRATED DAILY IN FRANCE



A Renault adv. in a recent issue of Excelsior

is the recognized medium to reach the elite of French Society throughout the country.

With a net circulation of 200,000, it commands exceptional selling power because it is read by the class of clientele which *can* buy.

EXCELSIOR was one of the very first newspapers in France to enforce strict discrimination in the selection of its advertisements, thereby gaining the wholehearted approval and confidence of its readers.

If your goods are for the class of people who live in the best districts and drive in the smartest cars, let EXCELSIOR carry your advertising.

We shall be delighted to forward sample copies together with schedule of advertising rates and all complementary information you might require.

Write: Excelsior 20 Rue d'Enghien, Paris (France).

The Greatest Newspaper Published in the French Provinces

LE PETIT MARSEILLAIS

A daily newspaper founded in 1868

Daily Features

News of the entire world
Local News
Maritime Chronicle
Sporting News
Commercial and Financial
Quotations
Financial News
Rates of Exchange
Stock Exchanges:
Paris
London
New York
Chicago

Periodic Features

Agricultural Page
Motion Picture Page
Woman's Page
Colonial Page
Sporting Page
Radio Section
Stamp Collectors Section
And others.

Twelve Editions Daily

The best informed newspaper on news of the entire world gathered through its 3,000 correspondents, its special writers, its news agency, its special leased wires and its radio service.

The best edited newspaper because of its competent staff of editors, local and Parisian, including the most renowned French journalists and writers.

The first French daily Newspaper as to the results obtained from advertising.

Its wide distribution covers thirty Departments including Corsica, Algeria, Tunis and Morocco, its various editions appealing to each locality.

Its clientele is of the highest order, embracing a reading group of intelligence and conservatism, ever constant to this newspaper through many years.

Editorial and Administrative Offices:

15 Quai du Canal • MARSEILLES

Advertising Offices:

Either the above address or Agence Havas, 31 rue Pavillon, Marseilles; 62 rue de Richelieu, Paris

DIRECT-BY-MAIL MEDIUM HAS SMALL FOOTHOLD IN FRANCE

By RAY J. G. CLEMANG

Chief of Advertising of *Excelsior*, Professor at the Superior School of Sciences and Economics, Paris

TO give in a few hundred words even a résumé of direct-by-mail advertising in France would be quite impossible and to attempt to discuss the matter comprehensively would even be pretentious. Consequently the following notes must be considered as only a summary, an impression of the whole situation of this kind of publicity, so much used in the Anglo-Saxon countries.

On the whole, it can be said that in France direct advertising through letters, circulars and catalogues is principally used by firms starting in business without a large capital and having no great means of production.

This does not imply, of course, that they are the only ones to make use of direct-to-consumer publicity, for what is called in France the "Grands Magasins," especially those of Paris, and even one big provincial manufacturer of arms and cycles—an instance almost unique in our country—do millions of francs' worth of business each year through catalogues, either sent periodically or occasionally.

But it is usually the small industrialists and retail merchants who attempt to enlarge their market through this kind of publicity. The search for direct business ought to be, logically, the most diffused system of French commercial business, being a country where small business and industry abounds. Three obstacles, however, limit in practice the field of activity of direct postal advertising.

The French spirit is eminently a critical one and in the learned class confidence in "puffing advertisements" is very weak. The character of the French peasant is, by nature, cautious, and so not inclined to believe a word of the offers made to him by people whom he does not know or of the merit of articles he cannot see. The liking for reading is not particularly developed in this class and thus the first difficulty to success of direct-by-mail advertising is presented.

The second difficulty is a matter of geography. The urban centers are near enough to each other, and, existing for centuries, each one of them is a kind of microcosm where all current businesses are represented. The country people go frequently to sell their products in the fairs and markets and take advantage of those occasions to bring back to their homes what they want that could not be found in the small shops of their villages.

The direct publicity by means of letters and circulars has not thus a particularly favorable soil in which to prosper as in newer countries where centers of population are farther removed from each other and communication less easy and rapid.

Finally, since the War, the heavy charges of a nation drained of its life blood, obliged to build anew more than a tenth of its territory destroyed by hostile armies, has forced France, right or wrong, to increase by tremendous proportions the postal taxes on letters, circulars and catalogues, which even before were not in a favorable position for the development of correspondence.

When all this is said, however, it must be admitted that a great many circulars are sent through the French mails. These circulars are often accompanied by small folders, price-lists, etc.; of which the advertising technique is, for the most part, rather rudimentary.

The wine merchants, producers of honey, soap, linen, certain manufacturers of underwear or clothing, jewelry and clockworks, merchants of horticultural and agricultural tools, seeds, etc., are nearly all using the mails as a means of increasing their sales.

Direct-by-mail advertising, it is true, is used, but the whole plan is more often

than not very imperfect because the originators have not taken the trouble to study the psychology of the proposition. In this we find a common fault of a great deal of French publicity; namely, the absence of a definite technique, due to the state of mind of the advertiser, who, because he thinks that he knows how to sell his merchandise or his services believes also that he has acquired at the same time the knowledge of how to announce them through the advertising media.

Consequently he does not take enough account of his wording of advertisements nor of the state of mind of the eventual customer, and of the objections that he will have to refute. The advice of an expert on the subject is not asked, which accounts for the failure and insufficient returns in many fields of advertising.

It is not necessary to point out that the large French advertising agencies are endeavoring to remedy this harmful situation and that they are fast meeting with success.

As I am in the mood of a critic and as we are duty bound to tell the truth to our friends, I think it well to point out one of the reasons for the failure that some American and British firms are still undergoing in launching their products on the French market. They do not succeed because they do not know how to present their selling arguments to the French mind.

The use of the catalogue is general. Perhaps there may be a shortcoming in their description of the articles they have to offer and a great lack of illustration, but catalogues are nevertheless fairly widely distributed and not without some effectiveness.

It is unquestionable that but for the World War, and the economic consequences following in its wake, direct-by-mail advertising in France would be vastly more developed at the present time. It is, however, developing, however slowly, and it is to be hoped that within a few years I will be able to write in all sincerity of French advertising by means of letters, circulars and catalogues with the praise I necessarily have for that form of advertising as practiced for so many years by our good friends overseas.

"TOURISM" IN FRANCE WELL PROTECTED

(Continued from page F40)

France to arrange for the reception of her visitors.

In many places, in the mountains, on the seashore, in the neighborhood of smiling landscapes, associations of men of initiative and good will were created. Their sole aim was to make their corner of France attractive and hospitable.

All the "Syndicats d'Initiative"—there are 600 of them—are federated by localities, and these federations are themselves united in a Union of Federations of "Syndicats d'Initiative." Recognized as a public utility, this Union wishes to give to France the means of being the attractive and intelligent mistress of her gracious house.

The miseries of humanity force us, alas, to mention the pitiful caravan of other travelers, the sick.

Science joins its efforts to those of tourism to assure the best care and to give to the watering places and to the mountain resorts a modern equipment. The "Federation Thermale et Climatique et l'Union des Groupements Scientifiques" have undertaken this task. There remains only to the tourist industry to take

care of their well being and to procure for them such distraction as may help them to forget their sufferings.

Essentially tourism cannot isolate itself from other economic factors to which it assures important revenues and which must consider its needs and requirements; railroads, navigation companies, local railroads, automobile transports and so forth. It has therefore included their directorates in its own, associating with them the National Association of Hotel Keepers presided over by M. Barrier, who is also president of the International Alliance of Hotel Keepers. Concerned with modern technique, the National Chamber of Hotel Keepers is also the depository of two treasures jealousy guarded, the cuisine and the traditions of French hospitality.

The Unions of Federations of the "Syndicat d'Initiative," the climatic and thermal associations, the National Associations of Hotel Keepers, are thus the essential elements in this new form of tourism, welcome and hospitality.

Better to co-ordinate all the organizations of private initiative the Government has handed over to the National Office of Tourism the task of giving information, notably in the United States.

Administered by a board which has associated with itself all necessary experts, this office has realized in every way the program which the law outlined for it. It has created at 152 Boulevard Haussmann in Paris a National Bureau for the information of tourists. The office has also founded branch offices in the Capitals, in ports and on boats to inform the foreign public and to make known to it the beauties of France. L'Office Français du Tourisme has been opened in New York at 342 Madison Avenue.

Furthermore, the National Office of Tourism encourages progress in the installations of resorts of all kinds, and it distributes important funds gained from the visitors' tax. It has also recently taken part in the creation of the National Credit for Hotel Keepers.

Finally the groups of Tourism in the

HENRI DUMAY, JR.



Henri Dumay, Jr.

Henri Dumay, Jr., among the French delegates, is director of advertising of *Le Quotidien*, morning newspaper. He is the representative of District 17 and is distinguished in Paris for his contributions to the new idea in advertising.

Chamber and the Senate defend the interests of Tourism before the Parliamentary assemblies.

Such is the contribution of the Government.

The organization of Tourism in France has thus as its object to facilitate traveling in all its forms, to offer visitors the maximum of comfort, and above all, to show them that, faithful to its traditions, France remains ever a most hospitable nation whose chief care is to utilize every favorable means for the rapprochement of peoples.

"L'ECLAIREUR DE NICE et du SUD-EST"

The leading morning newspaper of South Eastern France.
Special American and English Section during the Winter Season.

"L'ECLAIREUR DU SOIR"

The Evening Edition issued every day at five o'clock.

"L'ECLAIREUR DU DIMANCHE"

The Illustrated Weekly Magazine of the Côte d'Azur.

"L'ECLAIREUR AGRICOLE & HORTICOLE"

An Agricultural and Horticultural Monthly.

General Offices: 27-29, Ave. de la Victoire, NICE.



In the heart of the great agricultural and industrial region of Middle and South East France

This region, with its multiplicity and variety of products, its enterprises of soil and sub-soil and its dense and prosperous working population, forms one of the most attractive markets to be found in all of France. It is therefore, a most productive field

for all advertisers

A great market which can be tapped only through that newspaper, strongly established in twenty Departments of France, going into the homes of the highly skilled workman himself, the most lively and the best informed organ in the entire region.

Give your advertising to

LA TRIBUNE RÉPUBLICAINE

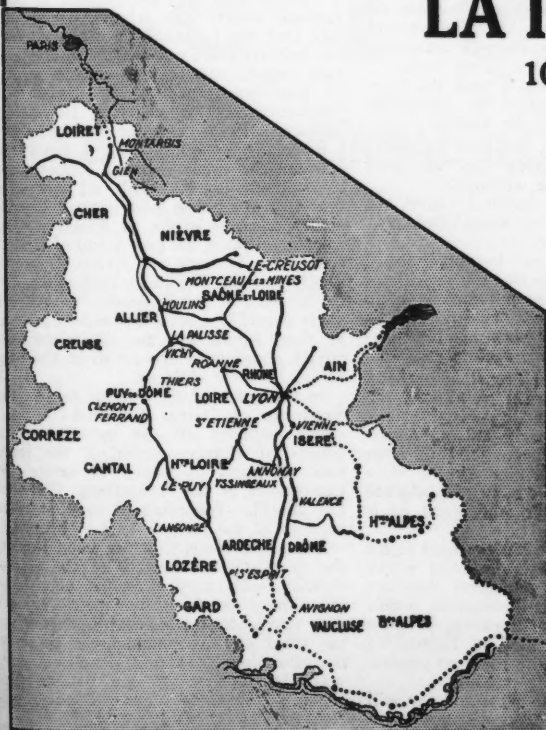
10, Rue Jean-Jaurès - Saint-Étienne (France)

and thus play your trump card at the start.

Rate card and literature on request.

List of our Offices :

- Paris : 18, rue de Richelieu - Tél. Gutenb. 37-26
- Lyon : 28, quai de la Guillotière - Tél. Vaudrey 15-51
- Marseille : 3, cours Belzunce - Téléphone 37-35
- Roanne : 14, cours de la République - Tél. 2-25
- Le Puy : 35, place du Breuil - Téléphone 2-33
- Clermont-Ferrand : Bl. de Cote Blatin, rue des Prés-Bas - Téléphone 9-18
- Montluçon : 4, rue du Cheveau-Fug :: ::
- Vienne : 22, place Teste-du-Bailler - Tél. 2-35
- Vichy : 23, Boulevard de l'Hôtel-de-Ville ::
- Montpellier : 13, rue Mareschal
- Toulouse : 31, Rue Francs



FIRST JOURNALISM SCHOOL OF FRANCE NOW IN ITS SECOND YEAR

**Catholic University of Lille Giving Three Year Course—
Entrance Requirements Strict—Broad Educational
Background Stressed**

LILLE, the largest industrial town in the north of France, can claim the distinction of possessing the first French school of journalism.

The School of Journalism is a separate and special course at the Catholic University of Lille. The training extends over a period of three years, and is excellently planned and carried out under the guidance of Professor Paul Verschave. Students of this first school of journalism in France can be proud of the home of learning in which the classes are held. The arts, sciences, medicine, law and commerce are all taught at the

continuation and widening of the studies of the first year. To the study of law is added that of international law, and to the history of politics, the history of diplomacy. But in this second year real newspaper training begins. Criticism plays a very important part in it. Students are set the task of writing about questions of the day, and their efforts are discussed in the class, first by the students themselves, and then by the Professor. This critical method is applied to the study of the press in general. The day's papers are examined, articles are chosen as examples of treatment, and



The Catholic University of Lille

Catholic University of Lille. The handsome building covers a whole block.

Young men who desire to take the course in journalism find access to the road they have chosen by no means easy. Those responsible for the course in journalism wish to be sure that applicants are really fitted for the career, and the training is hard and severe. There is nothing amateurish or uncertain in the way Professor Verschave has set about his task. The first essential for a journalist, in his opinion, is education. The gift of expressing one's thoughts on paper may lead to some sort of success, but coupled with a sound and broad education, the chances of real success are a hundred times greater.

The heads of the Catholic University of Lille felt that in starting a school of journalism they were incurring a great responsibility. They considered there was a danger of turning out a supply of journalists which should exceed the demand. It is for this reason that the young man who applies to them to be trained for the career of journalism has to convince them that it is no passing fancy. A very high standard is set, and candidates to obtain admission must pass a difficult examination and be already possessed of the degrees of Bachelor of Letters. The number of students admitted to the course is intentionally small, for the reason indicated above.

The first year is devoted to general instruction, to a recapitulation of all the student has previously learned, and is a period of making sure that he has a sound mental foundation on which to build. His studies include religion, sociology, political economy, public and private law, history of politics and political parties, general contemporary history, political and economic geography, and the history of French literature. Very little actual journalistic training is given during this first year, the student only being directed to pay particular attention to style in the writings he studies and to express his own ideas clearly and simply. During this period, and throughout the whole course, the study of at least one foreign language is obligatory.

The second year is for the student a

interesting and instructive comparisons are made between the treatment of the same subject or item of news by different writers.

At this point of the training, when the students are well prepared for it, external aid is sought, and journalists and editors are invited to the University to lecture to the class. Lectures in the second year of training deal with such subjects as the ethics of journalism, the history of the modern press, legislation affecting the press, the rights of the press, and the legal obligations of the press. Competent lecturers are called in to lecture on the newspapers of France, national, regional and purely local, on the different types of newspapers, those devoted first and foremost to news and those which serve more particularly the interests of some political party. There are lectures also on the mechanism of the newspaper, on the way the news is gathered, the writing of paragraphs, general news, reporting, investigations, interviews, leading articles, dramatic and literary criticism, etc.

The third year's training, while continuing and completing the educational program, will contain more actual newspaper work. A considerable part of the finishing year will be devoted to the administrative side of the newspaper and its commercial aspects, and will deal also with the important questions of publishing and advertising.

During this third and last period the lectures will deal with newspaper campaigns and their organization, policy of a newspaper, the press and public opinion, etc. It is hoped that foreign journalists in France will lecture on the press of their respective countries.

The course is at present in its second year, so that the third year's program has not yet been worked through. However, the first and second periods of the training have proved very successful.

At a lecture given by Mr. P. Pericard, of the Havas Agency, at which EDITOR & PUBLISHER'S correspondent was present, the working of the big French news agency was described, and the principal agencies of other countries described, including The Associated Press,

Reuter's, Stefani, Wolff, P. A. T., of Poland, and T. A. S., of Russia. The lecture, one of a series of three, was able, and thoroughly suited to the needs of the students, who followed it carefully, taking many notes.

An excellent scheme has been devised for giving students of the second and third year real newspaper office experience. During the vacation period they fill vacation posts in newspaper offices, not only in Lille, but in many parts of France. Thus they are of use to newspapers whose staffs are depleted at the holiday season, and they are at the same time gathering most valuable knowledge.

At the end of the three years' course students who have satisfied the University authorities are given a diploma, and it is certain that those who possess the Diploma for Journalism of the Catholic University of Lille not only will have little difficulty in finding employment but will most probably be sought after. The Catholic University of Lille, by founding this Journalism course, is doing fine pioneer work which will certainly leave its mark on French journalism, and will no doubt cause other Universities in France to found similar courses.

The University receives a great number of newspapers from different parts of Europe, but there are very few publications representative of America. Professor Verschave declared he would be grateful if newspaper editors in the United States would from time to time send newspapers for the use of his students.

HOW 1924 LONDON MEET INSPIRED EUROPE

(Continued from page F28)

country, not even in my own, which, nevertheless, seems able, with a slight effort—and it will be my duty to provoke that effort—to build up a similar organization. The possibilities are there and they exist in Belgium too. I know very little for the present, of the conditions existing in the other countries.

That will be readily understood. The situation as I am forced to face it in the new district is entirely different from that firmly established organization in the States. There is no continual intercourse between the advertising men of so many countries, each different from the other, as well in language as in mentality, to say nothing of political quarrels and the feelings that remain as the curse of the World War.

I have a lot of work cut out for me but it is work I am willing and anxious to do. I want my work to be successful and I believe it surely is going to be.

But I need time and I need the sympathy of the members of the Associated Advertising Clubs of the World.

The time, I know, will not be denied me. I hope and expect also that your sympathy will not be withheld.

I cannot say how much I regret not being able to come to the Philadelphia Convention this year.

I should have loved to come and I know beyond a doubt that I should have had a wonderful time and that I would have been able to advance my work a great deal. It has not been possible, however, and I do want to apologize.

A certain number of French advertising and other prominent men are making the trip. I know them and I know that they are a splendid group. I am quite convinced that they will make good and when they return they will give me the most precious information which will help me to go ahead and start the work as it ought to be done.

There is a lot to do but the final result of such an enterprise is decidedly worth working for. I still remember that last session of the London Convention, where business men, men of standing in their respective countries, pledged themselves to give their best to the cause of general peace and mutual understanding.

The goal is still the same and our will shall not falter.

REGIONAL PRESS A FRENCH POWER

**Circulated Among More Than 30,000,-
000 Readers—Excellent News
Service — Greetings from
Director Guillaume**

By EUGENE GUILLAUME

Director of "Reveil du Nord"
President of the Syndicat des
Grands Quotidiens Regionaux

The traveller who spends much time in France is struck by the very individual characteristics of the various regions which form the country.

In the north, industrial and commercial wealth, immense cultivated plains with populous cities; in the west, great breeding centers, prosperous countryside; in the southwest the celebrated vine culture enriches the region where picturesque old cities attract the tourist; from Marseilles to Nice the sun of the Orient enchants the onlooker along the famous Cote d'Azur; at Lyons, metropolis of silk, industrial activity begins again and extends as far as the frontiers of the East, across the vinelands of Champagne, the Alps and the Vosges, with mountains as impressive as Switzerland. This variety has created in France an old and extremely powerful regional press which is circulated among more than thirty millions of readers.

The centers of this regional Press are, for the North, Lille; for Normandy, Rouen; for Brittany, Rennes, Brest and Nantes; for the South West, Bordeaux, Toulouse and Montpellier; for the Midi, Marseilles and Nice; for the South East and Central part, Lyons, St. Etienne and Clermont-Ferrand; for the East, Nancy and Reims; for Alsace, Strasbourg and Mulhouse; for Lorraine, Metz.

Each one of the great dailies published in these regions is circulated not only in the large cities but also in the smaller localities.

The large regional dailies have offices and information bureaus, modern in every aspect, in Paris. The excellent world organization of the Havas Agency supplies them by special wires with news from America and from the entire world.

Very significant is the confidence which the French population places in these large regional papers. In view of the very original character of each section, readers like to find in their daily paper the news of their province, and reports on their markets, information on business and agriculture, the price of materials, etc.

The confidence of the readers in their regional papers has arisen through the fact that the journals vigorously defend the industrial and commercial interests of each region and that they take a part of first importance before the French Parliament, whose members they often help to name in Departmental elections.

There is something like a family tie between the great regional journals and their readers. As with all my conferees, I frequently find in my editorial correspondence letters in which readers ask me "what is the best brand of binder-reaper" or perhaps one writes "I would gladly buy an American automobile, but is it possible conveniently to procure spare parts?": Unknown readers ask me, as they would ask an old friend, for advice about marriage or about the education of their children.

In the name of the French people, the Syndicate of "Great Regional Dailies," which includes all the most powerful papers of France—excluding the journals of Paris—is happy to salute the Convention of the Advertising Clubs of the World. We retain a very pleasant memory of the visit of 1924 to France.

I beg, therefore, that M. Léon Renier, the most efficient director of the Havas Agency, will carry a cordial handshake from the directors of the great regional daily Press to the delegates meeting in the great city of Philadelphia, home of the illustrious Benjamin Franklin, who was the founder of one of the first regional journals, the "Pennsylvania Gazette."

Le Petit Journal

The oldest of the Great French newspapers

The best informed

The most complete

The most popular

of all the newspapers of the World

Le Petit Journal

has its place in every advertising campaign and brings success to every class of product.

Many specialized products (names on request), selling by the millions, were launched only through advertising in

Le Petit Journal

LE PETIT JOURNAL ILLUSTRE, in colors Weekly circulation 450,000

LA MODE Weekly circulation 250,000

LE PETIT JOURNAL AGRICOLE Weekly circulation 150,000

Le Petit Journal has been for half a century the favorite Parisian daily of the rural population of France. Dean of the great dailies, pioneer of the Popular Press, Le Petit Journal penetrates into the very heart of the French Provinces, where it established a prestige, confidence and popularity long before the existence of the great Provincial dailies.

Any advertising campaign which does not include LE PETIT JOURNAL is incomplete

The Second Capital of France

is at

LYONS

with the adjacent territory of Burgundy, Dauphiné, Savoy, Cevennes, Beaujolais and Charolais. The most widely read, the most appreciated and the most authoritative newspaper in this region is

LYON REPUBLICAIN

Direction and Administration at Lyons: 6 rue Childebert.

Editorial rooms and plant at Lyons: 10 rue Bellecordière.

Special news bureau at Paris: 8 Boulevard des Capucines (Opera)

Through its high editorial policy, the accuracy of its news service, and the multiplicity of its clientele

LYON REPUBLICAIN

affords every advertiser the most satisfactory results.

By advertising space in "Lyon Republicain" you may establish your reputation and introduce your product throughout the entire South East of France.

THE MOST IMPORTANT NEWSPAPER OF CENTRAL FRANCE

published at

CLERMONT-FERRAND

The Former Capital of independent Gaul, the old religious City where the first Crusade was preached

L'AVENIR DU PLATEAU CENTRAL

THE LARGEST CIRCULATION IN "LE PLATEAU CENTRAL"

The best informed · Most extensively read · The most Favored

Because of its distribution throughout the Province of Auvergne advertising in "L'AVENIR DU PLATEAU CENTRAL" is most effective.

This section, one of the most important grain and cattle sections of France, is not served by any other capital and can be reached only through a strong local newspaper. The rubber industry of France is centralized here. The fashionable watering places and tourist resorts of VICHY, Le MONT-DORE, LA BOURBOULE, SAINT-NECTAIRE, ROYAT, CHATELGUYON, NERIS, etc., . . . within a few miles of Clermont-Ferrand and served by this newspaper draw thousands of people from all over the world each year.

All inquiries regarding advertising will receive courteous attention from:

"L'AVENIR DU PLATEAU CENTRAL"

15, rue du Port, Clermont, Ferrand

The Memphis Press is *first*
in daily city circulation

c i t y c i r c u l a t i o n

40,115

The Memphis Press is a
Scripps-Howard newspaper

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

ARE YOU GETTING YOUR SHARE

564 IMPORTANT NEWSPAPERS
Have Been Made GREATER by The

“WORLD’S GREATEST NEWSPAPER”

**CHICAGO TRIBUNE News and Features
 Have Helped Them Win Circulation and Be-
 come More Productive Advertising Mediums**

No Wonder The Chicago Tribune Stands Supreme in its Own Territory

NO buyer of newspaper advertising space can question the supremacy of the Chicago Tribune in its home territory when he learns of its widespread influence on American journalism.

564 newspapers from coast to coast, among them 64 great metropolitan dailies, regularly buy all or part of Chicago Tribune service. This includes foreign and domestic news, fiction by the world's foremost novelists, cartoons by McCutcheon, drawings by W. E. Hill, comics such as "The Gumps" and "Gasoline Alley,"

and articles by Dr. Evans, H. L. Mencken, Walter Eckersall, Antoinette Donnelley and other noted authorities on varied subjects.

Why do these newspapers — the outstanding journals of their communities—turn to the Chicago Tribune for aid in creating greater interest among their readers?

Solely because of the Chicago Tribune's astounding growth, both in circulation and advertising lineage, and its known effectiveness in producing results for its advertisers.

The Chicago Tribune
The World's Greatest Newspaper

A Tribute from

PUBLISHERS of many of America's most successful newspapers freely attribute their increased circulation and greater advertising results to reader interest won with Chicago Tribune news and features.

The flattering endorsements reproduced on this page should convince every advertiser that

the Chicago Tribune well deserves its title of "The World's Greatest Newspaper."

Doesn't it stand to reason that a newspaper conceded by other publishers to be the source of news and journalistic features of the very highest order of excellence must be overwhelmingly dominant in its home territory?

OF BUSINESS FROM ZONE SEVEN?

St. Louis Globe-Democrat
ST. LOUIS, MO. PUBLISHED WEEKLY
 GLOBE PRINTING COMPANY, Publishers
 ST. LOUIS.
 OFFICE OF JOSEPH A. WINKLE, MANAGING EDITOR
 January 15th, 1926

Chicago Tribune,
 Tribune Tower,
 Chicago, Illinois.

Gentlemen:

As the leading newspaper of the "49th State" the Globe-Democrat is pleased to acknowledge the superior merits of Chicago Tribune features. Your fiction and comics are of the very highest order of excellence. I believe our readers would be genuinely lonesome without "The Gumps", "Mimic Winkles" and "Gasoline Alley".

That you are entitled to considerable credit for our commanding position in this territory is the verdict of this newspaper and its large clientele of readers.

Very truly yours,
 ST. LOUIS GLOBE-DEMOCRAT
Joseph A. Winkle
 Managing Editor

PUBLIC LEDGER
PHILADELPHIA
 INDEPENDENCE SQUARE
 PHILADELPHIA
 OFFICE OF THE EDITOR
 January 16, 1926.

Chicago Tribune,
 Tribune Tower,
 Chicago, Ill.

Gentlemen:

We use "Gasoline Alley", "The Gumps", "Harold Teen" and other comics and features of the Chicago Tribune in the Evening and Sunday editions. We receive daily evidence of the interest evoked among its readers by the excellence of these features.

We feel that these features have assisted us in increasing our circulation in our territory.

We feel that these features have assisted us in increasing our circulation in our territory.

Sincerely yours,
Phil E. Sully
 Editor-in-Chief

**The Pittsburgh Post
 The Pittsburgh Sun**
A. E. BRAUN, President
 PITTSBURGH, PA.
 January 15, 1926

The Chicago Tribune,
 Tribune Tower,
 Chicago
 Illinois

Gentlemen:

It has always been our aim to give our readers the most accurate news and the finest of fiction and features.

We feel the Chicago Tribune wire service and syndicate features have been of tremendous influence in attaining our enviable position in Pittsburgh and surrounding territory.

Very truly yours,
 PITTSBURGH POST AND SUN
A. E. Braun
 Publisher

LEB 9

The Detroit Free Press
MICHIGAN'S GREATEST NEWSPAPER
 ESTABLISHED 1831
 DETROIT
 January 16, 1926

Chicago Tribune,
 Tribune Tower,
 Chicago, Ill.

Gentlemen:

The Detroit Free Press cannot praise too highly the masterful wire news and feature journalistic world.

It has been of great benefit to our thousands of readers and has assisted us to our present position of supremacy in the great Detroit and Michigan territory.

Very truly yours,
 THE DETROIT FREE PRESS
W. J. McGee
 Managing Editor

Men Who Know

Why The Chicago Tribune Dominates Chicago

Remember that when you use the Chicago Tribune you have in *one* paper the combination of news and features which 564 important newspapers are glad to have if only in part.

That, in a nutshell, explains the unrivaled circulation and influence of the Chicago Tribune in Chicago and the surrounding states of Illinois, Iowa, Wisconsin, Michigan and Indiana.

The Chicago Tribune would appreciate the privilege of making clear to you the remarkable opportunities which await your product in the Chicago territory, and how it can aid you to make the most of them.

Every promise of advertising results will be proved by records established for other advertisers. Ask the nearest Chicago Tribune representative to call at your convenience.

*When considering
100000 population
cities ~ Your campaign
should include ~*

BINGHAMTON

*The Metropolis of South-
Central New York*



258
FACTORIES

\$162000000 IN
PRODUCTS

33000
WORKERS

\$63000000
PAYROLL

*I*N South Central New York the big commercial center is Binghamton. And in Binghamton it is the BINGHAMTON PRESS, published every evening except Sunday, with over 34,000 daily circulation to carry your sales message to consumers.

The national advertiser has the advantage of four other prosperous industrial communities besides Binghamton, which are all a part of this section—Johnson City, Endicott, Port Dickinson and Union. These cities

are considered a part of Binghamton and their paper is also the BINGHAMTON PRESS. This group of cities has a manufactured output of \$162,000,000.

The BINGHAMTON PRESS is known to national advertisers for its unusual reader confidence.

Write us for information about the Merchandizing and Promotion Departments of the BINGHAMTON PRESS and how they will help you secure distribution in this territory.

The JOHN BUDD COMPANY

National Advertising Representatives

9-11 E. 37th Street, New York
Healy Building, Atlanta Tribune Tower, Chicago
Chemical Building, St. Louis Higgins Building, Los Angeles
Sharon Building, San Francisco

ALL ADVERTISING RECORDS BROKEN IN MAY BUSINESS

For five years October, 1920, stood as the record month in the history of The News in point of volume of paid advertising; this record was broken in October, 1925, and that new record was again smashed in November, 1925. April, 1926, went ahead of November and now comes May to set another new mark.

Total Volume of Paid Advertising for May, 1926

Local	-	-	-	-	-	1,181,194	Lines
Classified	-	-	-	-	-	184,996	"
National	-	-	-	-	-	325,752	"
Total	-	-	-	-	-	1,691,942	"

The newspaper situation in Birmingham is constantly changing—in favor of the increased dominance of The News. For many years The News had had an overwhelming supremacy in volume of paid advertising. The margin is wider today than ever before. The total volume of paid advertising carried by The News in May, 1926, was an increase of approximately 14,000 lines over April, 1926, and an increase of more than 196,000 lines over May, 1925.

For the first five months of 1926, The News has gained more than 733,000 lines of advertising over the same period of 1925, a much larger gain than has been achieved by any other Alabama newspaper.

Only a continuous record of result-producing over a long period of years could achieve the magnificent totals recorded month after month by The News, and only a continuously increasing supremacy in result-producing could have achieved four new records in a period of eight months.

The lowest cost-of-advertising per-dollar-of-results-produced has been for years the consistent achievement of The News, for the advertiser is not interested in the cost of advertising per line; he is interested only in cost per dollar of returns from his advertising.

Millions of Dollars

are pouring into Birmingham to be invested in Real Estate and Buildings.

Thousands of People

are coming into Birmingham to build homes, to follow their trades and occupations, to establish themselves in new business and commercial enterprises—where opportunity is greater.

The News continues to be a constant, reliable influence in the daily lives of Birmingham citizens.

High Water Mark

Net paid for April

Daily 81,088. City 48,000

Sunday 93,822. City 51,000

The Birmingham News is sold solely on its merits as a newspaper. It has achieved this magnificent total circulation—by producing the best possible newspaper for its thousands of readers to enjoy.

The News

Gives to Advertisers

—Complete Effective Coverage

—True Reader Acceptance

—Permanent Prestige

—Results With Profits

Comparative Lineage Report for First Five Months—1926

	NEWS		AGE-HERALD		POST	
	1926	1925	1926	1925	1926	1925
Local	5,384,442	4,945,108	2,335,578	2,381,876	1,842,274	1,444,982
Classified	909,580	785,162	630,224	586,362	211,932	118,748
National	1,402,478	1,232,070	628,726	618,674	325,458	261,870
TOTAL	7,696,500	6,962,340	3,594,528	3,586,912	2,379,664	1,825,600
Gain	734,160		7,616		554,064	

THE NEWS GAIN IN NATIONAL LINEAGE 1926 OVER 1925, IS 170,408 LINES

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

J. C. HARRIS, Jr., Atlanta



5 Times the capacity of the Worlds Greatest Stadium!

Philadelphia's great new Stadium, built for the Sesqui-Centennial Exposition, accommodates 100,000 spectators. Every evening the Bulletin reaches more than five times that many homes in and about Philadelphia.

STAGE your advertising in this vast amphitheatre. It is true that "In Philadelphia nearly everybody reads The Bulletin." The Bulletin is Philadelphia's Newspaper. It has the largest circulation in Philadelphia, Camden and suburbs and the third largest in the United States.

The Bulletin dominates Philadelphia. It offers maximum impression at minimum cost. Associated Advertising Clubs of the World Convention Headquarters are in the Bulletin Building. Ask the Bulletin Advertising Staff to give you facts and figures. Check them up yourself while you are at the advertising convention.

Net Paid Daily Circulation for 1925
553,169 copies

The Evening Bulletin.

PHILADELPHIA

BUFFALO EXPRESS AND COURIER MERGE BY CONNERS CONSOLIDATING A. M. FIELD

Dailies Combined June 14 with W. J. Connors, Sr., Chairman,
Burrows Matthews, Former Express G. M., President
and Editor; W. J. Connors, Jr., Publisher

MERGER of the *Buffalo Express* with the *Buffalo Courier*, accomplished on Monday, June 14, ended the separate existence of two publications each approaching a century of service and reduced the number of morning newspapers in Buffalo to a single one. The consolidation was completed two days after the first intimation that it would be made, although the merger is one said to involve investments and joint value of the two publications of nearly \$6,000,000.

Appearing on Monday with the old *Courier* masthead above that of the *Express* and being run off on the *Courier* presses and published by its mechanical staff augmented by *Express* printers, the new paper contained practically all the features and departments of both its predecessors. This was carried even to the extent of using headtype and body matter of both newspapers although this arrangement will be only temporary, it is believed.

The first joint Sunday issue of the two publications will appear June 20.

The executive personnel of the new publications are: William J. Connors, Sr., chairman; Burrows Matthews, president and editor; William J. Connors, Jr., vice-president and publisher; Frank J. Clancy, secretary; William S. Bennett, treasurer. Mr. Connors and his son are the former *Courier* publishers and Mr. Bennett formerly was *Courier* business manager. Mr. Matthews has been editor of the *Express* and Mr. Clancy has been circulation manager and formerly was city editor.

John D. Wells, who recently resigned as managing editor of the *Buffalo Times* to join the *Courier* staff, is managing editor of the new publication. Fred M. Lennan, former managing editor of the *Express*, becomes news editor of the new paper. Charles H. McChesney, night city editor, and Fred Turner, day city editor of the *Courier*, retain these positions.

For the present all editorial employees of both newspapers will be retained although it is anticipated there will be minor reductions in this personnel later. William Kelly of the *Courier* remains as sports editor.

The *Express* was a Republican newspaper and the *Courier Democratic*. The new journal will be independent in politics, it is announced.

This is Buffalo's second reduction in newspapers within a few months, the *Post* having suspended late in 1925. It reduces the number of active Associated Press memberships held in Buffalo to three.

The *Buffalo Express* was founded 80 years ago and was reorganized in 1878 by James Newson Matthews. It has been under the domination of the Matthews family since that time and shortly before the merger had announced plans for the erection of a large new publishing house.

The *Courier* was the first daily newspaper issued in Buffalo, having been founded in 1831 succeeding the *Buffalo Bulletin* as the *Buffalo Star*. Several years ago Mr. Connors replaced his *Buffalo Enquirer* with a tabloid bearing the name *Star*. This publication continues without change. The name *Courier* was adopted in 1845 and publication under that name has since continued, Mr. Connors becoming its owner in 1897.

Recently each newspaper has had a circulation of approximately 55,000, daily. The Sunday issues, particularly of the *Courier*, were much larger.

Following is the statement of William J. Connors, Sr., relative to the merger: "The merger of the *Express* and the *Courier* into the new *Buffalo Courier* and *Express* rests on sound economic principles. The cost of producing two big

newspapers is very great. The expenditure of material resources is enormous. The reading public is not better served. "Firm conviction that Buffalo's reading public and Buffalo's welfare demand a morning newspaper of the finest sort capable of production has resulted in this merger. Readers will get two news-

papers for the price of one. All the best features of both journals will be preserved for the enjoyment of their respective followers.

"In unity there is strength. I expect these combined forces to turn out the very finest newspaper in not only this part of the country but the nation. The responsibilities of producing this super morning newspaper have been handed over to young blood, William J. Connors, Jr., Burrows Matthews and John D. Wells. They will hold high the banner of a greater Buffalo. They will be fearless and independent. There will be no malice or spite toward anyone. An unbiased attitude will be preserved, save where evil is to be fought. 'Boost Buffalo' will be the cornerstone of the new institution.

"Cities east and west are progressing at top speed under the momentum supplied by a single morning newspaper. I cite Detroit, Cleveland, Rochester, Syracuse and Albany as examples. Business in Buffalo will be benefited by this merger. Merchants will be afforded a single, direct and powerful medium of contact with the buyer and the consumer. Presentation of claims for wares will be facilitated. With unbounded faith in Buffalo's future and with a sense of personal happiness I commend the new *Courier* and *Express* to readers of yesterday, today and tomorrow."

A telegraphic statement to EDITOR & PUBLISHER signed by W. J. Connors, Jr., and Burrows Matthews said in part: "We shall have as our inspiration for

with a single newspaper of that persuasion, the *Buffalo Evening News*.

W. H. Carswell Dead

Merritt Joins Cambridge Springs Paper

Delineator and Designer to Merge

Tribute Paid to Late Publisher

FIRST ISSUE OF MERGED BUFFALO DAILY

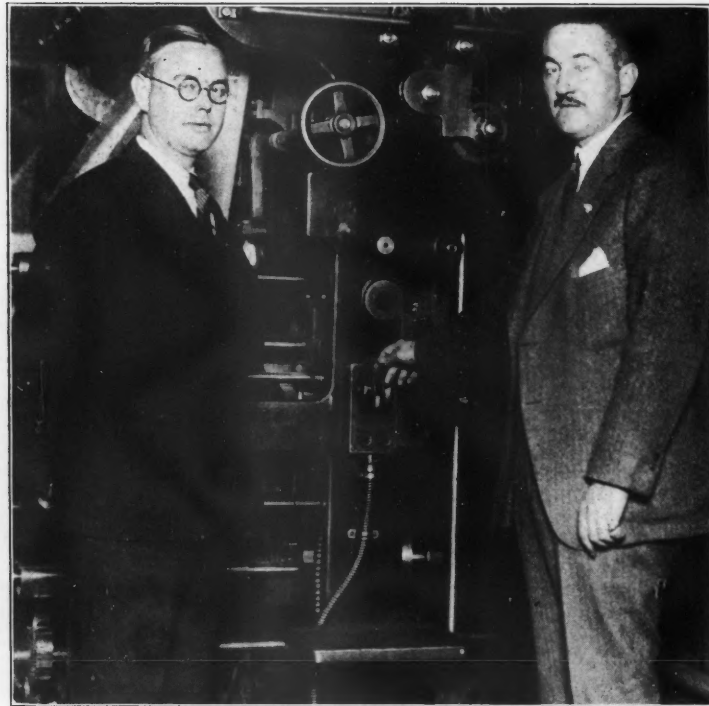


Photo shows Burrows Matthews (left) and W. J. Connors, Jr., (right) turning on power for first run of new *Buffalo Courier* and *Express* on June 14.

LEE SYNDICATE BUYS KEWANEE DAILY

E. P. Adler President of Midwest
String Obtains Control and Places
Son in Charge—Leo Lowe
Retains an Interest

E. P. Adler, president of the Lee Newspaper Syndicate, which operates seven newspapers in four Mississippi Valley states, and publisher of the *Davenport (Ia.) Times*, last week purchased the *Kewanee (Ill.) Star-Courier*, published the last 30 years by Leo H. Lowe, and has made his son, Philip D. Adler, editor and publisher of the paper. A new corporation, the Kewanee Star-Courier Company, will



E. P. ADLER

be formed to take over the paper with Mr. Lowe retaining an interest in the plant and serving as one of the directors.

With the acquisition of the *Courier*, the Lee Syndicate enters its fourth state, having the *Davenport Times*, *Ottumwa Courier*, *Mason City Globe Gazette* and *Muscatine Journal* in Iowa; the *Madison State Journal* and *LaCrosse Tribune* in Wisconsin and the *Hannibal Courier-Post* in Missouri.

The *Star-Courier* is an evening paper, housed in a three-story building, 50x150 feet, which is included in the purchase.

The *Courier* was established as a weekly in 1876 and became a daily 31 years ago.

Philip Adler, the new editor and publisher, completed his course at the University of Iowa this spring, serving four years with the *Daily Iowan*, student daily, the last year as editor-in-chief. Loren D. Upton of Iowa City for the last four years business manager of the Students' Publications, Inc., will be business manager. Upton was also instructor in journalism in the college. He has been succeeded at Iowa by Harry Bunker.

Although Mr. Lowe will be connected with the *Courier* under the Lee Syndicate association, he plans to take a long rest before returning to his duties.

In relinquishing its editorship of the *Star-Courier* after 30 years' service Mr. Lowe said, editorially:

"For more than 30 years the writer has been connected with the paper. For most of that time he has been editor and has daily written this column. It has never been brilliantly written but we hope it has been honestly offered. That it should be so has been our constant hope.

"Friends. They are what make life worth living. To those who have helped, supported and forgiven us in all these years, we can only say, God bless you all.

"Some have been kind enough to say they hoped we would not seek residence elsewhere. It is needless. In our present frame of mind, we could not live elsewhere if we tried.

"And so, for the first time in these 30 years we sign the editorial column. Good-bye.—L. H. Lowe."



PHILIP ADLER

PASTOR GLAD TO QUIT AFTER WEEK AS EDITOR

"I Feel Like an Emancipated Slave" Exclaims Rev. D. W. Ferry Who Traded Places with W. W. Robertson of Yakima Republic Following Latter's Invitation—They Differed on Prohibition

By Miss S. I. ANTHON

Managing Editor, Yakima Republic

SCOTCH Presbyterian training in the stern theological doctrines of predestination and infant damnation did not contribute to Rev. David W. Ferry's idea of a 100 per cent nightmare. It remained for his week's service as editor of the *Yakima* (Wash.) *Daily Republic* to furnish that. His nightmare now is a vision of a row of linotype machines come to angry life and pursuing him 'round and 'round with clicking keys in place of grinding teeth and hungrily yapping for copy, copy, COPY! And the first time that Rev. Mr. Ferry, having completed his brief editorship, wandered into a newspaper office it was with much the bravado of the small boy that he looked at the relentless linotype and promptly declared "I feel like an emancipated slave."

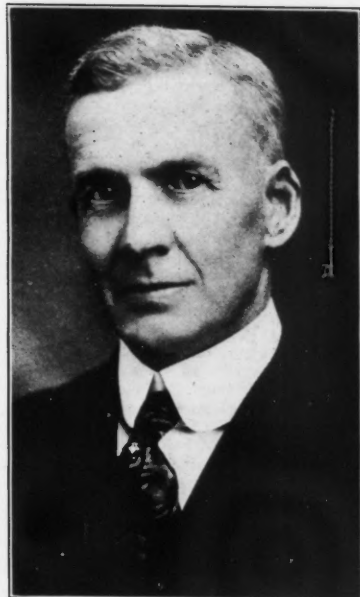
Rev. Mr. Ferry, without previous newspaper experience, took the editorship of the Republic while the editor, W. W. Robertson, went on a week's vacation. The arrangement was made following a long press-pulpit argument in which Mr. Robertson contended editorially that the cure of the present prohibition law is in many respects worse than the disease while Rev. Mr. Ferry contended that the law is sound and, when time and human frailty are considered, operating satisfactorily. In the course of the argument Rev. Mr. Ferry was editorially referred to as the "erring minister" and promptly took up the challenge by preaching a prohibition sermon in his own defense as well as to uphold the prohibition cause. It was charged that the "dry" faction had scant opportunity to put its views before the people and the offer of the week's editorship, no strings attached, was speedily made. Rev. Mr. Ferry, of Scotch-Irish descent and veteran of the Boer and World wars, accepted as quickly.

"I used to be haunted every Sunday evening by the horror that next Sunday, drained dry of sermonic material as I was, I would again have to face a congregation and preach," the minister-editor commented on the final day of his service. "After this I guess I'll just be thankful. Preaching every Sunday is nothing like the strain of filling editorial columns day by day with worthwhile material. I've learned that. The demands of newspaper space and time are so insistent and relentless that I could not stand up under them long. In fact, I don't really see how anyone stands such a nerve-racking task. As for enjoying it! We ministers should be grateful we only have to preach one day a week and don't have to editorialize verbally and exhort to the extent of two or more columns every day. That's my idea of hard labor—a life sentence."

"The 'other fellow's job' certainly looks a lot easier from the outside than it does from the inside. Lots of persons think they could run newspapers and write editorials without the least difficulty. There have been times when I've had some such idea myself. I wish such persons could all try it once. It would develop a fine spirit of tolerance for editors and editorials, though after the experience they might not survive so long to exemplify it. If I ever have to retire from the ministry, I'm certainly not going to try to find any rest in an editorial chair, no matter how well padded. It isn't there. No one can run the other fellow's job as well as his own though he may, until he has tried, be fully convinced that he is able to do so." Newspaper men will all agree that Rev. Mr. Ferry has one drawback that will keep him from ever making a real success as a newspaper worker. When he was offered the week's salary that Mr. Robertson allows himself, he refused it and would not even accept it to devote to his beloved prohibition cause.

Through his editorial service, during which the Republic was the driest of the dry newspapers, prohibitionally

speaking, in the state, Rev. Mr. Ferry acquired a considerable amount of sermonic materia." He invited several of the "dry" leaders to contribute editorials, all printed over their initials, and stepped so firmly on some of the pet ideas of the anti-prohibitionists that several of them availed themselves of the ancient remedy of ordering their paper stopped. Even his wife, he confessed, urged him not to



Rev. D. W. Ferry

devote so much space to the liquor question as she was getting a bit tired of it, but the zeal of the crusader led Rev. Mr. Ferry to have at least one and usually several editorials daily in behalf of the prohibition cause. Not being able to emphasize his words in other ways, Rev. Mr. Ferry tried having some of his editorials printed in 10 point instead of the customary eight point, though his printing vocabulary was so limited that "you know, larger" was about as specific directions as he was able to give. He also used at least one editorial of almost a column in length, a length that rarely appears in the Republic's column under Mr. Robertson's personal direction. His brief paragraphs, possibly quoting Howlin Hix the reservation farmer or Castoria Magooseum the flapper, are widely copied and he is the exemplification of the axiom that dubs brevity the soul of wit.

Rev. Mr. Ferry learned quickly that printer's ink has no inflections. Words created by its use are cold and precise and their sting is not softened by a twinkling eye or a smiling mouth, as may be done when one speaks ex cathedra from the pulpit. The man who prayed that the Lord deliver him from his friends and expressed his willingness to handle his enemies without additional help is thoroughly understood by the Rev. Mr. Ferry as a result of his newspaper experience, brief as it was. His enemies waited for him to attack while his friends craved to lead the attack for him. Not a few of them submitted enough editorial to choke the press of the most metropolitan daily and could not see why their material, most of it impossible to handle, was not used.

The task of explaining why this or that effusion could not be printed and refusals to allow the editorial columns to be used to exploit personal grudges, called for even more finesse and tact than for a he-man such as the minister-editor

is to attend the ladies' aid or missionary society meeting and get away without pulling any social or church boners. At that, the Rev. Mr. Ferry took his editorial office a bit too late for the usual open season of would-be spring poets.

In the opinion of the Rev. Mr. Ferry, the touch with the world of the press was distinctly worth while, though he will always find an em a great mystery, consider justify as related to ethics only, and six point, eight point, and the like mere gibberish as far as he is concerned. On his final day he declared that "I am darn glad it is over. Newspaper people are wonderfully kind and everyone was helpful, but man! it's certainly a job to get out a paper or any part of it."

During the period that Rev. Mr. Ferry was in charge of the editorial columns of the Republic, the following notice to patrons headed the column:

"NOTICE TO PATRONS

"From now until Wednesday night, May 19, the editorial department of the Republic will be in the hands of Rev. David W. Ferry, and through him and in co-operation with him, in the hands of all persons in this community who differ in any way from the policies in public matters heretofore advocated by the newspaper. Dr. Ferry will sit in the editorial chair in the editorial office, and whatever he may say about the paper's editorial expressions will go—it being understood that he and his colleagues will speak for themselves and will not bind the newspaper beyond the date when they finish their work. We hope that Dr. Ferry will have the most cordial and sympathetic assistance of everyone in town who does not agree with the Republic on any question of public interest during this week."

"THE EDITOR."

Rev. Mr. Ferry's initial statement was:

"THE NEW EDITOR

"In taking over the Editorial Department of this paper, we are embarking on an undertaking in which we have had no previous experience. We are doing it at the request of the editor who feels that those who differ with his editorial views should have an opportunity to express themselves."

"So far as we know this is a new departure in editorial policy. For an editor to turn his editorial columns over to another who is untried and unproven, without any strings attached, requires courage of a high degree; but for an editor to turn his editorial columns over to those who disagree with him, with no strings attached, requires not only courage but manifests a spirit of good sportsmanship and fair play that if put into practice more generally would result in better understanding and be productive of better feeling between those who hold diverse opinions and who are inclined to look askance at those who are on the 'other side of the fence.'"

"The sporting aspect of the editor's challenge none can gainsay. The wisdom of it remains to be seen. Our guess is that the readers of the *Yakima Daily Republic* will have a vast sigh of relief when the old regime is reestablished. "David William Ferry, Editor Pro-Tem."

"The policy of these editorial columns during the present incumbency shall be a fair field for all and no favors. If you feel that the former editor has misrepresented your views or violated your feelings on any question of public interest, tell us about it and we will lambast him good and plenty. We have a few accounts to square with him ourself."

Toward the end of his regime, when he had suffered some of the sad experiences that at times are the lot of every newspaper worker, Rev. Mr. Ferry wrote:

"FOOLED AGAIN

"No mere preacher can compete with an editor. The editor of this paper purposely entered into controversy with us and finally surrendered his paper into our hands."

"We were foolish and egotistical enough to believe that this surrender was a real victory, but we find, as many another supposed victor has found to his cost, that to the 'vanquished' and not to the 'victor' belong the spoils."

"The editor has had a week's vacation; has had his paper and himself advertised all over the country; didn't even preach for us; and what do we get? A week of hard labor, doing both our own work and his, and all the kicks, slights, slams and slurs that accompany the editing of a 'fearless' paper. We were badly fooled."

A fairly typical Robertson editorial in regard to the prohibition issue is:

"The other day up at Wenatchee, officers of the law, claiming to be cut pursuing their duty

of enforcing, arrested a citizen who owns and conducts an apartment house, and put him in jail and kept him there for several hours in spite of the protests of his attorney. This man conducts a place so respectable that the mayor of the town and the district superintendent of the Methodist church and other well known and highly respected citizens make their homes there. It had been represented to the officers that someone in the house had liquor in his possession, and the proprietor, not himself under the slightest suspicion, charged with nothing, was treated with indignity because he refused to open the rooms of his guests in obedience to a search warrant until he had been advised by his attorney that he had a right to do so. The other day a man going about his business in his boat on Puget Sound was shot and killed by a coast guard because he refused to stop when ordered to do so and declared he would shoot anyone who attempted to board him. He was not carrying liquor, and the officers had not the slightest reason to suspect that he was. Outrages of this kind against citizens cannot be perpetrated continually and indefinitely even in the name of prohibition enforcement. Whiskey in the old days undoubtedly had its victims. It never went into a man's house and murdered him or took him off to jail. As long as he let it alone he was perfectly safe from its deprivations. That much cannot be said of what our prohibition friends call 'law enforcement.'"

As an entire change of front, below is a portion of a typical Ferry editorial such as appeared daily during the minister's tenure of a week:

"GIVE IT A CHANCE

"When we recall that the liquor traffic has been enslaving the human race during all the centuries of recorded history, it is not astonishing that this form of slavery cannot be completely wiped out in five or six years."

"Human slavery was not wiped out when the anti-slavery law became a part of our constitution. It required many long years for the abatement of this evil."

"A well financed, well organized nation-wide campaign of 'wet' propaganda sponsored by the liquor interests is being conducted to break down morale, foster disrespect and encourage revolt against the laws of our land in an attempt to bring the 18th Amendment to our Constitution into disrepute, to have the prohibition law modified and ultimately to restore the liquor traffic to its former power."

"In this campaign they are aided and abetted by those who are in revolt against our laws, by all who profit by lawlessness, and by the 'wet' press that deliberately and as a part of this propaganda presents to its readers distorted news, headlining wet propaganda and ignoring or obscuring anything favorable to prohibition, holding our Constitutional laws up to ridicule, constantly and systematically reiterating that our laws are impossible of enforcement, sympathizing with and condoning those who violate them, or the ground that the law itself and not the violator is to blame, and in various ways undermining respect for law, and rendering law enforcement more and more difficult."

E. M. JOHNSON SUCCEEDS BARLOW

Wisconsin Man to Head New Minnesota Journalism School

Edward Marion Johnson, associate professor of journalism at Wisconsin, has been named head of the new journalism school at the University of Minnesota to be established next fall under a \$350,000 endowment provided by late W. J. Murphy, publisher of the *Minneapolis Tribune*. He succeeds Prof. Ruel R. Barlow, who resigned last week.

California Semi-Weekly Sold

Gilmore H. and Arthur Gilbert have sold their interest in the *Compton* (Cal.) *News-Tribune*, semi-weekly, to W. H. Conrad and Carl M. Bigsby. Mr. Bigsby, who was editor of the Tribune, prior to the merger last fall, will be the editor under the new ownership, while Mr. Conrad, who was also with the Tribune, will be the publisher of the newspaper and general manager of the Compton Printing Company.

There are 172 firms representing newspapers in the national advertising field.

The *Augusta* (Me.) *Kennebec Journal* is in its 101st year of continuous publication.

Seventy-five newspapers in the United States publish rotogravure sections.

YOU CAN LIBEL PEOPLE AND NOT NAME NAMES

Might as Well Be Blunt If You are Sure of Truth in Good Cause—Two Dozen Words, Without Proper Noun, Once Cooked Up \$16,000 Libel Judgment Against Daily

By PHILIP SCHUYLER

"THERE," sighed the copyreader, after going through a powder-factory story and eliminating the names, but leaving the libellous charges. "I've put a permanent crimp in the wave of libel suits this time."

But he was wrong.

You can libel people and not name names.

"A person may be libelled by a story, if it describes him in such a way as to enable his friends and acquaintances to identify him as the person referred to, even though it does not mention him by name," reads "Look Out for Libel," a brief memorandum issued by the Bureau of Libel Survey of the Hearst Newspapers, New York.

You needn't name charges, either; if what you write is untrue and damages to individual reputations follow, you must face the libel consequences.

Back in the days when Harry K. Thaw's case was real big in the news, and not merely inside-page chatter about Mrs. Thaw's birthday anniversary, reported reunions with Evelyn Nesbit and Harry's own announced forthcoming published memoirs, a more or less unimportant murder occurred down in Virginia.

First stories from there were confusing. It seemed, however, that a woman fleeing from a man had taken refuge in the home of a John Armstrong Chanler. The man had followed her there and Mr. Chanler had shot and killed him.

Now Mr. Chanler had been adjudged insane in New York state and his estate was being administered for him from there. He was living in Virginia, nevertheless, as a sane man.

Having in mind the red-hot Thaw case, an important editorial writer on the staff of the *New York Evening Post* wrote an editorial paragraph which did not contain more than 24 words. None of these words was a proper name. In effect the paragraph simply declared that the "latest prominent assassin" had had sense enough to have himself adjudged insane before committing his rash act.

John Armstrong Chanler was freed of a murder charge in the Virginia courts. "Assassin" is a word that is libellous *per se*.

Bang!

A libel pot was started boiling which cooked up through all appeals a \$16,000 judgment against the *New York Evening Post*.

"In 'Freedom of the Press and Its Limitations,' by Isaac DeForest White, head of the Bureau of Accuracy and Fair Play of the *New York World*, occurs this pertinent passage:

"You may libel a person without publishing his name or address. The record of the courts show there is a perilous belief quite general among news writers that the contrary is the fact.

"In one libel action the complaint was based on the publication of an interview with a woman who believed her lover had been robbed and murdered by his brother. The name and address of the suspect were withheld, but his identity was made plain to many who knew him by writing of him as a former roommate of the dead man and describing the locality in which they had resided.

"A newspaper published a series of articles not long ago in which it accused several druggists of dispensing drugs, which were imitations or not up to the recognized standards. The newspaper did not name these druggists or give their exact addresses, but seven of them collected money damages out of court for libel on the ground that the newspaper identified them by writing 'a druggist near the corner of' and then naming the intersecting streets on the corners of

Ralph Pulitzer, editor of the *New York World*, once said: "We should never forget for an instant that one reporter thoughtlessly writing an inaccurate story may have it in his power to do more harm to some unfortunate than could the Governor of a sovereign state. * * * That one editorial writer * * * may have it in his power to blast a reputation and shatter a career more utterly than could the President of the United States.

"Reporters and editors need not think they rid themselves of this weighty responsibility by eliminating names and insinuating charges. If they are sure of the truth let them print the names and print the charges in a good cause.

This is brought out in this the 14th article in a series obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage.

which the respective stores were located."

In the same class of libel are those cases which have been described in previous articles, but cannot be printed too frequently, in which charges are not names directly, but insinuated.

"To insinuate that a person has been guilty of wrongdoing may be just as libellous as making a direct charge," Mr. White has written in the same book.

"That this fact is not generally appreciated by newspaper writers is indicated by the number of libel actions which are based on innuendos.

"The following extract from an article complained of in one of these suits (with letters substituted for names) is an apt illustration: 'Mrs. A. was an attractive and brilliant woman and B. was openly attentive to her. For a long time, nothing was thought of this, but at last society began to talk. The end came in an open scandal. Mrs. A. left her husband's home never to return. The B. house was also temporarily broken up, but the wife finally returned to her husband.

"The writer of the above paragraph and the copyreader who passed evidently

were of the opinion that by cunningly wording the article and evading any direct charge, they had steered clear of the libel laws. As a matter of fact, the paragraph as published was just as much a libel—although it would probably not be considered so gross a libel—as it would have been if the charge of adultery had been made in so many words."

Perhaps some may consider it wasteful to present several definitions of the same libel law, but to the mind of the writer each of several definitions is apt to bring out a point overlooked in previous generations.

Thus it is that "The Law of the Press," by William G. Hale, Dean of the Law School and Professor of Law of the University of Oregon, in its definition brings out the fact that it is possible to libel a man or woman by reference merely to his or her class or profession. The definition reads:

"A libel is not committed upon an individual, unless a sufficient clue to his identity is given. However, he need not be specifically named. The designation may be sufficient, whether it is by

name, by occupation, or by blanket reference to a specified group, of which one is a member, (board of directors or trustees, etc.)

"However, since the object of civil libel is to compensate a particular individual for a loss sustained by him, a personal action for damages will fail, unless the plaintiff can show that he was so described as to be identified by the readers. Otherwise such loss does not ensue.

"A somewhat difficult problem may thus be presented, where reference is to a class or group of persons, by some composite designation. Whether a particular individual in the group can make it appear that he, personally, has suffered damage, may well depend upon the size of the group, the popular knowledge of its personnel, and the apparent purpose of the defamatory statements. It is a question of fact and of degree. A general invective against those who administer the law would not support civil libel, but it would probably be otherwise, if charges of corruption were made against members of the Supreme Court of a certain state. Likewise a distinction would probably be drawn between a defamatory attack upon the Legislature as a body, and upon all members of the finance committee of the Senate."

A court, Hale points out, has stated the test as follows:

"If the words may, by any reasonable application, import a charge against several individuals, under some general description or name, the plaintiff has a right to go on trial, and it is for the jury to decide whether the charge has a personal application to the plaintiff."

Don't try dangerous cross-cuts!

N. Y. TIMES MAN AND FILM STAR WED AT SEA



With Captain George Fried, of the U. S. liner "President Roosevelt" officiating, Lincoln Eyre, Berlin correspondent of the *New York Times* and Dina Gralla, German film star, were married recently while the ship ploughed the cold North Sea. In the photograph taken on the promenade deck where the ceremony took place, are shown (left to right) Mrs. Hawkins, stewardess, Chief Steward Charles Kennecke, Chief Engineer J. Turner, Dina Gralla, Lincoln Eyre, Chief Officer R. B. Miller, and Purser A. Koppenjan. Capt. Fried received world renown last winter when his crew rescued the crew of the sinking British steamer *Antinoe*.

PHILADELPHIA RECORD CRUSADED FOR BRIDGE OVER DELAWARE RIVER

Daily Was First Penny Paper in America, First to Print Daily Women's Pages, and Daily Auto Sections—Rowe Stewart, General Manager

DELEGATES to the Associated Advertising Clubs of the World's convention in Philadelphia next week have been invited to be among the first to cross the new bridge which spans the Delaware river, linking Philadelphia with Camden, N. J. This honor would not have been possible, had it not been for the strong editorial fight waged single handed by the *Philadelphia Record*, the only Democratic daily in Philadelphia, and the paper of which Rowe Stewart, former A.A.C.W. president, is general manager.

When New Jersey floated bonds to pay for the bridge, it provided a sinking fund to be paid out of tolls. The Pennsylvania State Legislature, however, passed almost unanimously a bill supported by Philadelphia politicians, providing for free passage over the span. A big fight between the two states ensued, with the two attorney generals taking the case to the Supreme Court of the United States. A long delay in completion of the bridge seemed inevitable. The Record then undertook to sway public opinion and force the Pennsylvania Legislature to repeal the bill. Although personally solicited, other papers throughout the state refused to help Mr. Stewart's daily in its fight. Cards were printed and sent to voters and motorists asking them whether or not they would be willing to pay tolls or wait indefinitely for the bridge, work on which had been halted as a result of the supreme court suit between the two states.

When Gov. Pinchot called a special session of the legislature in January, 1926, the Record succeeded in getting him to include its measure for repealing free tolls. The bill was repealed with only one vote in each house against it, despite a Mayor's committee sent from Philadelphia. It was a clean victory for the Record.

This paper has many record "firsts" to its credit. It was the first penny paper in America, and maintained this price until 1917. It started the first daily woman's page in 1891, and the first daily automobile section.

Mr. Stewart, vice-president and general manager of the Record, has for many years taken a keen interest in organized advertising. In 1920-1921, he was president of the Associated Advertising Clubs of the World. In consequence he pays particular attention to the advertising side of his newspaper.

"We train all our solicitors to be good copywriters as well as salesmen", he has explained to EDITOR & PUBLISHER. "We also maintain our own copy department in charge of a skilled copy writer."

"And I can believe the Record can claim to be among the first to clean up its advertising columns. We have no regular censorship committee, but we do not allow any highly speculative copy or any untruthful advertising in our paper."

For more than 25 years, the Record has shown its interest in the question of better advertising by printing a daily editorial on the subject.

Mr. Stewart started his career as an office boy on the same paper he now heads. In addition to the Record, he has been connected at various times with the *Philadelphia North American*, *New York Globe*, *Washington Herald* and *Philadelphia Times*. From 1910 to 1913, he was in the advertising agency business with the Tracy-Parry-Stewart Company.

Melville F. Ferguson, the Record's managing editor, has been connected with that newspaper for 31 years. He started as a reporter in 1896. As editorial executive, Mr. Ferguson believes an editor's duty is to so control his staff that it produces a newspaper that is a fair, accurate undistorted mirror of its community.

Thus he has drawn up a code of reportorial ethics for his staff, the enforcement of which he makes one of his im-

portant duties. Of 25 rules making up the code, the following are underscored. "Get both sides of your story. When the circumstances reflect upon an accessible individual or group, learn what is to be said in explanation or defense. Fairness and justice demand it."

"Be accurate. Remember that in most cases the story you write will be read by some people who have first-hand knowledge of some of the facts. They will be quick to detect inaccuracies, and to characterize the paper as unreliable if it prints statements at variance with their own observation."

"Keep your personal opinions, or the supposed opinions of the paper, out of your story. Stick to the facts. Interpretations and comment belong in the editorial columns."

"Avoid ridicule except when it is conveyed by a plain recital of facts. Nothing makes enemies more quickly; and one enemy of the paper exerts more influence than ten friends."

"Never write a story that you cannot successfully defend, when an irate reader comes to the office to demand a retraction. If you keep this rule constantly in mind all the time, you will keep out of libel suits."

The history of the Philadelphia Record dates from May 1, 1877, when William M. Singerly bought from William J. Swain a newspaper known as the *Public Record*. It had been founded on May 10, 1870, and was published at The Record Building, at Third and Chestnut streets.

On June 1, 1877, Mr. Singerly launched the Philadelphia Record, a one-cent newspaper. It was the first one-cent newspaper that the American people ever saw. On Jan. 29, 1917, the Record in common with many other newspapers throughout the country increased the price of the daily edition to 2 cents per copy.

In 1882 the paper was moved from Third and Chestnut streets to the new Record Building, at Ninth and Chestnut streets, and at the same time began the issue of a two-cent Sunday newspaper. Later the price was made 3 cents, and on January 4, 1914, with the addition of several new features, the price was increased to 5 cents. The present price of the Sunday edition is 7 cents in the city and 8 cents outside of the city.

The Philadelphia Record was the first newspaper in the world to establish a daily magazine department for women.

D'UTASSY PRESIDENT OF N. Y. MIRROR

Treasurer Succeeds M. L. Annenberg, Resigned as Head of Hearst Tabloid—Was Once with Robertson's Paper

George d'Utassy, treasurer of the *New York Mirror*, has been appointed president of the Hearst tabloid, succeeding Moses L. Annenberg, whose resignation was announced last week. He retains the title of treasurer. Philip A. Payne, managing editor, is vice-president, and J. Mora Boyle, business manager, secretary.

Mr. d'Utassy was at one time connected with the *Mirror's* opposition, the *New York Daily News*, edited by Captain J. M. Patterson. Prior to becoming treasurer of the *Mirror* he was vice-president of the International Film Company.

A graduate of Harvard College, Class of 1898, Mr. d'Utassy began his career with Harper & Brothers, book and magazine publishers. At various times he has been publisher of *Motor*, *Cosmopolitan Magazine*, *Motor Boating*, *Hearst's Magazine*, *Harper's Bazaar*, *Good Housekeeping* and *Nash's Magazine* of London.

PRESS PICTURES BANNED IN BRITISH LAW COURTS

UNDER a clause in the Criminal Justice Act, which came into force in England this month, it is now an offense involving a penalty of £50 to take or attempt to take in a law court any photograph for publication, or to make or attempt to make a sketch or portrait of any jurymen, judge, witness, or party in any proceedings in the court.

It is also an offense to publish any such photograph or sketch, the penalty for infringement of this also being £50.

The law applies to courts, of justice, coroners' courts, and to pictures of judges, recorders, registrars, etc.

The picture must be made neither in the court itself nor the precincts thereof, nor of a person while he is entering or leaving the court or its precincts.

KNECHT SAYS FRENCH LACK U. S. NEWS

Urges Fuller Cable Reports as Aid to Peace and Progress—Delegates to A. A. C. W. Convention Luncheon Guests of New York Publishers

French newspapers are lacking in adequate cable news from America, according to Dr. Marcel Knecht, general secretary of *Paris Le Matin*, addressing guests to a luncheon given the French delegates to the Associated Advertising Clubs of the World's convention. The Newspaper Publishers Association of New York City was host at the luncheon, and Fred A. Walker, association chairman, and publisher of the *New York Evening Telegram*, presided.

Dr. Knecht explained reasons for the lack of American news in French newspapers as due to the high cost of cable tolls and the small size of the French newspapers. Fuller cable reports, he said, would make the press "a gigantic instrument for peace, co-operation and economic progress in America and France."

"We come to America as colleagues," Dr. Knecht explained, "representing the newspapers of France, and we are on a pilgrimage of good will. We have come to meet the leaders of the American press, and to see if the actual interchange of news between our two countries is sufficient."

In conclusion, Dr. Knecht pleaded for less sentimentality in Franco-American relations.

Others who spoke at the luncheon were Leon Renier, Jr., commercial manager of the Havas Agency; Andre Kaminker, delegate from District 17 of the A.A.C.W., and James W. Brown, publisher of EDITOR & PUBLISHER.

The French delegates, Marcel Knecht, Gilles Duroulet, Maj. Adrien Muller, Leon Ranier, Jr., Andre Kaminker, and Henry Dumay, Jr., were to arrive in Philadelphia either June 19 or 20.

Those attending included: Louis Wiley, business manager, and Hugh O'Donnell, assistant business manager, *New York Times*; Herbert F. Gunnison, *Brooklyn Eagle*; W. W. Craig, *Brooklyn Standard Union*; Julius Ochs Adler, *New York Times*; Mason Peters, *New York Journal of Commerce*; C. K. Woodbridge, A.A.C.W. president; C. C. Lane, business manager, *New York Evening Post*; A. B. Chivers, *New York American*; J. R. Waters, and Henry Ahern, *New York Evening Graphic*; S. M. Williams, *New York World*; J. C. Dayton, *New York Journal*; Edwin S. Friendly, *New York Sun*; Robert Creswell, *New York Herald Tribune*; Robert Remy, Washington correspondent, of Agence Havas of France; and L. B. Palmer, manager of the American Newspaper Publishers Association.

ROBERTSON LIBEL SUIT vs. N. Y. NEWS ON TRIAL

Woman Who Lost Actions Against Times, World and Two Jersey Papers Pressed to Appear This Week by Tabloid's Counsel

Despite an appeal for delay, made by attorneys for the plaintiff, the \$100,000 libel suit brought by Mrs. Sarah L. Robertson against the *New York Daily News*, went on trial this week before Judge McCook, in New York Supreme court.

After two weeks' trial a verdict against Mrs. Robertson and in favor of the *New York World* was opened June 7. The plaintiff had sought \$135,000 from the World. The News case has been on the court calendar for some time marked ready. Mrs. Robertson pleaded illness in asking a delay, but Macdonald Dewitt, attorney for the News, obtained permission from the court to have a physician examine her, and when he reported her in condition to appear in court, trial opened.

Mrs. Robertson's suits against the *Long Branch Record* and the *Asbury Park Press* were tried together more than a year ago. The jury disagreed and they have not been retried. Suit against the *New York Times* on the same alleged libel was tried last April and a jury found a verdict in favor of the newspaper. The actions against the *New York Sun* and the *New York Evening Telegram* were consolidated and tried a few days after the trial of the Times' suit and a jury found a verdict of \$5,000 each against both newspapers. The Sun and Telegram have appealed.

In all cases, Mrs. Robertson is objecting to published reports of an investigation by the police and public prosecutor of Monmouth County, N. J., following her arrest in February, 1922, on a charge of conspiracy to defraud Lloyds of London of \$73,000 jewelry insurance by staging a fake hold-up and robbery at her home in Deal, N. J. Newspaper articles complained of reported that a few hours after her arrest, Mrs. Robertson had herself confessed to Gerard Luisi, chief investigator of Lloyds, and that she was ready to produce the "stolen" jewelry and name her accomplice if she was assured immunity. Mrs. Robertson was acquitted when tried on the criminal charge.

The World made a very careful and thorough inquiry into the past history of Mrs. Robertson. The inquiry covered cities and towns in many states from New York to California, and evidence was found which had not been available at earlier trials.

Mrs. Robertson was represented in the World trial by William Otis Badger, Jr., New York attorney, while Charles B. Brophy was the defense counsel.

The World in answer to Mrs. Robertson's complaint, pleaded justification—that the articles were true.

ATTORNEY CHARGES LIBEL

G. T. Kern Asks \$10,000 Damages from Woodland (Cal.) Independent

John F. Garrette, publisher of the *Woodland (Cal.) Independent*, a bi-weekly newspaper, was named defendant in a \$10,000 libel suit filed June 7, by District Attorney George T. Kern of Yolo County.

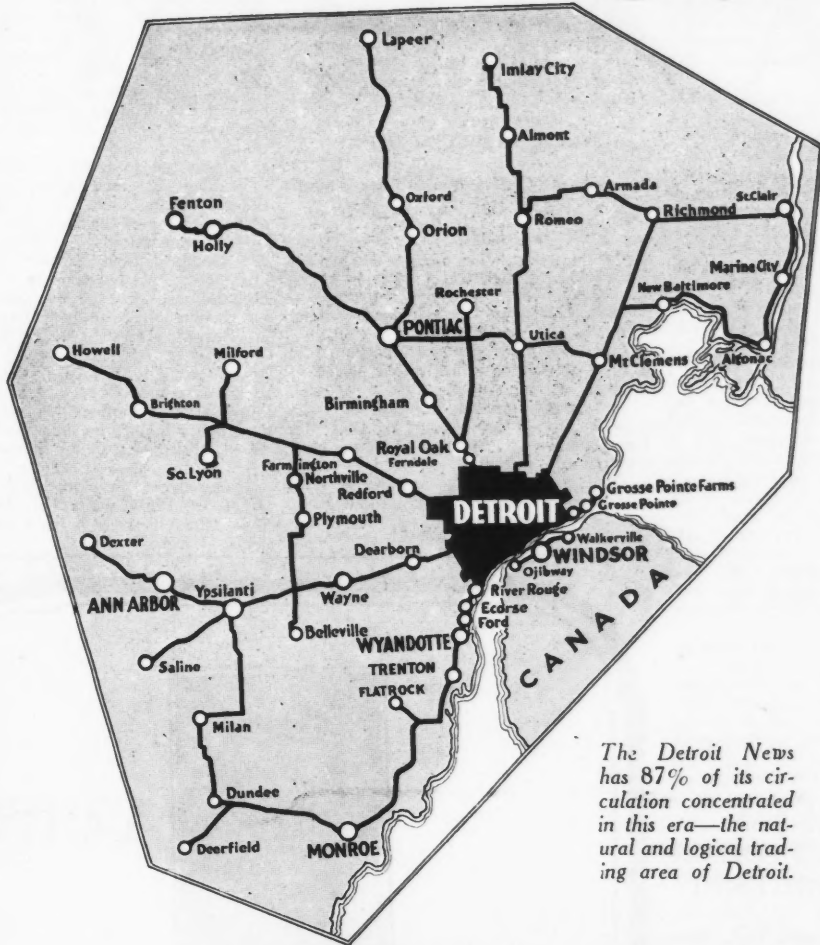
The suit is a sequel to a recent report of the Yolo County Grand Jury in which Kern's removal from office was asked. It also asked from Kern the return of \$960 alleged to have been drawn from the county in payment of stenographer's wages when the county government act does not provide for such an expenditure.

Kern's suit is based upon an editorial in Garrette's paper in which the grand jury's report was reviewed.

Kern is seeking re-election at the August primary election.

News Covers Detroit

More Thoroughly Than Ever



The Detroit News has 87% of its circulation concentrated in this era—the natural and logical trading area of Detroit.

36,000 Circulation Increase Sunday Over a Year Ago

28,000 Increase Weekdays Over a Year Ago

Advertisers in the Detroit market employing Detroit's one big medium enjoy the rare good fortune of obtaining an always greater coverage of the market than they anticipated. Between May, 1925, for example, and May, 1926, The News increased 36,000 Sunday and 28,080 weekday circulation, bringing its total circulation to 350,000 Sunday and 320,000 weekdays. That The News thoroughly covers the homes of its field is best evidenced by the survey now in progress of all sections of Detroit. Below is reproduced some typical results of the survey, covering every type of district from the wealthiest to the most modest.

Observe Percentage of Coverage Enjoyed By News

Every Type of Home Is Covered by This Survey	Total Homes in Neighborhood	Homes Canvassed Reading English	Homes Where Detroit News Is Read	Percentage of Coverage by The Detroit News
District A.....	124	103	98	95%
District B.....	143	139	133	96%
District C.....	58	52	43	83%
District D.....	219	211	209	95%
District E.....	118	106	97	91%
	90	85	82	96½%
District F.....	119	109	98	90%
District H.....	136	120	110	92%
District I.....	161	125	112	90%
District J.....	84	79	68	86%
District K.....	83	79	63	80%
District L.....	112	104	74	71%
District M.....	108	71	56	80%

The Detroit News

Detroit's HOME Newspaper

350,000 Sunday Circulation

320,000 Week Day Circulation

KANSAS CITY STAR TRUSTEES REQUEST BIDS FOR DAILY BY JUNE 30

Nelson Estate Trustees Issue Call to Prospective Purchasers— Chamber of Commerce Organ Protest Sale to "Outsiders"— William Allen White Says Financiers Want "Its Freedom"

(By Telegraph to EDITOR & PUBLISHER)

KANSAS CITY, Mo., June 15.—Local interest in the sale of the *Kansas City Star* was stirred Tuesday by the action of the Chamber of Commerce when it printed in its publication, *The Kansas Cityian* an article against outside ownership of the local newspaper. The article which was headed "A Real Danger to Kansas City" followed the announcement Sunday by the trustees that they had sent to all prospective purchasers a letter asking them to have their offers in the trustees' hands by June 30. The trustees' letter said:

"Since the announcement on May 14, of our readiness to furnish information to prospective purchasers of the *Kansas City Star*, we have supplied information to a considerable number, several of whom have announced their readiness and desire to submit offer.

"It is our purpose to avoid undue delay by having offers in hand before the vacation period arrives and, therefore, request that offers be submitted for our consideration by June 30, 1926.—William Volker; J. C. Nichols; Herbert V. Jones. (University trustees, the William Rockhill Nelson Trust)"

The Chamber of Commerce article was inspired largely by the reports in other Kansas City newspapers that among those who were prospective purchasers were several chain newspaper owners with headquarters in other cities. Also it has been reported that two syndicates in St. Louis had been formed to buy the *Star*. One of them was headed by a well known St. Louis banker backing Frank Glass and the other was a group of capitalists and politicians backing Morton Jourdon, St. Louis lawyer.

Other prospective purchasers whose names have been printed by Kansas City newspapers are Luke Lea, owner of the *Nashville Tennessean* and other southern newspapers; Frank Gannet who heads a chain of newspapers in New York State; the Booth Publishing Company which has a chain of state papers in Michigan; Roy Howard of Scripps-Howard Newspapers; F. G. Bonfils of the *Denver Post*; H. V. Jones of the *Minneapolis Journal* and the present organization of the *Star* headed by Irwin Kirkwood, editor. It is not known whether this list is correct as the trustees have declined to make public the names of those who sought information.

The Chamber of Commerce article says in part:

"Now that the *Star* is to be sold, its future control becomes of tremendous importance to this city. Is it to continue to be conducted by Kansas City men, or is it to pass to the direction of outsiders?"

"The *Star* itself has been silent on the situation. But it is known from publication in other newspapers, and from common report, that outside interests are considering bidding for the property. St. Louis syndicates are understood to be making inquiries. Several owners of chains of newspapers are reported to be among the prospective purchasers.

"The *Star* has been one of the great aggressive forces for Kansas City development in season and out. Suppose this force should come under control of St. Louis capitalists! Suppose the *Star* should become a branch house, one of a chain of newspapers directed from some eastern city! Could there be any greater blow to the progress of Kansas City?"

"The possibility of the situation developing in a way to tend to make Kansas City 'the vassal of St. Louis, financially and politically' has attracted attention in all our territory. William Allen White writes of it in the *Emporia Gazette*:

"Kansas City people should know that the wolves are gathering to attack them.

Down in St. Louis is a well known financial concern. This crowd is forming like a wolf pack to attack Kansas City, to make it a vassal of St. Louis financially and politically by buying the *Kansas City Star*.

"The *Star* looks like a good buy to that outfit. For the wolves believe that they will be buying the only thing of value in it—its freedom, its good name, and the fine talent of men who have made the *Star*. These things seem to be in the market. But they are not. Let one breath of scandal touch the *Star*—a scandal based on obvious fact and not on patent malice, and over-night the chief assets of the *Star* will vanish."

The Chamber of Commerce article after quoting William Allen White, concludes with this statement:

"A real crisis confronts the city. The possibility of foreign control of this vital exponent of Kansas City's progress has seemed preposterous, incredible. But nevertheless we must recognize that it exists. Such an outcome could be regarded only as a public calamity."

Lou Holland, president of the Chamber of Commerce, said today he would feel other than agitated about the sale of any Kansas City institution to interests with headquarters in other cities. He said the Chamber of Commerce directors had gone on record unanimously as opposed to outside ownership.

The value of the *Star* has not been indicated in any way by the trustees.

The will of Colonel W. R. Nelson provided for the sale of the newspaper within two years after the death of his daughter, Mrs. Laura Nelson Kirkwood. Mrs. Kirkwood died Feb. 27 last. The entire Nelson estate was left for founding an art collection for Kansas City.

PARDON DENIED EDITOR IN JAIL FOR CONTEMPT

Alfred Lindsley, of Eureka, Cal., Sentenced to \$2,000 Fine or 1,000 Days in Jail—Must Serve His Term

Alfred Lindsley, former editor of the *Eureka (Cal.) Humboldt Standard* confined in the Humboldt County jail for contempt of court was refused a pardon recently by Governor Friend W. Richardson, who is himself a newspaper publisher. Lindsley is serving a 1,000 day sentence in lieu of a \$2,000 fine.

The editor, who was found guilty of publishing articles for the deliberate purpose of influencing the judgment of jurors and witnesses, embarrassing the judge and interfering with the administration of justice, claimed that the sentence imposed was excessive.

Governor Richardson issued a statement saying:

"The question of the liberty of the press is not involved in this case. The contempt was based upon the finding of the superior court that Lindsley had published four articles in his newspaper for the deliberate purpose of influencing the judgment of juror and witnesses, to embarrass the judge, and to interfere with the administration of justice.

"Lindsley did not deny that his purpose in publishing the articles was to interfere with the administration of justice. His application for pardon is based upon a plea that the sentence was excessive.

"Lindsley has had his day in court and his case has been passed upon by the Appellate and Supreme Courts of this state. His legal and constitutional rights have not been violated. The issue pre-

sented to me is one of maintaining respect for the courts and a fair trial for those charged with crime and has nothing to do with the liberty of the press. A fair trial, in my opinion means not only one which is fair to the accused but also fair to the people. The rights of the people must be considered as well as the rights of the one accused. The sentence of Lindsley should stand, in my opinion, and he deserves the punishment inflicted. He attempted to interfere with the administration of justice and exhibited contempt for the courts.

"After carefully reviewing the case I am convinced that Lindsley's acts are not a credit to the journalistic profession, and that he does not deserve the sympathy of any respectable newspaper publisher or editor."

DAILY IN RECEIVERSHIP

Muskogee (Okla.) Press Lists Liabilities at \$120,937, Assets \$58,850

Listing liabilities at more than twice the total assets, the Eastern Oklahoma Publishing Company, owners of the *Muskogee Press*, have filed a petition in voluntary bankruptcy in federal district court.

Liabilities listed in the petition total \$120,937.65 and total assets are placed at \$58,850.

The corporation was adjudged a bankrupt by the federal court and A. O. Fuller, business manager of the paper, was named receiver.

The company was organized two years ago but only recently assumed control of the *Press*, which was formerly known as the *Muskogee News*.

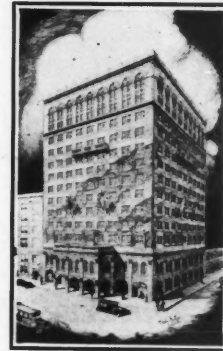
COAST AD CLUBS TO MEET JULY 5-8

3,000 Expected to Attend 23rd Annual Convention at San Francisco— Lou Holland, Bruce Barton to Speak

More than 3,000 members of the Pacific Coast Advertising Clubs' Association will attend the 23d annual convention of the organization in San Francisco, July 5-8. It will mark the first convention to which non-members have been admitted. One thousand admission coupon books have been sold. According to Don E. Gilman, president of the association, the program arranged is on the same scale as that of a national convention.

Among the speakers scheduled are: Wallace R. Farrington, governor of the Hawaiian Islands; Lew Hahn, managing director of the National Retail Dry Goods Association, New York City; Alvin Dodd, United States Chamber of Commerce, Washington, D. C.; Lou E. Holland, president of the National Better Business Bureau, Inc.; Bruce Barton, of Barton, Durstine & Osborn, New York City; Dr. Alexander Fleisher, San Francisco; Dr. W. E. Hotchkiss, dean of the Graduate School of Business Administration, Stanford University, and C. King Woodbridge, president of Associated Advertising Clubs of the World.

Broad street, the main north and south street in Philadelphia, is the longest, broad, straight street in the United States, being 14 miles in length.



Today in Jacksonville

Another hostelry—the George Washington—breaks ground for a 13-story structure . . . 350 guest rooms . . . an investment of \$1,500,000 . . . Evidence of the preparation for the growth of this city . . . Jacksonville goes on to its radiant future without abeyance.

And its favorite newspaper—the accepted ritual of this community—continues to grow in circulation and lineage. A good town and a great newspaper keep abreast of the times.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000

SUNDAY 70,000

QUALITY DOMINANCE!



Here's the quality-story that
May told in Los Angeles. The
Examiner was, naturally,.....



FIRST in Automobiles

FIRST in Furniture



FIRST in Jewelry



FIRST in Musical Instruments



FIRST in Furs



FIRST in Radio



FIRST in Building Materials



FIRST in Toilet Requisites

—and **FIRST** in many other important classifications!

To reach mass-class buying-power, you **NEED** The Examiner in Los Angeles. The people who buy The Examiner pay *more* for it than they would have to pay for any other newspaper in Los Angeles, and they are not lured by premium inducements; sheer merit is the Examiner's only attraction to its great reader-audience. The Examiner's Merchandising Service Department is the most effective west of Chicago.

170,000
DAILY

Los Angeles Examiner
CHARACTER QUALITY AMERICA FIRST! ENTERPRISE SECURITY
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

T. C. HOFFMEYER
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 2858
San Francisco

W. W. CHEW
Eastern Representative
Room 1512—285 Madison Ave.
Telephone Caledonia 2093
New York City

WM. H. WILSON
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

LARGEST
morning &
Sunday
circulation
west of
St Louis

390,000
SUNDAY

DELAWARE RIVER BRIDGE A GIGANTIC ENGINEERING UNDERTAKING

Tremendous Structure Supports Longest Suspension Span in the World—1750 Feet Between Piers—Total Length 1 3/4 Miles—Will Cost \$37,211,143 Completed

THE tremendous bridge spanning the Delaware River between Philadelphia and Camden, now in the course of erection, and to be opened to traffic on July 4, 1926, will stand as one of the notable achievements of the present century. Delegates to the convention of the Associated Advertising Clubs of the World will cross the span two weeks in advance of its official opening. The span between the piers, 1,750 feet, will be the longest in the world for a bridge of suspension type, and the whole structure, from the Philadelphia entrance at Sixth and Race streets, to the Camden entrance at Sixth and Penn streets, will be 9,570 feet long, or about one and three-quarter miles. The vehicular capacity of the bridge is figured for such accommodations as may be required a decade hence.

In 1918, the legislatures of Pennsylvania and New Jersey and the City Council of Philadelphia made the first appropriations for the project. Since that year the project has been financed by the two States and by the City of Philadelphia.

The first construction contract, that for the two main piers, was let in December, 1921. The engineer in charge is Ralph Modjeski.

The main piers upon which the colossal towers rest are composed of solid concrete, faced with Georgia granite down to the bed of the river. These piers rest far below the river, upon solid, everlasting rock.

The Philadelphia pier goes down approximately 65 feet, but as the rock formation slopes downward toward New Jersey territory, the engineers found it necessary to dig about 20 feet deeper for the Camden pier.

The anchorages, also constructed of concrete, likewise rest upon solid rock, and their depths are approximately the same as those of the piers, although the Camden anchorage is twenty feet deeper. Into these anchorages are embedded huge steel girders, to which are fastened by giant bolts the great steel bars to which the wires of the cables are attached, assuring absolute strength and safety for the enormous loads which the bridge will be called upon to carry. The engineers have estimated that under maximum congested traffic this load will be equivalent to 12,000 pounds per lineal foot.

The great burden of the bridge and its vehicular and pedestrian load, will in the final analysis be borne by the two enormous cables, the largest ever constructed anywhere in the world. These cables will be composed of myriad wires, not quite so thick as an ordinary lead pencil. Each wire has been put to the severest tests for strength. When all the wires are in place, a wrapping machine will revolve around them, tightly covering

them with still other wires, and forming a solid mass 30 inches in diameter.

If all these wires could be placed end to end, their total length would form a steel band long enough to go around the earth, with 100 miles to lap over.

Some interesting figures concerning the bridge follow:

Steel in bridge, 50,000 tons.
Masonry in bridge, 320,000 cu. yards.
Length of bridge, 1.81 miles.
Vehicular capacity of bridge—6,000 per hour.
Estimated Cost of Bridge:
Main Bridge..... \$15,632,000
Philadelphia Approach..... 5,121,677
Camden Approach..... 3,663,800

\$24,417,477
Cost of Construction, Real Estate, Philadelphia; Real Estate, Camden, etc..... 12,793,666

Total Cost of Bridge..... \$37,211,143

Moore Rejoins Hearst Staff

Louis J. F. Moore, for five years advertising promotion manager of the *New York Evening Journal*, has resigned as advertising manager of the Murok Realty Corporation, St. Petersburg, Fla., to join the promotion department of the Hearst Newspapers, New York.

Hepner to Join Japan Advertiser

Harold S. Hepner, former newspaper man of Walla Walla, Wash., and Mrs. Hepner have left Vancouver, B. C., for Tokio, Japan, where Mr. Hepner will be connected with the *Japan Advertiser*.

CHANGES ON TULSA TRIBUNE

Business and Editorial Shifts Announced by Richard Lloyd Jones

Changes in both business and editorial personnel for the *Tulsa (Okla.) Daily Tribune* were announced recently by Richard Lloyd Jones, editor and publisher, made necessary, he said, by the growth of the paper.

Changes announced are as follows:

Crawford Wheeler, national advertising manager, to business manager, succeeding W. B. Dimon, resigned on account of ill health. Mr. Wheeler was formerly associate editor of the *Tribune*.

Charles M. Barde, advertising manager, to promotion advertising manager, a new department.

Lewis R. Malone, assistant local advertising manager to manager.

H. W. Hussey, local advertising staff to national advertising manager.

J. T. Cargile, acting in place of Mr. Dimon, remains as treasurer.

R. C. Orlopp, for 10 years an assistant in the circulation department of the *Indianapolis News*, has been made circulation manager succeeding J. V. Hollett, resigned. Mr. Hollett goes to California on account of Mrs. Hollett's health.

In the news department, the following changes are made: Joseph Meyers, to news editor; John Booker, telegraph editor; Joseph Brandt, city editor; A. O. Hart, copy editor; Manton Marrs, copy desk; Mrs. Dorothy Emery, copy editor, reporter; Joseph Morris, reporter; W. C. Anderson, reporter.



RICHARD L. JONES

The First in each country!

Advertisers who are desirous of covering Latin-America's logical markets for American goods in an efficient manner, yet at the lowest possible cost, will find it decidedly to their advantage to use the publications on this list, each dominant in its respective field. This office is maintained by the following leading publications of Latin-America, with us in charge, for the purpose of assisting American manufacturers and advertising agencies to develop their business with the markets which these publications serve and dominate.

ARGENTINA

LA NACION
Buenos Aires

MUNDO ARGENTINO
EL HOGAR
DON GOYO

BOLIVIA

LA REPUBLICA
La Paz

BRAZIL

DIARIO DE PERNAMBUCO
Pernambuco

REVISTA DA SEMANA
EU SEI TUDO
A SCENA MUDA
ALMANACH EU SEI TUDO
Rio De Janeiro

CHILE

EL MERCURIO
Santiago
Valparaiso
Antofagasta

ZIG-ZAG
SUCESOS
FAMILIA
LOS SPORTS
CORRE VUELA

COLOMBIA

EL ESPECTADOR
Bogota

CUBA

EL MUNDO
Habana

BOHEMIA
ELEGANCIAS

ECUADOR

EL GUANTE
Guayaquil

PARAGUAY

EL DIARIO
Asunción

PERU

EL COMERCIO
Lima

LA CRONICA
Lima

VARIETADES
MUNDIAL

URUGUAY

DIARIO
DEL PLATA

EL PLATA
Montevideo

MUNDO
URUGUAYO

S. S. KOPPE & CO., Inc.
Publishers' Representative
TIMES BUILDING, NEW YORK CITY
Bryant 6900

The INDIANAPOLIS

Leadership is not won in a day. The supremacy of The Indianapolis News has been 56 years in building. And with each year its leadership increases. Witness the new national lineage records of March and April!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

Our Customers Write Our Ads

Staten Island, New York,
Advance

Says—

"The longer we live with our DUPLEX TUBULAR press, the better we like it."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

THE CHRISTIAN SCIENCE MONITOR, BOSTON, FRIDAY, JUNE 4, 1926

AUSTRALIA SEEKS SOLUTION OF ITS BLACK RACE PROBLEMS

Legislative Authorities Discuss Proposal to Form Aboriginal State and Give Native Parliamentary Representation—Plan Meets Severe Criticism

ADELAIDE, S. Aus., May 27 (Special Correspondence)—The fate of the native black races in Australia is again before the legislative authorities...

An International Daily Newspaper

Some Shining Red Taking the proposal to place the aboriginals into a native-born state...

W. L. LAWTON: "The negro is the place for education in the northward..."

W. R. BOOZMAN: "Home is best expressed in 'bona fide'..."

WILLIAM GREEN: "The shorth most demand that Christianity be..."

AMERICA MAY BUILD SHANGHAI CONSULATE—Consular Staff Needed

SHANGHAI, May 17 (Special Correspondence)—It is believed here that the proposed consulate...

SHORLAND EXPERT—If the name of still another remarkable Australian black man mentioned in that of the late Mrs. Kropf...

HISTORIC BUILDING MADE INTO OFFICES—Special from Moulton Street, London—A bill of early American history is recalled by the...

What They are Laying.

JOHN ERSKINE: "Happened in 1916, it is not a coincidence that those who try to do directly find themselves..."

SENATOR DONAH: "The train was not crowded with delegates to the anti-prohibition convention..."

SENATOR CUMMINS: "Every time a man says more for a manufacturer's interest..."

W. L. LAWTON: "The negro is the place for education in the northward..."

W. R. BOOZMAN: "Home is best expressed in 'bona fide'..."

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Local Classified

Other Than United States and Canada Advertisements under this heading appear in this edition only...

HOLIDAY RESORTS—An Ideal Family Holiday Resort THE BEANON CLUB is a RESORT...

BOARD AND RESIDENCE—LIVING—One pleasant apartment house, 60-62 Fulton Street...

TEACHERS—MILANO, ITALY—The American Board of Christian Education and Promotion in Italy...

POST WANTED—A woman, a white woman, with a good education, seeks a position...

TEACHERS POST WANTED—CAMPBELL, GEORGE, a white woman, with a good education...

ADVERTISEMENTS UNDER CITY HEADINGS

FRANCE Paris (Continued) "DEUX CLAUDINE" 27 Rue Truchet, Paris THE SPECIALTY SHOP...

H. J. HOWARD Stationer and Engineer 350, Rue de Valenciennes PARIS

Helene Krieger Office and Apartment FURNISHINGS—TAPETRIES Paris, France—108, Rue de Valenciennes

Mon Felix MODEL HATS—MODES 11, Rue de Valenciennes PARIS

FRANCE Mentone MONT CARLO HOTEL DE RUSSIE 17, Rue de Valenciennes

ITALY Florence Old England Stores Groceries, Sport Goods Dry Goods, Hosiery...

CASA LEATHERWORK FURABLES GUIDI 8, Rue de Valenciennes PARIS

HOLLAND The Hague BIKER'S SHOP all other fast goods by G. KUIPER

HOLLAND The Hague BIKER'S SHOP all other fast goods by G. KUIPER

SWITZERLAND Lucerne ADELHEID ROTHENFLOH SILKS EMBROIDERIES

SWITZERLAND Lugano L'Art Ancien S. A. Diner and Early Books Rare and Early Books

HAUSMANN & CO. ST. GALLEN Marktgasse 13, a. Spinnrad PHOTO—OPTICS

SWITZERLAND Zurich JELMOLI, S. A. Grand Magasin JELMOLI, S. A. GENERAL STORE

SWITZERLAND Zurich JELMOLI, S. A. Grand Magasin JELMOLI, S. A. GENERAL STORE

SWITZERLAND Zurich JELMOLI, S. A. Grand Magasin JELMOLI, S. A. GENERAL STORE

AUSTRALIA Sydney "Sydney's Specialty Hardware Store" All General Hardware, Soft Furnishings, Tools of Trade

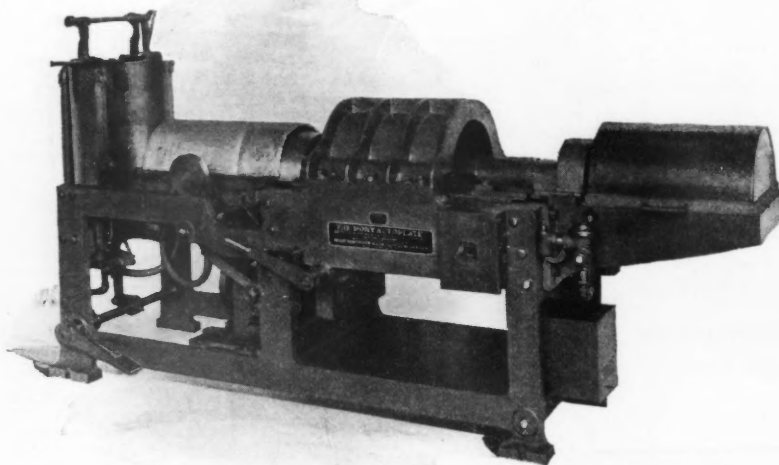
AUSTRALIA Sydney Hewlett Motor Service 15-17 Castlereagh Street

AUSTRALIA Durban HARRIS'S CORNER STORES (JAMES DOUGLASS & SONS) High-Class Groceries, Provision & Meat

AUSTRALIA Durban HARRIS'S CORNER STORES (JAMES DOUGLASS & SONS) High-Class Groceries, Provision & Meat

AUSTRALIA Durban HARRIS'S CORNER STORES (JAMES DOUGLASS & SONS) High-Class Groceries, Provision & Meat

Ultra Modern Methods and Equipment



PONY AUTOPLATE MACHINE

HAND-MADE PLATES are no longer welcome in the modern plant. Their inherent inaccuracies and the uncertainties incident to their use result in wasting of time, labor, and newsprint.

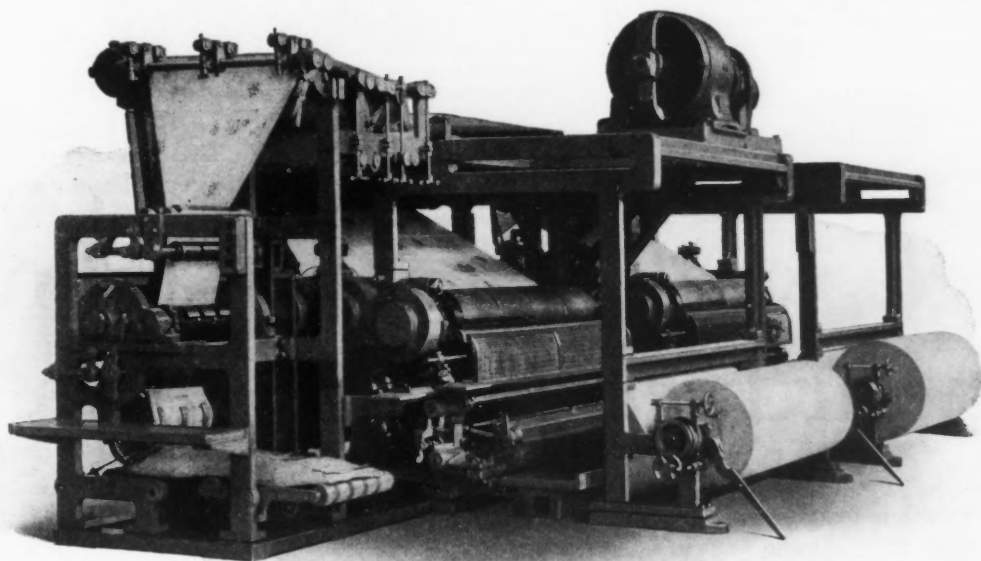
All modern plants are now Autoplate-equipped because Autoplate plates are uniformly accurate in curvature and thickness.

The PONY AUTOPLATE Machine occupies the space of but 9 ft. 5 in. by 2 ft. 7 in. and may be worked by one man. It casts and finishes newspaper printing plates more swiftly and economically than can the conventional hand-worked apparatus. Autoplate plates require no hand-tooling; they are delivered completely finished, cold and dry, ready for press.

The AUTOPLATE Way is the only Modern Way.

WOOD NEWSPAPER MACHINERY CORPORATION

Equipment for Today's Requirements



BEE-LINE PRESS

THIS is the simplest and swiftest smaller-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. There is no roll lifting.

It meets every requirement of the smaller-city daily publisher and is unit-built to economically care for the future as well as the present.

The BEE-LINE PRESS relieves the publisher of the many limitations of flat-bed printing earlier than any other press. It is a handy tool and a first-rate printer. It requires no pit.

CORPORATION, 501 Fifth Avenue, New York City

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."



Average wealth greater—living standard higher—in Iowa

Iowa's taxable wealth per capita is \$4,146, as compared with \$2,731—the nation's average. (Latest financial report of U. S. Bureau of Census).

Iowa has lowest percentage of illiteracy of any state. Has the most telephones in proportion to population. Twice as many Iowa people, proportionately, have high school education as in the nation as a whole.

Though Iowa ranks twenty-third in area; though less than half of her people are engaged in farming, here is how Iowa compares with the other states in agriculture:

First in value each of corn, oats, horses, hogs and poultry.

First in value of farm lands and buildings.

First in total value of farm products.

First in combined value of live stock.

First in total value of farm property.

First in percentage of farm land improved.

Yet, the yearly value of Iowa's industrial output exceeds that of her field crops!

The question of selling to this wonderful market is simplified by one fact: Iowa people are partial to their daily newspapers. In the cities, in the villages, on the farms—practically every family reads one of these 28 leading dailies every day.

You can deal with all these papers as with one publication if you wish.

We will gladly send you rates and full information.

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

STEER YOUR RETAILERS AWAY FROM UNSUCCESSFUL TYPES OF SALES EVENTS

Southern Department Store's Sales Fell Off When Club Women Managed Store for a Day—Buyers Feared Being Patronized

By PHILIP FRANCIS NOWLAN

NEWSPAPER advertising managers generally are on the search for new ideas to pass on to their merchant friends, and any unusual and successful sale staged by a merchant in one city is likely to be profitable reading for advertising managers in other cities.

Likewise, it's sometimes valuable to be posted on campaigns that did not pay for themselves, in order to advise advertisers who may be contemplating a similar "stunt," and who may blame the effectiveness of the paper's advertising columns when they find it doesn't work.

Here's a special event that was staged by one of the leading stores in the South. It was a success or a failure according to how you look at it. As a piece of institutional publicity it went far toward accomplishing a purpose the store has been working for for a number of years. It was expected that it would also produce an extra volume of business on the day of the sale. But in this it was an absolute "dud." As a matter of fact the store didn't do as much business as on a normal business day.

And from the result of the event the store management has concluded that the co-operation of an outside organization, association or club is a decided liability, except perhaps from the viewpoint of institutional good will.

The store and city shall be nameless for the sake of freedom in discussing the results of the sale.

Briefly, the idea was this. The department store, having moved into new quarters, much larger than many people in the city thought was warranted, staged one gigantic sale to prove that it could do a given volume of business—which we shall call 100% for purposes of this discussion—in one day. Actually, due to the careful preparation of an intensive advertising campaign preceding this day, it exceeded this amount by about 9%. Having accomplished this it determined to stage another sale to drive home to the women of the city the fact that while it carried a heavy proportion of inexpensive and economical merchandise, it also carried as good quality as could be obtained in the city at prices in reasonable proportion. It had never had much of the "elite" trade.

It so happened that the leading women's organization in the city was badly in need of funds at the time. The management therefore publicly offered the store for one day to the women's organization. Members of the organization for the given day were to act as the management of the store and receive a given percentage of the net sales. Spectacular full-page advertising announced the plan. The copy was such that it could not be overlooked. It

would have "stopped" any reader of the several issues in which it appeared, even non-residents. The club women took charge on the given day, and all arrangements went as planned. The only trouble was that the public did not come.

Why? Was there any popular prejudice against the women's club?

No, everybody in town wished the club well. Many women, members of "the elite," who had never entered the store before made its acquaintance, and there was much evidence that they were pleasantly surprised in it. In that respect the sale was a success. More of them found their way into the store in one day than would otherwise have entered it in a year.

But the point was this. The women of moderate circumstances, who normally form the bulk of the store's trade, were "scared off" by the fact that the club women were in charge. They feared, it seemed, that there might be some danger of their being "patronized." They would rub elbows with society women on the same side of the store counter, but they did not want to face them across the counter.

Sales that day were only 20 per cent, (of the 100% figure mentioned) whereas on a normal day with no special sale it was nothing unusual for them to run 35, 45 or even 55 per cent. The merchandising was right, the advertising was right, and the weather was right. There was only one thing to which the poor volume of sales could be attributed.

In the future the management of this store intends to rely on its own strength in its merchandising events, and not call upon outside auxiliaries.

How to Get More Circulation

1. Make a good newspaper.
2. Sell it in a business-like manner.

An old formula, but still the best. With my staff of clean, aggressive salesmen I can get you all the circulation you want and with a good product which I can also help you make, you will hold the new business.

No contests, no tricks—just selling. Let me show you what I have done for other papers and what I can do for you. Write or wire.

F. J. Marks Circulation Service
2524 E. 73d Street, Cleveland, O.

Phone Central 4802

FOR DISPLAY OR CLASSIFIED ADVERTISING IN

FOREIGN LANGUAGE NEWSPAPERS

ADVERTISING PLACED IN
POLISH BOHEMIAN
GERMAN JEWISH
SWEDISH LITHUANIAN
DANISH HUNGARIAN
NORWEGIAN ITALIAN
GREEK ETC.
NEWSPAPERS THROUGHOUT
THE UNITED STATES

Classified Advertising Dept.
GRACE F. LITTLE, Mgr.

Expert Ad-Takers
Complete Information
Our Service is FREE
Our Rates Are Same as Publishers'
Largest Foreign Language
Representatives in the Mid-West

Do you know that 76% of Chicago's population is foreign born or of foreign parentage? Write for our "Book of Facts" on Chicago's population.

Publishers' Representative

UNIVERSAL ADVERTISING SERVICE

132 West Madison Street, Chicago, Ill.

An Organization Serving Advertisers and Agencies according to the recognized Practice of Publishers' Representatives.



The products of this fabulously wealthy territory pouring into Fort Worth

—and Fort Worth supplying all the needs of this great Inland Empire

Here's the greatest try-out territory in the United States completely covered by the

STAR-TELEGRAM and RECORD-TELEGRAM

with more circulation than any three other newspapers in this territory combined.

DAILY AND SUNDAY CIRCULATION

More Than 120,000

No Premiums

No Contests

FORT WORTH STAR-TELEGRAM

(EVENING)

Fort Worth Record-Telegram

(MORNING)

FORT WORTH STAR-TELEGRAM

and Sunday Record

Charter Member Audit Bureau of Circulations

AMON G. CARTER,
President and Publisher

A. L. SHUMAN,
Vice-Pres. and Adv. Director

WORLD'S FAIR IN THE MAKING AT SESQUI CITY

Exposition Not Complete, But There's Plenty to See at League Island Park, Three Miles from Hotel Headquarters—Treasure Island Transported from Wembley

A WORLD'S fair in the making is the spectacle offered A. A. C. W. delegates at Sesqui City, new name for League Island Park, three miles down Broad street from hotel headquarters, the Bellevue-Stratford. Those expecting a completed Sesqui-Centennial Exposition will be disappointed. Philadelphians candidly admit the affair will not be in full swing until July 4, when the grounds and buildings will be officially dedicated by President Coolidge.

But even as it stands now, those who like history, romance and industrial progress materialized for them within wood, stucco, and brick walls instead of within the covers of a book, those interested in having the world concentrated for them within walking distance, will find plenty to see beyond the big cracked Liberty Bell replica that hangs over the main entrance to the Sesqui grounds.

The Philadelphia daily papers supply the news of the special features scheduled for convention week, June 19-24. Certain regular exhibits and buildings noted in a trip around the Sesqui city, even in their incomplete state, are worthy of a visit.

After paying fifty cents admission, you can ride in a Philadelphia Rapid Transit Electric bus for ten cents about the streets of this pageant town, and thus avoid the temptations of the all too frequent soft drink and peanut stands.

It is hard to say today what state the exposition buildings, with their grandiose names, will be in tomorrow. Workmen are transforming scaffoldings into architecture with magical swiftness.

Those attending the auditorium for the first inspirational meeting will find this mammoth building complete at least. It

stands at the right as you enter the main gate, where Broad street becomes the "Avenue of the Colonies." Across this avenue is the Palace of Liberal Arts, half filled with exhibits and half with promises. Here is a Danish exhibit of pottery, pewter and porcelain, exhibited by the firm of Peter Hertz, jewelers and silversmiths to the Royal Court of Denmark, established in 1834. This exhibit, valued at many thousands of dollars, is in charge of Torkal Hertz, of the fourth generation removed of the founder of the house. If artistic presents are wanted, they may be purchased here. The place is filled with many small stands at which women sell knickknacks and handiwork articles. Then there are some purely industrial booths, such as those operated by the Bell Telephone Company, the Underwood and Remington typewriters, and the Pennsylvania Railroad.

The Palace of Agriculture stands next door to the Palace of Liberal Arts. When visited the other day it was not complete. At the model post office next door it is possible to see the first 100 per cent finished exhibit on the grounds, but standing just in front of it is the proposed Tower of Light, still in early building stages.

Nearby is the Taj Mahal, or India building, garishly white in the Pennsylvania atmosphere, and lacking the mirror pool of the pictures. Carpenters are still at work inside, where a number of exhibits offering jewelry from India for sale are open. Here too is a restaurant to give one an actual taste of the Indies. The Pennsylvania building is not quite finished and contains no exhibits.

Sulgrave Manor, with its cool gray stone, comes as a relief after the stucco.

This reproduction of the home of George Washington's ancestors in England, said to be exact in every detail, was erected by the Colonial Dames—the British delegates, and those who visited the original in 1924, can tell how exact.

A stone's throw away, the visitor finds himself back home across the Atlantic, but in America of colonial days. High Street of Philadelphia in 1776 has been rebuilt to charm with its quaintness the skyscraper minds of today. For those who like such details, High street covers a piece of ground 800 by 240 feet on the west side of the Avenue of the Colonies. In 1776 it was the Market street of the city. It is the typical Colonial square, with the town hall at one end, facing the market place at the other. Other buildings reproduced on High street are the Quaker meeting house, and the first brick house built in Philadelphia. The bricks were brought from overseas as ballast on a Colonial ship. The reproduction is called the Dames' school, and serves as headquarters for women teachers of the country.

High street comprises 22 separate structures, embodying the forgotten picturesqueness of other days, including a market house to contain 30 booths where women will sell articles to visitors.

Like pages torn from a child's picture book is "Treasure Island", a group of tiny, brightly painted houses in the shadow of a knoll on the bank of an artificial pond. This exhibit was one of the features of the Wembley Exposition, where it was seen by delegates to the London A.A.C.W. convention.

Across from Treasure Island, workmen are still completing erection of various amusement devices, which will eventually

when completed, be called the "Gladway." But so many buildings are as yet incomplete. Philadelphia and its attitude toward the Sesqui-Centennial is mystifying to the out-of-town visitor.

The Quaker City is like a small boy with his nose held compelled to take a dose of very bad medicine, much against his will, because the bad medicine is good for him. And the small boy is just beginning to realize that the distasteful stuff has its good effects.

Many Philadelphians have opposed the Sesqui—largely because of the condition of the city's streets and a feeling that the city would be unable to entertain a vast crowd of visitors. Those in charge had eight years in which to prepare, and have only really waked up in the last eight weeks. Putting it bluntly children of the home of the Declaration of Independence have been a bit ashamed of the old homestead and its failure, through political conditions to make improvements in streets and subways that should have been made years ago.

Philadelphia, however, has suddenly snapped out of its lethargy, because the patriotic visitors have reversed the order and sold the Sesqui-Centennial to them.

There was much furor because the Fairmount Park grounds, scene of the centennial, were not chosen as headquarters for the 1926 affair. Choosing of the Navy Yard region was opposed hotly. Now that it is realized that a section formerly worth only \$10 an acre has increased in value to \$20,000 an acre there is quite a change of heart. Estimates are that the property value increase and the assessment of the newly valuable section alone will bring in enough money to make the necessary improvements in the streets.

EL MUNDO of HAVANA

is pleased to announce the opening of their United States office, 503 Times Building, New York City, in charge of S. S. Koppe & Co., Inc., for the purpose of assisting American manufacturers and their advertising agencies in the development of one of America's nearest, best and logical markets—CUBA.

EL MUNDO is

FIRST — in circulation. EL MUNDO has the largest and best circulation of any newspaper in Cuba. EL MUNDO covers the island like a blanket and is the dominant factor in the buying habits of a country which has the largest purchasing-power per capita of any country in the world.

FIRST — in NEWS.

FIRST — in classified advertising (nearly double that of its nearest competitor)

FIRST — in national advertising

FIRST — in local display advertising

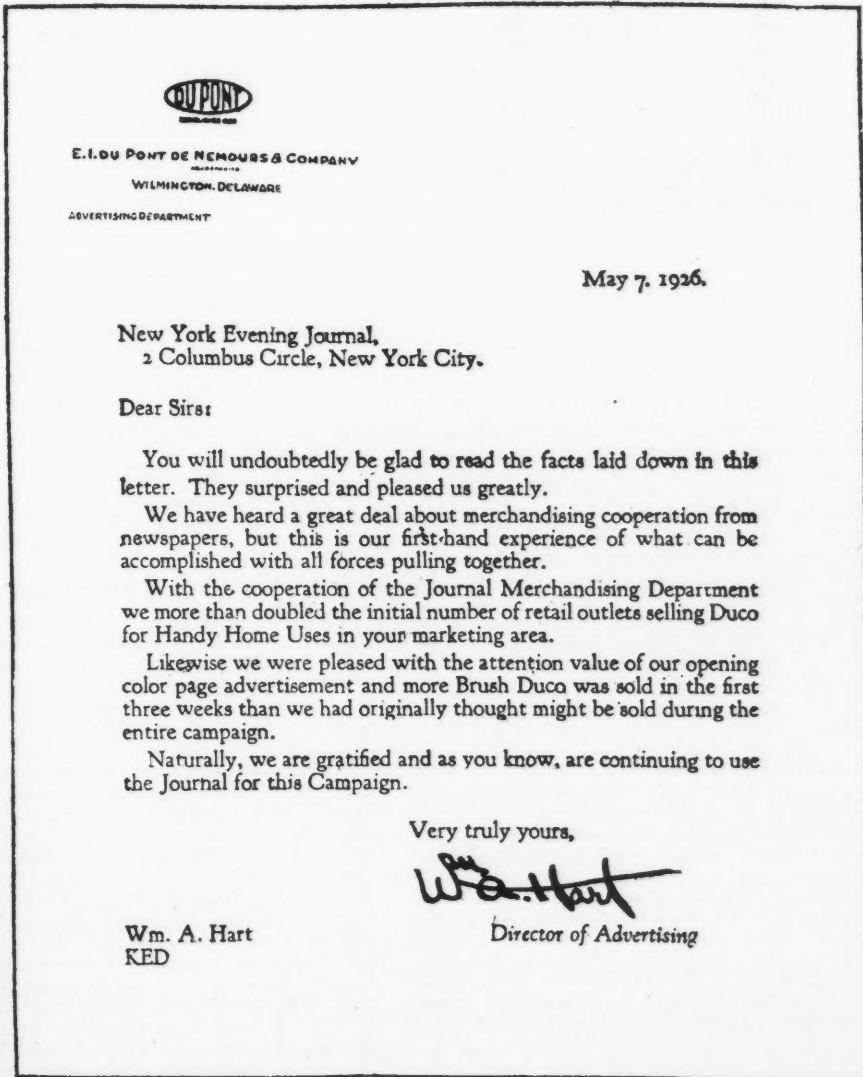
FIRST — in American advertising

FIRST — in EVERYTHING.

"Ask EL MUNDO about Cuba"

What the NEW YORK EVENING JOURNAL Did For Duco

The letter from E. I. du Pont de Nemours & Co., reproduced herewith, tells a story, which is typical of the experience of *New York Evening Journal* advertisers.



This well-known company, makers of Duco, the new chemical finish for automobiles, furniture, etc., wished to introduce this product in the New York market—to build up the use of Duco *in the home* as an adjunct to its many industrial uses.

The co-operation of the *Evening Journal* Merchandising Department, the tremendously effective color-page advertisements in the *Evening Journal* itself, produced results far beyond their hopes or expectations. More Duco was sold to householders in the first three weeks than the du Pont Company had thought could be sold during an entire campaign!

Net Paid Circulation for six months ending March 31, 1926, was **696,447** Copies a Day

NEW YORK EVENING JOURNAL

Largest Evening Circulation in America—and at 3c a Copy Daily—5c on Saturdays
DOUBLE the Circulation of Any Other New York Evening Newspaper PLUS 107,563

EDITORIAL

REORGANIZATION IS DUE

THE pages of this issue of EDITOR & PUBLISHER in a measure reflect the astonishing development of internationally organized advertising.

This is the triumph of the Associated Advertising Clubs of the World, which is next week to celebrate in brilliant ceremony its twenty-second annual convention. A vast assembly of advertising Americans will greet distinguished colleagues from overseas and in general and special session consider an infinite variety of problems and again unite in action to give impetus to the world-wide movement.

Every thinking advertising man is aware that advertising is really only in swaddling clothes. Marvelous as has been the post-war development, the future presents a prospect only bounded by the imagination, courage and co-operative spirit of the votaries of commercial propaganda.

EDITOR & PUBLISHER takes this occasion to welcome to the shrine of our press freedom the advertising host from the states and foreign lands. This convention promises to be the most fruitful of any of the annual gatherings.

It should be emphasized that the Associated Advertising Clubs of the World is not a social organization—it is the leader and defender of one of the most serious economic movements of modern times. The Philadelphia convention has grave business in hand, as well as a glittering inspirational program.

The name of the organization is a misnomer. The A. A. C. W. is not merely a federation of clubs, but is the highly charged motor of a commercial philosophy upon which the entire machine is operating in this country and from which the whole civilized world is increasingly drawing power. That "Clubs" should be dropped from the name of the organization is a good suggestion. The A. A. C. W. is an international advertising conference and should be known as such. The word "Clubs" misrepresents it.

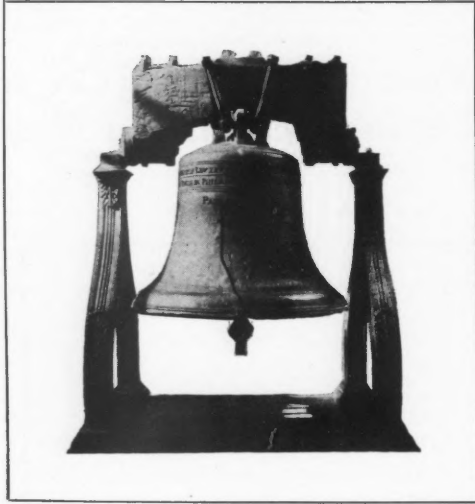
One of the powerful influences created by the A. A. C. W. movement is the body known and separately incorporated as the Better Business Bureaus, which has developed a corps of experts to examine into the integrity of advertising and take action with constituted authorities to prevent frauds upon the public through the medium of advertising. There are no words to express our enthusiastic approval of this principle. The work the Bureaus have done deserves commendation as high public service and merits ample support.

For months EDITOR & PUBLISHER has been hearing that there was a movement to disassociate the Better Business Bureaus from the Advertising Clubs of the World. We are not clear as to the motives, but the inconsistency and wrong of such secession are obvious. When the Better Business Bureaus are disassociated from the general advertising organization they shall become mere detective agencies operating outside of the advertising organization and independent of its moral as well as financial support. Whereas the bureaus' activities are now generally welcomed heavy resistance from organizations that should be whole-hearted in support of this public service would block independent vigilance work. The wisest heads in advertising predict nothing but disaster for bureaus conducted independent of the general advertising movement. The secession talk is destructive and, if we may remark, underestimates the moral power of the advertising host that makes up the A. A. C. W.

There is no question that the A. A. C. W. and all of its branches deserve better financial support than has been given in the past. That individuals who are giving unselfishly of their time to promote the advertising cause should also be called upon to pledge their personal finances to guarantee organization deficits is an extreme absurdity. The A. A. C. W. should be well financed.

Reorganization is due at Philadelphia! The A. A. C. W. has outgrown its suit of clothes. The advertising interests and those who live by them demand a stronger body and harmonious operation of its several functions.

Every newspaper man in America knows that Carl Magee shot a by-stander while prone on the floor fighting for his life against an unprovoked assault by the thug ex-Judge Leahy; what do they think of a district attorney and state court that made Magee face trial for manslaughter?



WHY THE SUMMER SLUMP?

WHY is there a Summer let-down in the newspaper and advertising business? The relaxation in the midsummer months certainly does not reflect economic conditions in this country. In truth it reflects the ennui, fatigue, lassitude of the sellers of advertising and the persistent coddling of this psychology by managements. Business proceeds as usual in many departments of trade through the months of June, July and August. Money is spent for commodities. People read newspapers, often more completely because of larger leisure. It is not the average man's experience that there is any decrease in his buying of family requirements. Why, then, the Summer slump?

Last year in 25 leading cities of the country newspaper lineage totals for July and August were approximately one-third below the total for October of the same year. There is no justification in logic or the facts for such slackening of newspaper advertising activity.

In a long list of American industries there is no seasonable variation in the volume of trade. In some industries June, July and August are peak months. It is true, of course, that many businesses decline in the hot weather months. But there is no warranted one-third balance against normal newspaper advertising volume.

In a recent issue of *System* a writer lists 36 out of 85 leading lines of business which actually enjoy their peaks of trade in June, July or August, or all three of these months. Of the number 24 make their high year records in July and August. Among the latter are: Automobile supplies, builder's materials, clothes and clothing, corsets, creamery supplies, feed, flour, grain and hay, food-products, hardware, jewelry, meat, musical instruments, oil, paint, photographic supplies, rubber goods, steam heating, trunks, wallpaper, bedding, brass goods, insurance, transportation, agricultural implements, bricks, rope, fertilizers, furniture, leather, millinery, real estate and engines.

Now, surely, in that impressive list of lines that thrive best under the glare of the midsummer sun, there is plenty of work for advertising men to do.

Grant that it is up-hill work, that resistance is against the summer lassitude of space buyers and that a high percentage of calls avail nothing due to the fact that prospects are spending the afternoon motoring with friend wife or seeking to cup a little white ball, nevertheless in the branches of trade that enjoy their peak trade in June, July and August there are advertising schedules for energetic solicitors who are able to talk advertising through wilted collars.

To the frenzied arrivist no idea is worth consideration until it has been slightly amended and wholly appropriated.

22,500 DEAD; 675,000 INJURED

OCCASIONALLY we hear some editorial man say: "We do not campaign for anything, not because we have lost the crusading spirit or hesitate to create controversy, but solely because there does not seem to be issues of sufficient interest to hold public attention in this exciting jazz and easy-dollar era."

Perhaps the situation in this country regarding the hideous, barbarous, insane misuse of the automobile might hold "them" for a few issues, particularly in view of the fact that the annual horror of 22,500 deaths and 675,000 injured can be materially reduced when newspapers demand local legislation and enforcement of safe traffic regulation and also educate the public to the dangers of the automobile as only newspapers can do.

In the face of 22,500 dead in 1925, an increase of ten per cent over the previous year, any editor who withholds protective comment and advice from readers because of a fear that automobile advertisers may frown, is not only cowardly but short-sighted, for if this delirious speed menace is not curbed by processes of reason, outraged public opinion some day shall take action that may be as irksome for careful drivers as is the Volstead Act irksome for temperate drinkers.

During 1925, according to statistics just published by the National Bureau of Casualty and Surety Underwriters, 6,300 children under 15 years of age were slaughtered under automobile wheels. Is there human interest in that fact sufficient to distract public attention for a few days from "love nests" and bath-tub boozing? If not, this is a nation of lunatics.

The insurance men find that "in certain cities that have done intensive safety work there are marked decreases in automobile fatalities, showing that the situation is capable of control." There, surely, is a cue for any editor. What cities? How has it been done? Give us the facts! We desire to live and retain our arms and legs. Human interest? What else can this story be called?

No good salesman submits to an unjust attack upon his product or his house by a prospect whose only motive is to get rid of the visitor.

MIXING WAR POISON

WHAT is the formula of the poison called war? If we do not know the answer to that question in 1926 we are a mob of staring imbeciles. The formula is: Denial of essential human liberties, rough-shod suppression of all opposition, gagging press and ignoring minority opinion, imperialistic jingoism, stirring the pots of suspicion and hatred, thus setting up international targets; advocacy of the threebare principle of balance of power in Europe, boasting of a standing army of 3,000,000 and ships that shall rule the seas, control of emigrated manpower "to the seventh generation," the waving of flags and symbols, fine feathers and the beating drums, goose-stepping, braggart dictatorial talk which transmutes normal patriotism into roaring, raving hysteria and—all in the name of "economics."

Twelve years ago this was a true description of Germany. Now it is an outline of the Italian situation. Why should sane men believe that the effects of these familiar causes should not be war? Why should persons possessed of their wits believe that Mussolini's dictatorship shall even accomplish its avowed national economic purpose? War is not economical. We know that, now!

Nothing succeeds like intelligent advertising.

INTRODUCING MR. PARKER

WE have with us today Don M. Parker, "Advertising Councilor" of the United Cigar Stores Co. of America, who is sending great gobs of free readers to newspapers to celebrate the 25th anniversary of the birth of his company.

Mr. Parker routes his "news" through the advertising department. In a very polite letter, asking liberal use of his hand-outs, he says the company is highly successful and is looking forward to "bigger and better service." But nary a word about paid advertising.

Now EDITOR & PUBLISHER readers know what an "Advertising Councilor" is.

PERSONAL

WILLIAM J. CONNERS, JR., of the *Buffalo Courier-Express and Star* recently had the members of the Town Club of Buffalo as his guests on a special cruise of the steamer Juniata, one of the Connors' fleet of lake passenger steamers.

Theodore T. Ellis, former owner and publisher of the *Worcester (Mass.) Telegram-Gazette*, was recently elected a trustee for three years of the Massachusetts State Lodge of Elks at the convention of that body in Salem.

L. E. Fairchild, treasurer of the Fairchild Publications returned from Europe on Monday.

Mrs. J. K. Hudson, Fresno, Cal., widow of the founder and first editor of the *Topeka (Kan.) Daily Capital*, celebrated her 87th birthday anniversary June 10, at the home of her daughter, Mrs. Dell Keiser, Kansas City, Mo.

IN THE BUSINESS OFFICE

M. Y. STOKES, JR., formerly advertising manager of the *Ardmore (Okla.) Daily Ardmoreite* is now advertising manager of the *Austin (Tex.) American-Statesman*.

Frank Hastings, advertising manager of the *Orlando (Fla.) Morning Sentinel*, with two friends sailed recently from Tarpon Springs in a 30-foot boat for South America.

Luther Baker, circulation manager of the *Knoxville (Tenn.) Sentinel* and connected with that paper for 35 years, is convalescing from a recent illness.

Milton A. Bangs, for 14 years with the *Winfield (Kan.) Courier*, and advertising manager since 1924, has resigned to become office manager of the Sonner Gas Burner Manufacturing Company.

P. R. McDowell, former owner and editor of the *Julesburg (Col.) Grit-Advocate*, is now associated with the *Sterling (Col.) Advocate* in the advertising and printing departments.

John E. H. Markle has taken the post of advertising manager and business manager of the *Olympia (Wash.) Olympian and Recorder*.

Miss Elinor M. King has joined the business staff of the *Kentville (N. S.) Advertiser*.

H. R. Rinehart of the Philadelphia office of the Fairchild Publications has been transferred to the home office in New York.

R. Vernon Knight, cashier of the *Salt Lake City Deseret News*, and Mrs. Knight are parents of a daughter.

IN THE EDITORIAL ROOMS

HILTON P. HORNADAY of the *Minneapolis (Minn.) Tribune* reported the convention of the National Association of Real Estate Boards at Tulsa last week for the Tribune.

James R. McGregor has joined the editorial staff of the *Halifax Morning Chronicle*.

O. N. Malquist of Salt Lake City, Utah, has been made editor of the *Canon City (Col.) Record*. J. A. Mann, former editor, resigned recently to enter advertising.

Florence Buchanan, millinery editor of *Women's Wear*, New York, has sailed for Europe. She will make her headquarters at the Paris office of the daily.

Leo H. Fischer, magazine editor of the *Chicago Evening American*, accompanied by his bride, will sail Saturday for a nine weeks' tour of Europe.

W. H. Robertson, former managing editor of the *Fort Lauderdale (Fla.) News*, is spending a vacation in the Allegheny mountains near Oakland, Md., with Mrs. Robertson.

David Lidman, former Norfolk, Suffolk, Baltimore and Richmond reporter is now assistant manager of the Savoy Theatre, Bethlehem, Pa.

Richard Henry Little, conductor of the column, "A Line O'Type or Two," in the *Chicago Tribune*, and Mrs. Little, have gone on a two-weeks' vacation in Washington, New York, and other eastern cities.

J. B. Bladine, former student of the State University of Iowa has joined the editorial staff of the *Des Moines Evening Tribune*.

Arthur Coon, formerly with the *Buffalo Evening News*, has been appointed editor of *Dunlop News*, a house organ of the Dunlop Tire and Rubber corporation of Buffalo, succeeding Herbert Peter who has resigned to return to the Buffalo Evening News staff.

Harrison R. Tucker, of the *Tulsa (Okla.) Tribune* staff, made a trip by airplane from Tulsa to the New Mexico oil fields last week to obtain information for a series of articles on the oil fields.

Harold Say, marine editor, *Portland (Ore.) Telegram*, has been elected president of the 65th Artillery Veterans' Association.

McCready Huston, associate editor of the *South Bend Tribune*, has completed his second novel, "The Big Show," and its publication as a serial will begin in the August number of the *Pictorial Review*.

Stanley Worriss, former Sunday editor, *Newark (N. J.) Ledger*, has succeeded Harry Cohen as rewrite man and dramatic critic on the *Newark Star-Eagle*.

William Rudd, former editor of the *Granite Falls (Minn.) News*, has returned as editor of the paper succeeding R. F. Everett who has retired.

Johnson D. Hill, of the editorial staff, *Tulsa (Okla.) Tribune*, was in New York this week on business. He intends to attend the meeting of the Press Congress of the World in Geneva-Lausanne, Switzerland, next September.

Warren A. Carberg and James Carroll of the *Worcester (Mass.) Telegram-Gazette* staff are on their vacations.

Frank A. Phelan of the *Worcester (Mass.) Telegram-Gazette* has gone to Colorado for the summer. He will return to the staff in the fall.

Thomas C. Hill, formerly with Wilmington, Del., and Philadelphia papers, more recently in New York, sails this week from San Francisco, to join the *Sydney (Australia) Times*.

Harvey S. Van Brocklin has joined the staff of the *Worcester (Mass.) Telegram-Gazette*.

Miss Dorothea H. Wingert, of Elizabeth, N. J., has been placed in charge of the *Newark Sunday Call's* resort news bureau at Asbury Park.

H. L. Weinberg has joined the day copy desk of the *Minneapolis Tribune*.

Barr Moses has joined the editorial staff of the *Knoxville (Tenn.) Journal*.

FOLKS WORTH KNOWING

WHEN James Hale Steinman came back to Lancaster in 1911, with a Sheepskin from Yale and another from the University of Pennsylvania Law School, he came back to the family businesses and traditions which included the largest iron mill in Lancaster, Pa., coal and iron mines and property in Virginia and Alabama, and a newspaper with traditions of a hundred years but with little circulation and advertising. That newspaper was the *Lancaster Intelligencer*.



JAMES H. STEINMAN

Instead of opening a law office or pushing the iron mill, Mr. Steinman "took to" the newspaper business and set to the task of making the *Intelligencer* a power in its field.

He brought in a new managing editor and went to it. The *Intelligencer* grew instant. Its eight p. m. edition was turned into a regular morning daily, the *News Journal*. During the war his brother J. F. Steinman began to take an active interest and a happy combination of youthful enthusiasm and conservative radicalism resulted.

When the World War broke out, J. H. Steinman enlisted, was assigned to the 79th division and went to France with it. He was promoted while in France to lieutenant colonel. The war over he returned to America and pitched into newspaper work with renewed vigor.

Two years ago a Sunday edition was started. During the year the brothers plan to erect a new six story office home for the newspapers.

WITH THE SPECIALS

ALLEN H. SEED, JR., vice-president and general manager of the Wm. J. Morton Company, special representatives, New York and Chicago, is making an extended trip to the coast.

Hil F. Best, formerly salesman in the main office of M. C. Mogensen & Company, Inc., national newspaper representatives, San Francisco, has been transferred to the New York office as assistant to Jerald D. Clemans, manager.

CHANGES OF OWNERSHIP

MATTIE T. CRAMER has sold to George A. Seely the *Orting (Wash.) Oracle*.

(Continued on next page)

Now Ready For Release



SECKATARY HAWKINS CLUB PAGE

Is Now Being Served Subscribers to the Famous

SECKATARY HAWKINS STORIES

This "King Pin of All Juvenile Features" Also Offers a National

RADIO TIE-UP

Spreading the "Fair and Square" Motto for Boys and Girls

Letters from Readers
Answers to Letters
Story Contests and Prizes
Seckatary Hawkins Buttons

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

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

- Sacramento Union
- Martins Ferry Times
- Knoxville Journal
- Michigan City News
- Toledo Times
- Lexington Herald
- Manitowoc Times
- Coatesville Record
- Canton Repository
- Wichita Eagle

Fremont, O., Messenger

This list does not include till forbid contracts for the general illustrated service, or new subscribers for the World's Best Picture Page.

The Central Press Association

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

Delaven W. Gee, at one time editor of the *Steamboat Springs* (Col.) *Pilot*, has taken over the *La Jara* (Col.) *Gazette*.

Hugh L. Almon has purchased from William H. Wheeler the *Halsey* (Ore.) *Rural Enterprise*.

W. C. Wolfe and A. C. Post have sold the *St. Francis* (Kan.) *Herald* to A. A. Gillispie.

Guy Rutter of Pipestone, Minn., has purchased the *Vienna* (S. D.) *Register*, weekly, from I. J. Zettel, for several years its publisher.

Carthage (Ill.) *Gazette*, weekly, published by Will C. Sharp has been leased for a year by John Symonds of Carthage.

MARRIED

TULAH E. BROOKS, city editor of the *Altoona* (Pa.) *Tribune*, to Miss Dorothy Elizabeth Linder of Hartwell, Ga., in Washington, D. C., June 12.

Emory J. Bahr, cost accountant of the *Rockford* (Ill.) *Daily Republican*, to Miss Alice Wicke, June 8.

Giles Leroy Findley, of the *Galesburg* (Ill.) *Evening Mail*, editorial staff, to Miss Alberta A. Adams, in Galesburg, June 10.

NEW PLANTS AND EQUIPMENT

EDMONTON (ALTA.) BULLETIN recently installed a Monotype machine.

New Intertypes have been installed by the following Colorado weeklies: *Western Colorado Progress*, Grand Junction; *Ignacio Chieftain*, Nitvot *Tribune*.

HOLDING NEW POSTS

S. J. K. HUGHES, from International News Service, to news desk, *Knorrville* (Tenn.) *News*.

SPECIAL EDITIONS

PEORIA (ILL.) STAR 10-page Builders' section, May 30.

ASSOCIATIONS

NEW YORK ASSOCIATION OF YOUNG ADVERTISING MEN last week installed Walter E. Meinzer as president.

H. E. Swennes, president of the SOUTHWESTERN MINNESOTA EDITORIAL ASSOCIATION, has announced that the annual summer outing of the association will be held at Lake Sheat, August 7.

GREATER BUFFALO ADVERTISING CLUB conducted a four day cruise to Montreal June 10-13 with 200 members in the party. A specially chartered steamer was used.

Approximately 150 Colorado editors will attend the midsummer meeting of the COLORADO EDITORIAL ASSOCIATION at Alamosa, Col., July 23, 24 and 25, according to Edwin A. Bemis, secretary of the Association.

UTAH STATE EDITORIAL ASSOCIATION is to convene at Tooele June 18, for a three day session. Tooele is in the mining and smelting section of the state and a program of visits to industrial plants has been prepared.

SCHOOLS

NORMAN J. RADDER, associate professor of journalism, Indiana University, has taken charge of work in journalism in the summer school of the Medill School of Journalism at Northwestern University, Chicago.

Members of the alumni chapters of the Sigma Delta Chi and Theta Sigma Phi of Ohio State University held a reunion at the University recently with Prof. J. S. Myers, department of journalism, as one of the speakers. The chapters are entirely composed of former students in journalism at the university.

Students of journalism at the University of Oregon recently edited an issue of the *Eugene Morning Register*. They covered all beats, read and headed all copy that went into the paper. A

few days later they put out an issue of the *Eugene Guard*.

Ivan Benson, instructor in the department of journalism, University of Kansas, has been advanced to assistant professor by the Board of Regents.

Obituary

MRS. WILLIAM T. BUCK, wife of William T. Buck, circulation manager of the *Daytona Beach* (Fla.) *News* died recently.

CHARLES WESLEY TIETZSORT, 89, for 30 years editor of the *Medora* (Ill.) *Messenger*, a weekly, which he founded, died at his home June 5.

AGNES JOSEPHINE MURPHY, a member of the *Boston Herald-Traveler* circulation bookkeeping department for more than eight years died at her home in Woburn last week.

S. L. LESTER, business manager of the *Hoquiam* (Wash.) *Washingtonian*, died recently. He had formerly been on the staffs of the *Spokane* (Wash.) *Spokesman-Review* and the *Tacoma* (Wash.) *Ledger*.

W. A. BROWNE, 84, publisher of the *Greenville* (O.) *Advocate*, died Monday at his home in that city. His three sons have been associated with him in the management of the *Advocate*.

E. R. PARSONS, 48, advertising manager for the Mills restaurants, formerly connected with the Columbus newspapers and a partner in the firm of Parsons & Powers, advertising agents, died recently at his home in Columbus.

C. E. CAUGHLAN, 61, for 20 years with the display advertising department of the *Des Moines* (Ia.) *Register and Tribune*, died June 5, after a brief illness. Since last fall he had been associated with the Stephenson Printing Company.

CHARLES W. BOYNTON, 72, for nearly half a century owner and editor of the *Longmont* (Col.) *Ledger*, which he established in 1877, died recently. Boynton founded the Longmont public library

and later was instrumental in procuring a Carnegie library for his town. He is survived by his widow and two daughters.

MELVIN R. CROSBY, 66, for more than 35 years a member of the *Boston Herald-Traveler* composing room staff and for the past seven years in charge of the *Traveler* proof room died at his home in West Medford, Mass., last week.

MRS. MARY VERONICA McLAUGHLIN ANDERSON, former society editor of the *Detroit Free Press*, and well-known among newspaper workers in Detroit and Cleveland, died Sunday in the University of Michigan Hospital at Ann Arbor, following an illness of several months. For a time Mrs. Anderson was society editor of the *Detroit News* and more recently has been on the staff of the *Grand Rapids* (Mich.) *Herald*.

HUGH McDONALD, 35, former well-known Bay City, Mich., newspaper man and later an advertising agent in Chicago and Detroit, died recently in Albuquerque, N. M. from the effects of being gassed while overseas in the Great War. Funeral services in Bay City were under the auspices of the ambulance company with which McDonald served in the army.

DONALD McLENNAN, 86, father of Fred M. McLennan, news editor of the *Buffalo Courier-Express*, died in his home in Washington, D. C., recently.

CHARLES L. FEIGEL, 53, secretary of the Volksfreund Printing Company, publishers of a German daily at Buffalo dropped dead in his home in that city.

WILLIAM R. SPEARS, formerly with the *Rochester* (N. Y.) *Herald* advertising department, and more recently sales manager of the Bastian Bros. Company of that city, died recently.

W. S. PARKHURST, 67, former editor of the *Richfield* (Idaho) *Courier* and the *Bingham County Idaho News*, died June 3.

HANS BERGMAN, 57, author and assistant editor of the *Puget Sound Posten*, Swedish weekly published in Seattle, died June 2, in Seattle.

NO A. B. C. in Argentina

So — LA NACION of Buenos Aires has done the next best thing

LA NACION INVITED THE Audit Bureau of Circulations to send an executive at the expense of LA NACION to examine and make a report of its circulation along A.B.C. lines.

Unfortunately, the policy of the A.B.C. did not permit this and so the certified public accountants Deloitte, Plander, Griffiths & Co., Price, Waterhouse, Saller & Co., and Arturo R. Zoppi, the Argentine National Accountant were employed and a quarterly audit is being made and results published.

LA NACION is the only newspaper in Latin America that has had its circulation audited and certified to by public accountants.

LA NACION has the largest and best circulation of any newspaper in South America.

LA NACION is one of the world's greatest newspapers. It is the only morning member of the Associated Press in Buenos Aires.

LA NACION has its own offices and correspondents in New York, London, Paris, Berlin and Rome, and its own correspondents in nearly all of the world's great capitals.

LA NACION publishes more local, national and American display advertising than any other newspaper in Buenos Aires, and for more than five years has consistently shown and is still showing the largest gain in advertising lineage and circulation of any newspaper in South America.

The Argentine is one of the United States' best customers. Are you getting your share?

Do you want to know more about the opportunities for the sale of your products in the Argentine?

Ask LA NACION about the Argentine.

EDITORIAL AND GENERAL OFFICE IN THE UNITED STATES

383 Madison Ave., New York

W. W. DAVIES, Correspondent and General Representative.

UNITED STATES ADVERTISING REPRESENTATIVES

S. S. KOPPE & CO., INC., Times Bldg., New York
Telephone: Bryant 6900

An informative booklet on advertising in Argentina, or a copy of an address delivered by Jorge A. Mitre, Editor and Publisher of LA NACION, at the breakfast given by the American Association of Advertising Agencies to the Pan American Congress of Journalists, or both, will be mailed to anyone making application to the advertising representatives.

Shall Merchandising Cooperation Be Paid For Directly or Indirectly?

The bane of many a newspaper publisher's life is merchandising cooperation.

The ultimate effect is increasing the cost of advertising.

Certain cooperation is legitimate and very effective. Its correct use is one of the many exclusive advantages of newspaper advertising.

But cooperation should be paid for as a separate item by the advertisers thus served for the trite reason that you can't get something for nothing.

Usually competition and the attitude of agencies and advertisers makes a *direct* charge unprofitable.

And so, in due time, rates are revised upward to include an indirect charge for cooperation.

Advertisers and agents should decide whether it is to their advantage to pay directly or indirectly for merchandising cooperation.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT
ATLANTA

NEW YORK
CHICAGO

KANSAS CITY
SAN FRANCISCO

WHAT'S WHAT IN THE FEATURE FIELD

Jack Kearns Tells of Fight Game from Inside—Collegian Reports Adventures Around the World—Ring Lardner Commits Autobiography

CHRISTY WALSH SYNDICATE, New York, announced this week Jack Kearns' story "The Fight Game from the Inside" to start June 28 and continue ten weeks. It is said to contain Kearns' replies to the charges recently made against him in a series of articles written by Jack Dempsey for King Features Syndicate, Inc., New York. In addition he discloses details of his own sporting life as boxer, gambler, and manager. Kearns' contract as manager for Dempsey legally expires Aug. 3.

Ring Lardner has decided to commit the crime of the present literary age—autobiography. It will be burlesque, and will be handled by Bell Syndicate, Inc., New York, as part of Lardner's weekly letters to newspaper editors, beginning July 4.

John Millar of the Associated Editors, Chicago, has returned from a business trip through towns in the Middle West.

Richard Halliburton, author and lecturer, who as a young Princeton graduate worked his way around the world, has written an account of his experiences in a series of five articles for the Metropolitan Newspaper Service.

Elizabeth Walker, who has done special features for the *Chicago Daily Journal* and the *Chicago Evening Post* will leave soon for a 5 months' stay in the Orient. She will write a series of Letters which she will syndicate to newspapers of the United States.

Zoë Beckley, feature writer for Famous Features Syndicate, Inc., addressed the weekly luncheon meeting of the League of Advertising Women of New York City, Wednesday, June 9, at the Hotel Astor.

The broadcasting program of the International Eucharistic Congress, at which cardinals and other church dignitaries from all over the world will speak, has been compiled as part of the radio program service to its subscribers by Audio Service. Copies will be sent gratis to newspapers in cities where there is no Audio service subscriber.

Bourges Service, Inc., New York, has a contract with the United States Government for the exclusive reproduction and syndication of 12 navy pictures in color especially selected by the government.

New York World Syndicate has enlarged its headquarters in the World Building, 63 Park Row.

Wilfred Grenfell, M. D., is author of a series of 24 serio-comic articles, under the heading "Yourself and Your Body" now being distributed by Bell Syndicate, Inc., New York. The series is illustrated by the author. Designed primarily for children, the articles are described as being interesting also for older readers.

Clinton Brainerd, president and owner of the McClure Newspaper Syndicate, New York, left this week for a brief vacation at his summer home near Winthrop, Me.

H. J. Webster, cartoonist for the New York World Syndicate, is on a fishing trip in Maine, near Portland.

R. V. Hardon, syndicate author has gone to Albuquerque, N. M., where he intends to make his future home. His features will continue to be released by the National Newspaper Service, Chicago.

CHICAGO DAILIES READY FOR CATHOLIC MEET

Both Editorial and Advertising Staffs Keyed Up for Special Effort During Meeting Which Will Draw 1,000,000 to City

Chicago's newspapers, both advertising and editorial departments, are making extensive preparations for the mammoth International Eucharistic congress, which will bring about 1,000,000 visitors to the city next week.

The Congress will be in session from June 20 to 24, and many of the delegates, some of whom have already arrived, will remain in the city for days afterwards. The newspapers will utilize every facility available to cover the convention from an advertising and news angle. Many of Chicago's largest stores and business enterprises are buying extra space throughout the Congress, some of them for commercial advertising, with an eye to interesting purchases by the delegates to the Congress, and some, like Marshall Field & Co., for institutional advertising.

The *Chicago Tribune* is establishing service booths at many of the downtown department stores to aid the Catholic visitors, and will also dispense information and whatever aid it can offer at its public service office, 11 South Dearborn street, and in a branch office in the lobby of the Tribune Tower. The Tribune has also published a new edition of its "Guide Book to Chicago" specially for visitors to the Eucharistic Congress.

Advertisers are making elaborate displays of particular appeal to the visitors during the Congress and are preparing their advertising with an eye to attracting the attention of the delegates to the gigantic convention.

In the editorial departments some of the papers are planning special sections, and all of them are arranging to use every man and woman who can be spared to help cover the Congress from every angle. The Tribune, for example, will have James O'Donnell Bennett handle the many colorful ceremonies attendant upon the Congress; John Clayton, the paper's correspondent in Rome, has accompanied John Cardinal Bonanza, the papal legate, to America, and will be attached to the Cardinal's party in Chicago, to write of the pontifical aspects of the Congress; Daniel F. J. Sullivan, Tribune special writer, an authority on the ritual and significance of the Roman Catholic Church service, will interpret the many ceremonies as they occur, and Kathleen McLaughlin, who has been writing many of the pre-Congress stories, will contribute a daily story on the significant events of the Congress. In addition, a corps of writers will report the numerous group meetings to be held in the outlying churches and convention halls throughout the city.

The *Chicago Evening Post* will have a special 32-page tabloid section; the *Daily News*, the *Evening American*, the *Daily Journal* and the *Herald and Examiner* will also have special sections and large staffs of special writers, reporters and photographers working on the Congress.

Thackeray Art Manager

Wm. D. Thackeray, who has been production manager for the Fred M. Randall Company, Detroit, for the past three years, has been made manager of the art and creative department of this agency. Mr. Thackeray was formerly associated with the Toronto office of the H. K. McCann Company.

The first bank and the first insurance company in America were started in Philadelphia.

The Havana Evening Telegram

Cuba's Leading American Daily

English is the language of big business in CUBA. Get results by advertising in CUBA'S fastest growing English language daily.

CUBA is Uncle Sam's sixth best customer.

The Telegram's Merchandizing Bureau will be glad to assist American manufacturers and advertising agencies in developing their trade with CUBA.

"Ask THE HAVANA TELEGRAM about CUBA."

New York Office:
503 Times Building.

Telephone Bryant 6900

EL MERCURIO of CHILE

carried in 1925 considerably over two million lines of American advertising. Published in SANTIAGO, VALPARAISO and ANTOFAGASTA, EL MERCURIO as the first choice of both local merchants and American manufacturers proved itself again the sure road to success in Chilean business.

2,000,000 Lines in EL MERCURIO

means more than just a figure to the American firms whose advertising took up that space. It means profitable sales, good distribution, consumer demand, trade influence, and all the other things that EL MERCURIO'S Trade Information Bureau can tell you about. Chile's growth should be yours. 1926 will show a continued improvement.

S. S. KOPPE & CO., Inc.

Publishers' Representatives

TIMES BUILDING

NEW YORK CITY

Phone: Bryant 6900

ASK EL MERCURIO ABOUT CHILE

Continued Leadership In the World's Greatest Market

THE value of The Sun as a medium for building sales in the great New York market is indicated by the pronounced and continued preference which advertisers show for The Sun.

For eleven consecutive months The Sun has published more advertising and has made larger gains in advertising than any other New York evening newspaper.

In May advertisers used 1,379,052 agate lines in The Sun. This was 78,770 more than the volume placed in the second New York evening newspaper.

The Sun's gain in advertising, comparing May of this year with May of last year, was larger than the combined gains of all the other New York evening newspapers.

This record is all the more significant because of the strict censorship which The Sun maintains on all advertising.

ADVERTISING in The Sun is equally productive for manufacturers who sell their products through local retailers and for New York merchants who draw customers from all parts of the New York market into their individual stores.

Both National Advertisers and the Manhattan Department Stores have for years used more space in The Sun than in any other New York evening newspaper.

The reason for the unusual productiveness of The Sun's advertising columns is found in the kind of people who read The Sun.

THE SUN'S large circulation is concentrated among intelligent people of moderate or more than moderate means—people who have money enough to buy not only the necessities of life but also the comforts and pleasures of life—people to whom quality and service and style are more important considerations than price—people who constitute the most profitable market for advertised products of good quality.

The Sun is a home newspaper. It enables advertisers to reach all members of the family six days a week. It is an effective medium for selling everything from automobiles and radio sets to laundry soaps and lingerie. Eighty-two per cent of The Sun's circulation is distributed after 3:00 o'clock in the afternoon, when New Yorkers begin to go home with their newspapers, and 97% of its readers live in the New York city and suburban trading area.

EVERY department of news is presented to readers of The Sun by writers who are without peers in their respective fields. Its pages are entertaining as well as informative, and there is nothing of manufactured sensationalism in them.

The Sun has long had an enviable reputation for the literary qualities of its news articles, the fairness of its editorials, and the completeness of its sporting news, financial news, society news and the many other divisions of a modern newspaper.

THE SUN'S large, responsive circulation is a growing circulation. During the six months ended March 31, 1926, The Sun had a daily net paid circulation of 257,067. This represents an average increase of 11,593 copies a day over the corresponding period of 1925.

The  **Sun**

280 BROADWAY

NEW YORK

BOSTON Old South Building	WASHINGTON, D. C. Munsey Building	CHICAGO 208 So. La Salle St.	SAN FRANCISCO First National Bank Building	LOS ANGELES Van Nuys Building
PARIS 10 Boulevard des Capucines	LONDON Trafalgar Building	BERLIN 14 Unter den Linden	ROME 25 Piazza Mignanelli Roma 6	PEKIN 8 Hsi La Huntung

ADVERTISING AGENCY AFFAIRS

Alfred Wallerstein, Inc., Elects Officers, D. E. Bloch, President— C. C. Carr Reports on Florida Agency Business—McLain-Simpers Gets Asbestos Account

ALFRED WALLERSTEIN was elected chairman of the board of directors of Alfred Wallerstein, Inc., New York advertising agency, at a recent meeting. David E. Bloch was elected president and secretary. Other officers named were George N. Wallace, vice-president; N. J. Wallerstein, treasurer, and F. M. Riley, assistant treasurer.

Henry Ewald, of the Campbell-Ewald Company, with his family, and Walter Zimmer, of the Zimmer-Keller Company, with his family have left Detroit to spend the Summer in Europe.

Arthur W. Ramsdell, general manager, has announced a change in name of the agency he represents from Cole-MacDonald-Wood, Inc., to MacDonald-Ramsdell-Wood, Inc.

The change is one of name only, the staff remains unchanged.

The Lesan-Carr Advertising agency, St. Petersburg and New York, reports a volume of business of \$750,000 for the year to end July 1, according to C. C. Carr, president. Mr. Carr was in New York this week, prior to attending the 22nd annual convention of the Associated Advertising Clubs of the World in Philadelphia next week.

The Lesan-Carr Advertising agency specializes in Florida community accounts, having handled the advertising for 30 Florida cities or communities during the past year. Mr. Carr reported that almost without exception clients are increasing their appropriations for this coming year.

The McLain-Simpers Organization, Philadelphia, has been appointed to handle the account of the United States Asbestos Company, manufacturer of brake linings, clutch facings, etc.

WITH THE GENERAL ADVERTISERS

Book Issued by New York Bank Calls Advertisers Associate Editors of Newspapers—Campaign Started for Ice Maid Refrigerators—J. C. Keplinger Named Timken Advertising Manager

ADVERTISERS are described as associate editors of the newspapers in which they advertise in a booklet issued this week by the Bank of Manhattan, New York. The booklet, entitled "News and Progress" calls the newspaper the "market place of the community."

The advertiser, it is pointed out, have the largest possible motive for making their announcements interesting for their own money is at stake in each issue.

"But even more than this, their reputation, as well as that of the paper itself, is at stake," the book reads, "and the copy must be reliable as well as interesting."

A newspaper presents a variety of information, the bank asserts, parts of which appeal to some members of the family more than others. Only one part induces an almost unanimous response, because it has a universal appeal, and that part is the advertising columns.

Newspapers of New York, Philadelphia, Chicago, and St. Louis are being used in a campaign started by the Lamson Company, Syracuse, for its Ice Maid electric refrigerator. The account is handled by Moser & Cotins Company, Utica, N. Y.

The Twinplex Sales Company, St. Louis, has offered a \$2,000 reward for the name of a sour-looking individual who "kicks about the blades not being as good as they used to be, yet when you ask him why he doesn't strop them, says, 'Why bother to strop my blades, when new ones are so cheap?'"

Earnings of the Murray Body Corporation for the first four months of the year ended April 30, after depreciation and charges but before Federal taxes, were \$750,000, it was announced recently.

F. D. Zimmermann, publicity director for the Continental Oil company, Denver, has been reelected district governor of the Optimist clubs in Colorado, Utah, Wyoming and New Mexico.

John C. Keplinger has been promoted to the position of advertising manager for the Timken Roller Bearing Company, Canton, O.

Edward W. Tree has joined the Interflash Signal Corporation, 120 Broadway, New York City, as advertising manager.

A. B. C. DIRECTORS MEET

Banquet Given Canadian Publishers and Advertisers at Niagara Falls

A banquet given by directors of the Audit Bureau of Circulations to Canadian publishers and advertisers was a feature of that body's meeting held June 11-12 at Hamilton, Ont., and Niagara Falls. The banquet was held at Niagara Falls Saturday evening.

O. C. Harn, of the National Lead Company, New York, president of the bureau, acted as toastmaster, and seated with him at the head table were: Stanley Clague, managing director of the A.B.C.; Hon. Frank Carroll, Quebec, president Canadian Daily Newspaper Association; MacGregor Young, K.C., representing the Ontario government; Walter L. Strong, managing director of the Chicago Daily News; Col. C. R. McCullough; Col. MacLean, president of the MacLean Publishing Company; S. P. Westaway, representing the Hamilton chamber of commerce; John Martin, president Canadian Advertisers' Association; W. J. Grant, of the Canadian Pacific Railway, and W. J. Southam, of the

Spectator Printing Company. It is customary for A. B. C. directors to hold one meeting in Canada each year, but heretofore these have always been held in Montreal or Toronto.

The Canadian advisory committee, which convenes with the board of directors, consists of John Murray Gibson, of Montreal; William Findlay, of A. McKim, Limited, Toronto; E. H. Macklin, Winnipeg Free Press; George E. Scroggie, Mail and Empire, Toronto; J. R. Henderson, Montreal Gazette; T. F. Drummie, Telegraph-Journal, St. Johns, N. B.; H. V. Tyrell, MacLean Publishing Company, Toronto; T. J. Tobin, of the Canadian Countryman, and M. McKnight, Consolidated Press, Toronto.

U. S. Newsprint Output is Smaller

May production of newsprint in the United States totaled 141,032 tons, as against 145,327 tons in April. Shipments aggregated 142,294 tons, as against 144,600 in April. Canadian mills produced 153,969 tons in May, compared with 151,739 in April, while shipments from the Dominion reached 151,990 tons, against 154,015 tons.

"Ask EL COMERCIO About Peru"



The United States today occupies a predominant position in the import trade of Peru.

EL COMERCIO, with its morning and evening editions, absolutely dominates this most lucrative market for American goods.

EL COMERCIO is the only member of the Associated Press in Peru.

EL COMERCIO, housed in one of the most beautiful newspaper buildings in the world, is a national institution, respected by the people of Peru and forming the buying habits of that country.

EL COMERCIO has the largest circulation and carries more advertising, both local and foreign, than any other newspaper in Peru.

"Ask EL COMERCIO about Peru."

S. S. KOPPE & CO., INC.

Publishers' Representatives

TIMES BUILDING

NEW YORK CITY

Phone Bryant 6900

"Ask EL ESPECTADOR about Colombia"



The nearest
South American
Market * * *

Colombia, with a population of 7,500,000, accessible from two oceans and close to the Panama Canal, offers exceptional opportunities to American manufacturers who are seeking a lucrative market with ever-growing possibilities. EL ESPECTADOR, founded in 1886, has been in the vanguard of Colombian journalistic progress for almost forty years and has always been the preferred medium of American advertisers.

"Ask EL ESPECTADOR about Colombia"

S. S. KOPPE & CO., INC.

Publishers' Representative

TIMES BUILDING

NEW YORK CITY

Phone Bryant 6900



Washington and Its Environment Greater than Thirteen States

The U. S. Census Bureau estimates the present population of the National Capital as well over the half million mark—528,000—and the usual twenty-five mile shopping radius adds about 222,000 more.

With these figures to its credit it leads thirteen entire states—Arizona, Delaware, Idaho, Montana, Nevada, New Hampshire, New Mexico, North Dakota, South Dakota, Rhode Island, Utah, Vermont or Wyoming—bringing the total buying strength of the Washington market to approximately 750,000 prosperous people—whose incomes justify their liberal spending.

It is a notable fact that this combined area, exceeding in population each of the above thirteen states is completely reached by ONE newspaper—The Star. Its home delivered circulation—Evening and Sunday—makes The Star equally strong in the suburbs and in the city.

The possibilities of the Washington market and the directness and ease with which it is FULLY COVERED by THE STAR—deserves close consideration of the sales executives of products of merit.

Our Statistical Department is at your service in making specific surveys that may be of interest to you

The Evening Star.

WITH SUNDAY MORNING EDITION

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

WASHINGTON, D. C.

CHICAGO OFFICE
J. E. Lutz
Tower Building

WHAT THEY ARE SAYING

MUST DISCARD INTERNATIONAL PREJUDICES

"INTERNATIONAL truth does not consist in stating the facts of the news as seen with American eyes or Oriental eyes or through the colored glasses which nationalistic prejudices sometimes produce. The international journalism must discard nationalistic prejudices and ignore the prompting of his personal patriotism. Facts and the Truth impersonally sought and impersonally stated without ulterior purpose and without intent to serve any cause nationalistic or political, are the standard."—J. H. Furay, vice-president, United Press Associations.

* * *

NEWSPAPERS REFLECT READERS' DEMANDS

"HAVE editorials grown spineless and flabby, treading water instead of championing unpopular causes? It is because people like them better that way. Are the papers full of news that you wouldn't care to discuss with your children? It's because people like them better that way. Do the papers occasionally exaggerate, splashing big headlines on unimportant items and relegating really vital news to a minor place? It's because the public demands it. Our newspapers will get better when the public will permit it. It is impossible for them to do so any sooner."—Editorial, *Salt Lake City Telegram*.

* * *

DISCRIMINATION IN COPY

"A NUMBER of public utilities advertise with fair regularity in the newspapers. Frequently the copy they use is not prepared with enough discrimination. I am aware of the assertion often made that public utility companies feel they must go in all local mediums, if in any. For all self-respecting newspapers I resent the inference that the editorial or news policy might be influenced by the advertising. But the point I am most interested in making is that the public utility companies would find it to their profit to adapt their copy to different newspapers."—Louis Wiley, Business Manager, *New York Times*, Before Public Utilities Advertising Association.

* * *

"SEE THAT YOUR EDITOR PROSPERS"

"YOUR editor is eternally the mouthpiece of your town. See that he makes money. See that he finds life congenial. It will pay your city. No editor can put his whole heart into building a town that does not give him prosperity. He must see his business growing; he must see his mechanical equipment improving year after year. Be the friend of your newspaper man. You can prove your friendship in no truer way than by helping him to make money. In an organized way, develop, if you can, faith in advertising in your local newspaper. Show the publisher that you and your Chamber of Commerce are his firm friends, wishing him business success."—Lester B. Colby of Illinois Chamber of Commerce, Addressing Convention of State C. of C. Secretaries.

* * *

WHO READS "SOB STUFF"?

"THE press chairman of the General Federation of Women's Clubs, talking for three million women, avers that women do not read the sob sister and lovelorn stuff printed in many newspapers. Men do, she says, but every real he-man will refute the statement. Somebody reads the stuff that she calls 'slush' or so many keen newspapers would not use it. The explanation is that it is emotional stuff and there are a great many emotional people in the world, people of both sexes and all ages. They are not all of the keenly intellectual type exemplified in leading clubwomen. The latter can pass over the sob stuff and the people who like it can read it. That is the viewpoint of the modern newspaper. Something for everybody. Everything for somebody. This makes a newspaper that epitomizes humanity and short of that a great paper is not complete."—Albert E. Hayes in the *Denver Post*.

Now Daily As Well As Weekly

"VIGNETTES OF LIFE"

By Frank Godwin

To Meet the Great Demand for a Daily Version of This Popular Feature It Is Now Issued in Three-Column Mat for Release Every Week-Day.



LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

FLASHES

JUST the same, there are a lot of nice little girls in town who would be glad to sit, unattired, in a tub of sulphuric acid to get their pictures on the front pages of so many papers so often.—*New York Herald Tribune*.

It seems strange that those who stage endurance tests haven't thought of a gum-chewing contest.—*Washington Post*.

Prohibition isn't the only thing that is emptying the jails in Illinois. The local authorities have arrived at an almost infallible system. In 1923 Joliet Penitentiary received 397 prisoners and paroled 442.—*New York Herald Tribune*.

The way to transform a silly fad into a stimulating recreation is to adopt it yourself.—*Norfolk Virginian-Pilot*.

A complete story in a date line: "Warsaw, Poland, May 13th."—*St. Louis Star*.

When a politician alleges that stealing is going on, he usually fails to keep his voice from sounding a little wistful.—*El Dorado Tribune*.

Aroused by the success of Miss Joyce Hawley, the enterprising department stores are advertising sales of Tub Frocks.—*F. P. A. in New York World*.

It doesn't seem right that an American would fly over the North Pole and not drop any advertising matter.—*Indianapolis News*.

An old-timer is one who can remember when a coroner got to sleep all night every night.—*New York Telegram*.

Sinclair Lewis has rejected a prize offer of \$1,000. A little while ago Lewis declared "There is no God." And now he says he doesn't believe in Santa Claus.—*Delaware State News*.

The most important thing that needs fixing about the average automobile is the nut at the end of the steering wheel.—*Toledo Times*.

For those who habitually accuse our town of bibulous habits, we now unveil a forgiving but triumphant smile. What other city in America, we ask, has ever enjoyed such a gigantic milk scandal?—*The New Yorker*.

The reason a famous watering place does you good is because you drink more water than you would at home.—*Waco News-Tribune*.

What makes the farm-relief crisis so cruel in the lives of Congressmen is that they used to be able to stall off such things with free garden seed.—*Dallas News*.

A penny for the thoughts of some men would be obtaining money under false pretense.—*Red Bluff (Cal.) Daily News*.

CLINE SYSTEM

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Davenport Times
Davenport, Ia.

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

The Dallas Morning News has by far the largest circulation in its field. But what of it?

Hammers Are Appraised by the Pound

Which Also Goes for Newspapers

Let's get it clear. It's the pound on the nail, not on the scale, that counts.

It's not the pounds it can assay but the pounds it can assay that give a hammer—or an advertising medium—potence.

The instrument you select to hammer your story home has got to have more than mere weight of circulation. It's got to have character and stamina and influence among its people or it won't put you over.

If you want your advertising to be as big a success tomorrow as it is today you'll have to accept that as a fact.

* * *

The Dallas News has the biggest circulation in its field—has had for 41 years.

The News' circulation is larger today than ever before, and both its circulation and its margin of leadership are increasing.

But the fact that in circula-

Dallas is the door to Texas
The News is the key to Dallas

The Dallas Morning News

The News has things pretty much its own way is merely the evidence of a condition.

The influence of The Dallas News upon its people is a by-word wherever newspaper values are understood.

Circulation based on this condition is the finest circulation in the world.

* * *

Many of our friends will be interested in knowing that The News has discontinued its flat financial rate. Financial advertising of specific stock or bond issues, heretofore costing 25c. per line flat now costs no more than any other advertising.

The conditions that justified the higher rate no longer exist, and in taking this step we believe we serve the best interests of many valued friends and patrons.



TRADE **LINOTYPE** MARK ©

6½ pt. Ionic No. 5

COMBINES
WORD COUNT AND
LEGIBILITY

WORD COUNT
of 6 point

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

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

American More Productive

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

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

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

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are

6 Point No. 2 with Bold Face No. 1.
Set on 7 point slug

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

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

American More Productive

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

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

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

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are loath, he said, to tear down a building that has

6½ Point Ionic No. 5 with Bold Face No. 2.
Set on 7 point slug

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8 Point No. 2 with Bold Face No. 1.
Set solid

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

HAVANA DAILY PREFERS STREET SALES TO SUBSCRIPTIONS IN HOME CITY

El Mundo Believes Paper Is Immediately Read When Purchased at Stand—A. G. Mora, Managing Director, Tells of Daily's Policies

SEÑOR A. G. MORA, managing director of *El Mundo*, one of Cuba's leading newspapers, rose from the ranks in true American fashion. *El Mundo*, which recently celebrated its silver anniversary, was founded on April 11, 1901. On that day, Mr. Mora entered the employ of *El Mundo* in the mail department. For one year, he worked without any compensation, because, as he pointed out, he considered journalism as a hobby. At the end of the first year, he was promoted into the Havana circulation department, at the munificent salary of \$5.00 a week, and soon after, entered the national circulation department, which covers the entire republic of Cuba.

A few years later and until 1919, he was detailed by the management to make a special investigation and to supervise the work of the various departments of the publication. In 1921, as a reward for his laudable work, he was appointed managing director, being then only 35 years old.

A tribute to Mr. Mora's ability as managing director is the fact that during the five years that he has held that post, the circulation of the paper has steadily increased.

Mr. Mora declared that while *El Mundo* is pre-eminently a paper of the people, its influence extends to all social classes, because of its traditional freedom from political and partisan struggles.

"Only on one occasion," he said, "have we abandoned this time-honored policy. That was when we lent our support to the candidacy of General Machado for President of the Republic. We did this because we were firmly convinced that his victory would result in untold benefits to the country."

"What type of news do your readers prefer, local or foreign?" was the question asked when Mr. Mora had finished.

"While our readers are naturally interested in local events, the ever-growing interest in foreign affairs has made it necessary for us to arrange for the best cable services from abroad. We are members of the Associated Press. We have a normal cable service of 30,000 words a day from abroad. Among the services which we receive, in addition, are the *La Nacion* of Buenos Aires service, Universal, the Inter-Ocean Press, a special service from our own correspondent in Madrid, where we maintain our own office (as Spanish news is always of great interest to our readers) and a special New York service of American news, from our correspondent in New York, transmitted over our own leased wire direct to Havana. Besides, we have our own correspondents in London, Paris and other world capitals."



A. G. Mora

"How do you distribute your paper to the readers, through subscriptions or direct sales?" was asked.

"We refuse to take any subscriptions in Havana itself," he replied, "because we believe that the best type of circulation from the advertiser's viewpoint is that which is sold direct. Papers that are subscribed for are frequently accumulated for many days before being opened and in numerous cases are not even read at all. On the other hand, if a man buys a paper in the street, on his way to or from his office, he opens it in the street and not only does he himself read it, but two or three others who happen to be near him, involuntarily glancing at his paper, may inadvertently read some advertisements in the paper and thus the advertising receives double or three-fold publicity."

"We have 600 men and boys distributing *El Mundo* and we send our own automobile trucks all over the city of Havana, including the outlying districts. This is the system of circulation we have followed exclusively. Of course, we do accept subscriptions from distant places and also distribute copies of *El Mundo* gratis to all Cuban Embassies, Legations and Consulates."

"You may be interested to know that we pay a great deal of attention to sports. We publish a four-page section of sport news, printed on green paper. Not only do we cover important features in the sporting world, but, unlike other Latin American papers, we publish complete

baseball scores, just like papers in the United States. These scores appear in Cuba at the same time that they are published in the U. S., being cabled to us.

"In addition to the regular features such as theatre and moving picture news, society, police and religious news, we have many other editorial features, among which I may name Arthur Brisbane's 'To-day'; a humoristic 'Outline of History'; daily beauty talks; a two-column article like McIntyre's 'New York Letter,' which is called 'Havana Daily Life'; municipal news; legal news and radio news."

"In advertising we are carrying a great deal of American copy at present and all indications point to an increase along these lines, as American manufacturers realize more and more the importance of the Cuban market as an additional outlet for their products."

Mr. Mora stated that Cuban tobacco is conceded to be the finest in the world but that even Cuban tobacco is not so mellow when dry and he offered this practical suggestion to the inveterate newspaperman smoker: "Put your cigars in the ice-box over night and you'll be surprised at their freshness in the morning."

OLIVER QUITS POLITICS

Pittsburgh Publisher in Letter to Mellon Says Newspapers Demand His Time

Declaring that active participation in politics and the publishing of a metropolitan newspaper cannot mix, George S. Oliver, publisher of the *Pittsburgh Gazette Times* and *Pittsburgh Chronicle Telegraph*, this week announced his retirement from politics.

The announcement was made in a letter addressed to the recently elected State Republican Chairman, William L. Mellon, nephew of the Secretary of the Treasury. William L. Mellon was active with Mr. Oliver in the support of Senator Pepper for renomination and for John S. Fisher for governor in the recent Republican primary election.

Mr. Oliver, a son of the late U. S. Senator George T. Oliver, succeeded his father as publisher of the *Gazette Times* and *Chronicle Telegraph*. He also followed in his father's footsteps in taking an active part in the councils of the Republican Party.

In his letter of retirement he refers to his growing business interest in his newspapers as demanding all of his attention.

Pueblo Gets Air Mail Service

The U. S. air mail service has been extended to Pueblo, Col., on a route from Cheyenne to Pueblo. This service provides one day mail service between Pueblo and New York, Chicago and San Francisco.

Edmonds Gets Honorary Degree

Richard H. Edmonds, editor of the *Manufacturers' Record* was recently awarded the honorary degree of Doctor of Civil Law at the annual commencement of the University of the South, Sewanee, Tenn.

252,330

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

May, 1926

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

Everything in Baltimore

Revolves Around

THE SUN

Morning Evening Sunday

\$300,000 Furniture Store

(In a 35,000 Town)

Proves Buying Power of Central Illinois

For beauty of architecture, this block-long 7-story furniture mart, with its arcade show windows extending 63 feet into the store, has no parallel in the United States.

Its construction was fully justified by the buying power of the 140,000 people in the *Pantagraph's* trading territory, demonstrated by the patronage extended this firm over a period of 40 years.

This store uses an average of 168,000 lines per year in *The Daily Pantagraph*, and is but one of the eight large furniture stores serving Bloomington and Central Illinois.

Paid Circulation 19003
In the Richest Spot in Illinois



The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

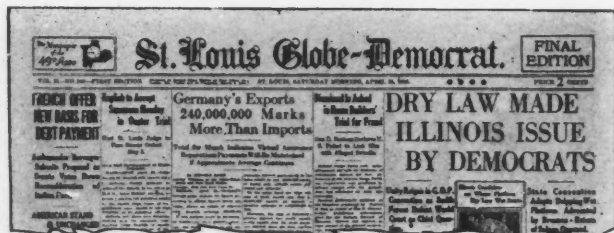
REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 1501, 140 S. Dearborn St., Chicago. P. A. FOLSON, Chemical Bldg., St. Louis, Mo.

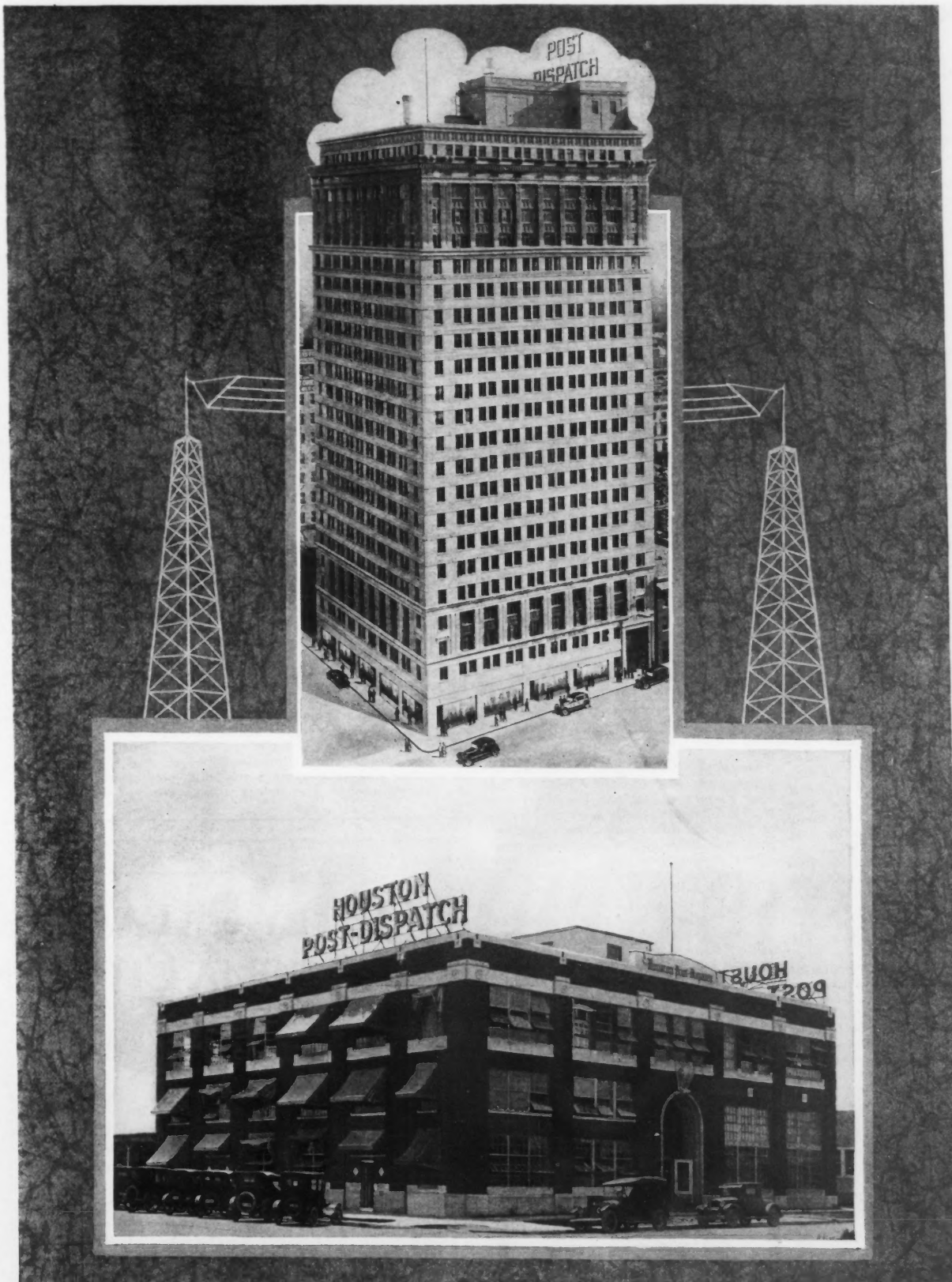
Member A. B. C., A. N. P. A., Associated Press.

40 INTERTYPES

are being used by



No Standardized Intertype Has Ever Become Obsolete



Top—New 22-story office building just completed for Houston Post-Dispatch. This building is located in the heart of downtown Houston. The national, local and classified advertising departments of the Post-Dispatch are located in this building. On the 22nd floor are the studios and offices of radio station KPRC—the station owned and operated by the Houston Post-Dispatch.

Below—The publishing plant of the Houston Post-Dispatch. This plant was recently completed and is equipped with every modern convenience. It is located about a mile from the business district.

THE HOUSTON POST-DISPATCH

The fastest growing newspaper ever published in Texas

Gain last year 1,305,108 lines

Gain first five months of 1926 1,123,598 lines

R. S. STERLING
Chairman of Board

W. P. HOBBY
President

C. C. MAES
General Manager

BOB MEEKER
National Advertising Manager

THE S. C. BECKWITH Special Agency

NATIONAL
REPRESENTATIVES

NEW YORK
CHICAGO

DETROIT ST. LOUIS
ATLANTA KANSAS CITY

LOS ANGELES
SAN FRANCISCO

NO SLUMP EXPECTED IN MOTOR COPY DURING THE SUMMER MONTHS

Competition Too Keen to Permit Any Let-Up in Sales Effort, Detroit Writer Declares—Chrysler, Packard, Dodge, Hudson-Essex and Others to Keep Up Large Size Copy

DETROIT, June 16.—Motor and accessory advertising is not going to show any great slump in the next few months. Just now a couple of weeks between tides will lower the monthly average, but then it will start along again until fall.

This is due to the fact that the industry cannot stand still, nor just float along with the tide. The competition is too fast. And that means bringing out newer things all the time.

Earnings as a whole for the first six months will show substantial gains. It is not all going to the stockholders, for some of the companies now are spending money in new equipment, tooling up, or in some cases, plant enlargement. This latter plan is not general, however, because it involves too much piling up of brick and mortar that is not easily disposed of if a letup comes.

The makers are optimistic, but they are looking forward to get some idea of what is going to happen this fall when the congressional fights are under way. Some of them realize that it is going to be a more strenuous campaign than usual, particularly for control of the Senate, and they know that in some places it may slow things up a bit. Figures of parts makers show some already have begun to slow down production a little.

In the meantime a number of the automobile men, including agency and special representatives, discovered some time ago that there was more real money in Michigan real estate right near home than in Florida. Some of them have been turning over dealers, bringing them quite a bit of extra income.

All motordom is wondering what Henry Ford is going to do. It is surprising at the rumors that float about celebrities. Edsel Ford and his wife went to Europe and right away many had it that the boy and his father had a row and Edsel was shipped abroad.

Those who professed to know pointed as further proof of this the fact Mr. Ford had scrapped his advertising plans, and was quoted as saying it was "an economic waste." It is more probable that Mr. Ford is arranging to bring out something new and with that in mind he wants the public to forget temporarily what has been said in his advertising.

For more than two years it has been known to certain people that Ford was not content with just Ford and Lincoln cars. And the fact that other small cars were cutting into the tremendous sales of Fords, which cost the company a drop in profits last year of some \$30,000,000, with a few more millions thrown in for a mixup in getting the new car out last fall.

Therefore, it is not at all beyond the realms of probability that the public will see a car shortly either a six or a straight eight, probably the former, worked out in between the Ford and Lincoln with some snappy combination of a name.

That new material has been moved into the Lincoln plant from time to time not necessary for the eight is no secret. And that many experiments have gone on with the Ford chassis using gear shift combinations many Detroiters know. When Henry gets ready he will take up advertising again, for he knows its value. Also when Henry talks about a new car he puts out, that is not news after the first announcement.

General Motors group is going along well all over the country, and that means larger profits, part of which will find its way into advertising. The Pontiac Six is like a driver in a race just swinging into a good position, and so its sales speed is being hastened by page copy that will alternate with half-page spreads. Oakland and Oldsmobile have been doing better than for years and there is no sign of a letup. At a distributors' meeting at

Lansing this week the opinion was general that consistent advertising should be continued. Cadillac and Buick are showing increases which warrant more copy. Chevrolet is rolling up greater totals than ever.

Just now there is in preparation some good-sized copy for some accounts outside General Motors that will break through in a few weeks. Chrysler, Packard, Dodge Brothers, Paige-Jewett, Rickenbacker, Hupmobile, Hudson-Essex are going to keep up the large-sized copy. They will all find something new to talk about as the year goes along. There was some talk of Reo cutting down on its pages, but if it does it will not be this month anyway. Willys Sainte Claire is doing better than ever and it has a definite campaign going now.

John Willys is going to announce the facts about his little car this month, which is going to compete with Ford and Chevrolet. Instead of making an announcement first and dealers not having anything to show, the car is in production now and when it breaks in different places each dealer will have one. In the fall Mr. Willys will give the Stearns Knight a whirl to put it back in the picture. Willys-Knight copy continues the even tenor of its way.

Word from South Bend that Studebaker had changed agencies from Lord & Thomas to a newly organized firm at Chicago did not create any ripples on the surface of the industry. It is part of the business to try out different agencies from time to time. There is no intimation as yet that Studebaker will change its policy of page copy under the new plan.

Down at Cleveland the final work of merging the Chandler and Cleveland has been completed, and the executives are at the Chandler plant, with the engineering at the Cleveland. The new company will make all its own bodies now. There is some good copy in sight there enlarging as it goes along. Peerless is doing a wonderful job and it is continuing its advertising.

E. S. Jordan is back after a month on the sleepers visiting dealers all over the country from coast to coast. The present schedule ending this month will be supplemented with another very soon. White is doing a big business and its advertising goes at regular intervals.

In the Northern belt Nash threw in a few full pages to give impetus to its change of name of the Ajax to the Nash light six, and there will be little let up in its regular schedule, if any. Kissel and Velie have had a good year and their lineage has been increased this year, with more copy in sight.

Down in St. Louis Moon is working

out its new light six which will be ready for the dealers along about August when the announcements will be due. Gardner is sending out new copy for its dealers to continue its big sale.

Indianapolis is strongly in the picture with Marmon and Stutz. Marmon sent out four pieces of big copy that are running now, and these will be followed by others. Stutz dealers were behind in deliveries, and the orders at the factory climbed up so that there was an interval in its advertising, and now the dealers are releasing copy again. Over at Auburn they are planning to release a new schedule shortly.

In New York Pierce Arrow supplemented its regular schedule with three or four more announcements and now work will be started on a new campaign. Franklin, with a year surpassing all previous ones plans to continue to let the public know all about its product.

One of the big jumps has been made by Star. Its production has put it from away down in the list up among the leaders in its class. And so the advertising continues to appear weekly in many places.

So it is going through the trade, with a few of the trucks like Federal and Stewart joining in the coterie of regular advertisers.

Among the tire companies Firestone and Goodrich are advertising now but Goodyear has not mapped out any schedule for release. Miller is this year trying the magazines. General Tire worked out a new plan of merchandising whereby it traded its new tires for others on a percentage basis, and the dealers were authorized to use copy running as big as seven columns in large centres, which has been very satisfactory.

United States has its schedule running regularly and so there is nothing to worry about with that account. All tire companies have substantial stocks on hand, but they are not overstocked. Dealers have been buying in smaller quantities, but placing orders more frequently, for they, too, are not carrying large inventories. With a few weeks of hot weather there will come a rush for tires that will soon deplete factory stocks.

With the buying on generally, more companies will advertise to keep in the limelight.

DAILIES FOE OF BLUE LAWS

Have Saved Country from Fanatic Religious Legislation, Former Writer Says

Were it not for the newspapers of America this country would now be struggling under a maze of Blue laws foisted upon the people, W. L. Burgan, former sports editor of the *Baltimore Sun*, now publicity director of the Seventh Day Adventist church, told 3,000 Adventists who gathered for the national convention of the Seventh Day Adventists in Milwaukee, Wis., last week.

Mr. Burgan lauded the press for its fight against Blue laws, for the scant encouragement it has given professional reformers, and for the vastly increased amount of church news now being published as compared with earlier days.

"The press has been of great help towards enlisting opposition to Blue laws and in defeating the professional reformer," he declared. "The professional reformers long ago would have secured the restrictive legislation they have been clamoring for had it not been for the universal opposition of the press. We are indebted to this marvellous agency beyond computation for the opposition to the Sunday laws and for the civil and religious liberty that people of this nation enjoy today."

Kent Press "Alumni" Return

Four former employees of the Kent Press Service staged a reunion by getting leaves of absence from their present jobs and returning to assist the Chicago bureau in handling the unusual volume of copy during the Eucharistic Congress. C. Russell Pierce, now director of public relations and assistant to the president of the University of Chicago, took charge of the squad at the ceremonials.

Twenty-four foreign countries and the United States are represented in the present membership of the Press Congress of the World.

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES
thoroughly and alone cover the Oklahoma City Market



Oklahoma is one of four states which Babson's June report says "should prove worthy of attention." Oklahoma is one of nine states which Babson's June Sales Map shows in the "Most Favorable" sales zone. Oklahoma is one of twelve states which the same authority designates as having the "Most Favorable" crop prospects.

The Daily Oklahoman and Oklahoma City Times thoroughly and alone cover the Oklahoma City market—the entire Central and Western portions of the state—those counties which will share largest in the bumper wheat crop now ready for harvest.

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

CIRCULATION BUILDING SUPREMACY

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

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

HOLLISTER'S
 Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

St. Paul Dispatch

St. Paul Pioneer Press

The second greatest
city home delivered
coverage in America
at 15¢ a week.

O'MARA & ORMSBEE, New York, Chicago, Detroit, San Francisco

STANDARD 4-PAGE LETTER FORM URGED TO TELL MARKET FACTS TO AGENCIES

Space-Buyers, Flooded with Statistics, Don't Read Data Sent by Dailies, Writer Declares—Outlines Correspondence Method

By A. J. SLOMANSON

THE majority of publishers are confronted with the problem of instructing space-buyers and agency executives regarding the value of the markets covered by their respective publications. Direct-by-mail methods are practiced, but ineffectively, because of the great volume of circular matter received by agency executives each day, and as generally known, is very seldom read.

When selecting markets, most space-buyers choose those cities more familiar to their memory, unless the distribution of the advertised product demands a definite selection. After the schedule is finally released, the space-buyer is interviewed by a great number of salesmen, and as many as ten representatives a day try to educate the space-buyer to the value of their respective market at that time. Accordingly very little of the information given the space-buyer is retained in his mind because of the hurried way in which it is told to him. It is usually when the schedules are about to be released that representatives endeavor to actually sell their market. They may have called on the space-buyer several times each month previously, merely to ascertain whether there was anything new. It is true that they may not have had the opportunity to relate facts concerning their market on these calls due to the lack of interest on the part of the space-buyer. Then again, even if a space-buyer is educated to the value of a certain market, the efforts of the salesman will not assure any permanent value on account of the continual turn-over of space-buyers in agencies.

Another obstacle to overcome, if the space-buyer is to be educated to the facts regarding the various markets, is the manner in which the data is given, as at the present time this is done in a very haphazard and inefficient way. Many salesmen will give the space-buyer information about their markets in such a way that it is almost impossible for the space-buyer to remember the figures given him.

The following corrective measure is recommended and could easily be practiced by newspaper executives. It is the only ready panacea for having space-buyers continually apprised of the different newspaper markets. If newspaper publishers will standardize their correspondence to the following ideas, their markets will effectively be broadcasted at all times, and it will lessen the salesman's selling efforts at the time schedules are being prepared.

Throughout the United States all newspapers correspond extensively with space-buyers and agency executives, and in lieu of mailing the usual single letter sheet, a double page form could be mailed containing pertinent facts relative to the respective newspaper markets. For example; if a newspaper corresponded with a space-buyer concerning an account that has already been placed with the paper, or if the letter is in answer to some agency request for information about rates, etc., then the double page form containing data of local conditions will have the space-buyer's attention at the time he is reading the letter. Furthermore, if he received, say, ten letters each year from this paper, which is less than the average, he would have been apprised of this respective market at least ten times, and there is that possibility of having sold him on the value of the market without any extra effort or expense.

Naturally the first page of the double page form would be used for correspondence purposes. At the top of the second page, such information as "Audit Bureau of Circulation Member," "Mem-

ber of Associated Press," or any such data could be listed.

This is of importance to a space-buyer, as if he were to select one paper in a small city for a quality product, the paper with the Associated Press service could be given more consideration than the paper without, considering circulations being about equal.

The names of the officers of the newspapers could also be listed on the second page, so that agency executive could become familiar with the name of each respective officer whenever corresponding. Too much correspondence between agency and newspaper executives is of an impersonal nature, and more good will could be established between both parties if the names of the officers were always on file.

There is no more outstanding aid to space-buyers than the Audit Bureau of Circulations reports, but how many space-buyers really study these reports considering that they are mailed to agencies each month in large quantities. The fact of the matter is that space-buyers refer to these reports only when it is necessary to do so. However, if the vital facts contained in the A. B. C. reports are listed on the second page of each letter which is mailed to agency space-buyers by newspapers, they would receive more notice and attention. Also all pertinent information regarding the newspaper and its market could be listed on pages two and three of the letter form, and by this procedure will space-buyers read the information listed on these pages.

For example, the following facts could be listed on pages two and three, and of course, changed according to conditions applicable to a different city and newspaper.

Member of A. B. C. Circulation, News Features, Advertising Rates, Service Department, Location of City and Population.

Assessed Space Value: Manufacturing, Trading Areas, Channels of Distribution, and Racial Analysis of Population.

The second inside page could show the following information: Schools, Banks, Theatres, Churches, Library, Hotels, Hospital, Clubs, Streets, Telephones, Telegraph, Express, Institutions, Good Roads, and Industries.

On the back page of this letter form the analysis of circulation distribution could be listed, and if desirable, a map could be printed showing the location of the city in relation to the state, and the trading territory around the city.

A newspaper mails hundreds of letters each year to agency executives, and by using a four page form as before described, there is no doubt that the newspaper following this procedure will enjoy more national business because of constantly bringing to the attention of agency executives the important facts about its respective market.

Edward Gans Resigns

Edward Gans, general manager of the *Fall River* (Mass.) *Herald* has resigned. He has not announced his future plans. The *Herald* was recently purchased by C. F. Kelly, head of the Kelly-Smith Company, special representatives, New York. Composing room employees of the *Herald* presented Mr. Gans with a gold watch and chain with pencil and fountain pen attached as a farewell gift.

Thirty per cent of the country's population and 40 per cent of its wealth and purchasing power lies within a circle drawn 250 miles, with Philadelphia as a center.

The "SPEEDMAT" and the Washington Times and Herald

On June 1st, without having had previous experience in handling dry mats, these Hearst newspapers began the use of "SPEEDMATS" on all pages. The preparations made by the Hearst management, under the direction of our expert, were so thorough that the "SPEEDMAT" quietly slid into exclusive use without "fuss or feathers" and was at once successful.

In this installation, and for the first time, a newspaper plant began to use dry mats with only narrow print paper rolls (Wood Dry Mat size) on hand. The supply of wider rolls for wet mats had been exhausted.

Had the "SPEEDMAT" failed and it had become necessary to use wet mats the papers would have appeared without margins.

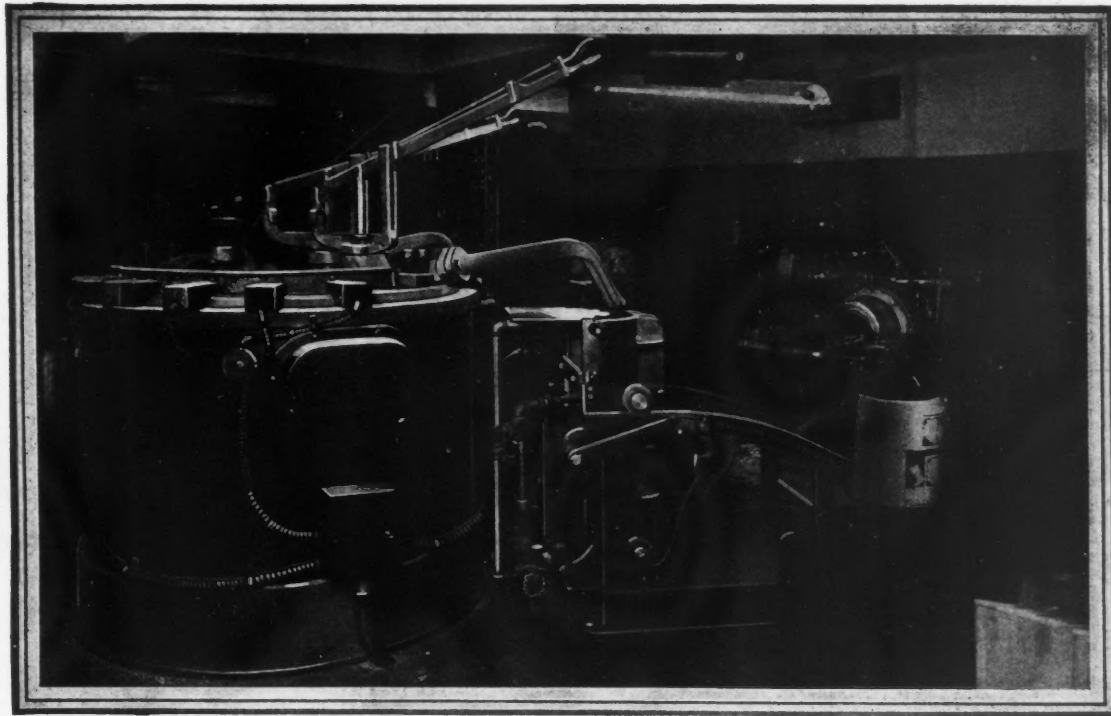
But the "SPEEDMAT" did not fail, nor did the unusually efficient organization of the mechanical departments of The Washington Times and Herald.

"SPEEDMATS"
cost 15 cents at the mill

WOOD FLONG CORPORATION

501 Fifth Avenue

New York City



Melt Your Stereotype Metal with *Electric Heat*

*As high as 32% saving in cost!
Less wear and tear on the pot!
Uniformity of metal temperature never before securable!
All regulation and close attention eliminated!*

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.



ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

THE progressive Waterbury Republican American, Waterbury, Conn., has installed a standard 5-ton stereotype pot, electrically heated by 9 G-E cast-in immersion units. Plates are cast for two issues daily and one issue on Sunday. The casting temperature of the metal is automatically kept at 620° F. Between castings the metal is automatically maintained at a temperature of 450° F.

Seldom has such an improvement been introduced in the casting room. This electrically heated pot is operated at a saving of 32% over the cost of operation of the previously used fuel-fired pot. Uncomfortable heat radiation and gaseous odors are absent from the room. As control is completely automatic, the pot requires practically no attention.

Everyone connected with the paper is enthusiastic. Mr. Dubuy, foreman of the plant, states that the excellent temperature control of the pot relieves him of the responsibility of making sure the temperature is right when his men want to begin casting. Mr. W. J. Pape, publisher, considers the installation as most satisfactory.

Phone or write to your nearest G-E office
for complete information

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN ALL PRINCIPAL CITIES

570-9

RECEIVER APPOINTED FOR VANDERBILT TAB

E. A. Inglis, of Miami, Named, Following Petition Filed by Creditors, Who Claim \$22,781.76 is Owed Them

(By Telegraph to EDITOR & PUBLISHER)
 JACKSONVILLE, Fla., June 16.—Notice to-day was forwarded E. A. Inglis, of Miami, that he has been appointed receiver for the Vanderbilt Newspapers, Inc., following a creditors' petition filed in Federal Court here, asking for a receivership and concurred in by the Vanderbilt interests.

The International Paper Company, the Kimberly Clark Company and the Art Gravure Corporation, New York, united in petitioning Federal Judge Rhydon M. Call for the receivership. The Vanderbilt Newspapers, Inc., were described as organized under Delaware laws with California their chief place of business.

The creditors complain that the Vanderbilt Newspapers, Inc., owe them a total of \$22,781.76 and appear to have no way of settling under the present organization. The complaint was accompanied by an answer of the defendants, admitting the facts and consenting to such a receivership to protect the interests of the creditors.

Steps seeking the receivership are said to have been under way for the past two weeks and employes of the *Illustrated Daily Tab*, Vanderbilt tabloid newspaper at Miami, are said to have stayed on their jobs despite several weeks' wages being owed, in hopes that the receivership would afford relief.

The *San Francisco Herald*, another Vanderbilt tabloid newspaper, has suspended publication, it was stated, and the value of \$180,000 placed on it was declared to be altogether free of liens.

\$8,000 LIBEL VERDICT AGAINST N. Y. POST

Mrs. Anne McCoy Campbell Given Judgment in Damage Action—Same Plaintiff Received Settlement Out of Court from Two Dailies

Mrs. Anne McCoy Campbell, Christian Science practitioner, was awarded an \$8,000 judgment for libel damages against the *New York Evening Post* by a jury in Judge McCook's part of New York supreme court this week.

The same plaintiff lost a suit May 17 brought on the same charge against the *New York Sun*, while the jury disagreed in trial of an action against the *New York Times*.

Mrs. Campbell objected to a story published in New York in March, 1922, telling of a suit that had been brought against her for \$16,000 for alleged fraud. The suit was subsequently dismissed.

Suits brought by Mrs. Campbell for the same alleged libel against the *New York World* and the *New York Tribune* were consolidated and settled out of court. Amount of the settlement is not on record, and has not been disclosed.

Lloyd Willis is Dead

Lloyd D. Willis, special sales representative of Warner Brothers Picture Corporation, died June 12 at his New York home. Mr. Willis started as a reporter on the *Philadelphia Public Ledger*. He was at one time connected with the *New York Times*.

Criminal Libel Actions Dismissed

Criminal libel actions against four prominent residents of Cranford, N. J., charged with having caused to be published in the *Cranford Searchlight* an article injuring the reputation of a former member of the board of education, were nolle prossed by Judge A. A. Stein, June 14.

EDITOR & PUBLISHER classified advertisements yield results.

"CHICO" EXCLAIMS CARDINAL

Awed by Paper Rolls in N. Y. Times Plant—It Means "Oh Boy!"

"Chico!" exclaimed Cardinal Reig y Casanova when he saw the huge rolls of paper ready for use on presses, during a visit he made this week to the plant of the *New York Times*. "Chico means 'Oh, Boy!'," a cleric in the party interpreted.

The visit to the Times plant was made at the Cardinal's request. The prelate's party went first to the office of Adolph

S. Ochs, publisher, where they were received by Arthur H. Sulzberger, vice-president. Then a complete tour of the plant was made.

MAX BROWN PROMOTED

Made Advertising Manager of Louisville Herald-Post

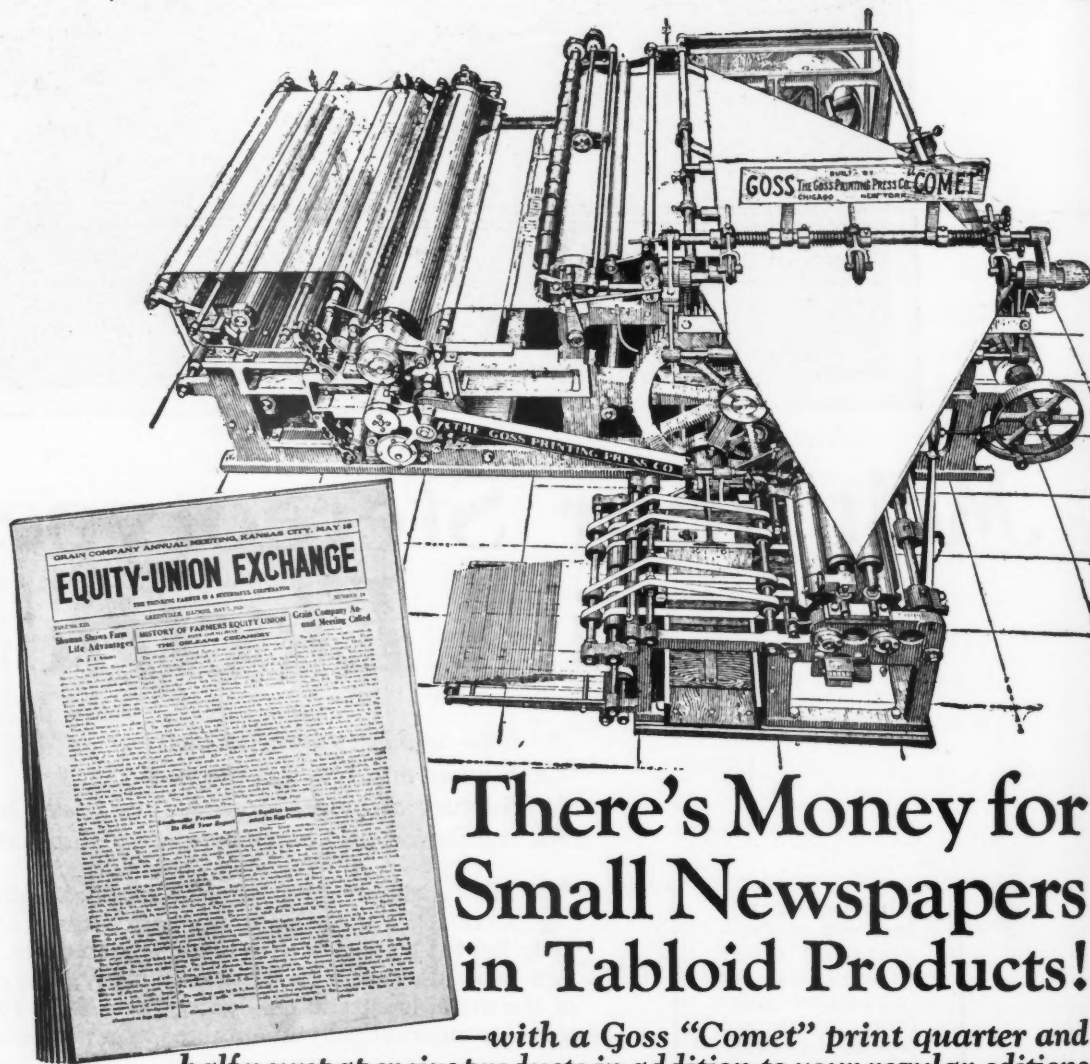
Max Brown, formerly of Chicago, director of foreign advertising for the *Louisville Herald-Post*, has been made advertising manager, succeeding Millard Ridenour, who succeeded to the post

when Paul O. Sergent resigned several months ago.

Ridenour has been designated advertising counsellor. He has been granted an indefinite leave of absence. Al White, assistant advertising manager of the *Herald-Post*, has resigned. Thus far his place has not been filled.

Girl Writer Weds

Miss Margaret R. Crowe, formerly of the editorial and advertising staffs, *Worcester Evening Gazette*, was married to Daniel A. Hare of Worcester recently at Schenectady, N. Y.



There's Money for Small Newspapers in Tabloid Products!

—with a Goss "Comet" print quarter and half newspaper size products in addition to your regular editions

PRINTING from type forms with roll paper unquestionably is the most economical method for the smaller publisher.

With a Goss "Comet" you can produce, per hour, 3,500 folded papers of 4, 6 or 8 pages. Approximately three times as fast as the sheet fed method!

Furthermore, your "Comet" will rapidly turn out up to and including 32 pages of a one-quarter newspaper size publication or 8 to 16 pages of a

half newspaper size form (see example above). Many users make their "Comets" pay them handsome extra profits in this manner—so can you!

The Goss "Comet" is the choice of successful publishers of small newspapers everywhere. It is built in the same shops, by the same mechanics and according to the same high standards as the big Goss Presses selected by the world's leading metropolitan newspapers. It's their "little brother."

Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. • CHICAGO
 The Goss Printing Press Company of England, Ltd., London
 Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent



ANNOUNCING THE
MERGER OF

Buffalo Courier
BUFFALO  EXPRESS

Effective with Issue of

Monday, June 14th

On and after that date the
combined paper will be pub-
lished daily under caption

The COURIER and EXPRESS

Buffalo's Largest Sunday and Only Morning Newspaper

Executive Personnel of New Organization

Chairman William J. Conners, Sr.
President Burrows Matthews
Vice-President . William J. Conners, Jr.
Editor Burrows Matthews

Publisher William J. Conners, Jr.
Secretary Frank J. Clancy
Treasurer William S. Bennett
Managing Editor John D. Wells

The amalgamation is born of the absolute conviction that the morning newspaper is the newspaper of the future. This conviction is justified in an impressive way in most cities of the first class, where similar mergers are, and have been, taking place in preparation for the upbuilding of great morning journals. It is with this conviction that the consolidation of THE COURIER and THE EXPRESS has been born.

Readers will get two newspapers for the price of one as all the best features of both journals will be preserved for the enjoyment of their respective followers.

The policy of the combined newspaper will be independent in the most complete sense of the word. There will be no malice or spite toward anyone. An unbiased attitude will be preserved, save where evil is to be fought.

LORENZEN & THOMPSON, INC.

Publisher's Direct Representatives

CHICAGO

NEW YORK

SAN FRANCISCO

SEATTLE

LOS ANGELES NEWS TO BE SOLD IN 10 DAYS

Stockholders in Vanderbilt Tabloid Trying to Save Property by New Financing Plan—Assessment Plan Vetoed

(By Telegraph to Editor & Publisher)

LOS ANGELES, Cal., June 15.—Believing that a bright future is in sight for the *Los Angeles Illustrated Daily News*, Vanderbilt tabloid, more than 1,500 stockholders of the concern are working "tooth and toenail" in an effort to raise funds to purchase the property at the receivers' sale, scheduled within the next ten days. At a meeting of these stockholders held June 9, a committee of nine was appointed to work out plans for the raising of a sufficient fund with which to make a legitimate bid.

One stockholder suggested a voluntary assessment of 5 per cent. This plan, however, was found to be neither feasible nor legal under the California law and the assessment plan was abandoned. The committee decided to form a new corporation to be known as Daily News, Inc., the stock structure to consist of 25,000 shares of "Class A preferred" stock with a par value of 20 dollars per share, 25,000 shares of no par "Class B common stock," and 25,000 shares of no par "Class C common stock." The Class A preferred is to be entitled to a preference of 8 per cent dividend, but non-voting; the Class B common stock, voting stock, to be entitled to dividends up to \$1.40 a share. In dividends the Class C stock participates equally with Class B over that mark. To the original Vanderbilt Newspapers, Inc., stockholders it plans to sell units of this stock two shares of preferred and one of common for \$40, and in addition each purchaser receives one share of Class C common. The Class C stock does not go to those other than original Vanderbilt company stockholders.

Attorneys working with the stock-

holders' committee say they have the approval of the Corporation Commissioner of the state and believe this plan the only one by which the stockholders may hope to regain control of the paper and save it for themselves. It was pointed out that the machinery and equipment of the News has been appraised at \$175,000; the accounts receivable \$125,000; and a circulation said to be more than 100,000. This new plan will be laid before the stockholders at the general meeting set for Thursday, June 17, and if approved will be carried out and a formal offer made to the Federal Court sometime before Monday, June 21.

Publisher Urges State Advertising

Seymour Oakley, publisher of the *Peoria Star*, has recommended that the Illinois Chamber of Commerce, spend \$150,000 in a campaign to advertise the state and counteract the "unfavorable illusions" in other parts of the country about lawlessness in Illinois, especially in Chicago and Herrin.

Public Asked to Name Weekly

South Bellingham, Wash., has a new weekly newspaper published for the first time June 2, under the temporary name of *The Title*. Miss Catherine Riley is the local news editor. The Title is offering a \$100 prize for a suitable name.

N. J. PRESS ASSISTING JOURNALISM "GRADS"

Ratings of Rutgers Students Sent to All State Publishers—Course Inaugurated by Press Association

The Rutgers University course in journalism, sponsored by the New Jersey Press Association on June 3, gave certificates of attainment to 14 students who had completed a year's work under Prof. Allen Sinclair Will, head of the course. Six of the students were women.

The Press Association aims to work in co-operation with the school by providing jobs for graduates. To this end the group issues a confidential bulletin to all members containing the names and ratings of the graduates, salary expected, etc., which is believed to be a new idea in publisher-journalism school co-operation.

Following is an example of the student ratings sent to publishers:

Jones, John, graduated as Bachelor of Arts, 21 years old, son of J. Jones, Newark, N. J.; studied at Summer Avenue Public School and Barringer High School, Newark, 4 years at Rutgers; grade in journalism class, 95; average grade in other classes, 89.

Mr. Jones wishes to begin work as a reporter, preferably on a paper in or near Newark, about Sept. 1, when he will return from a trip abroad which he expects to start soon after the Rutgers commencement; salary desired, \$30 a week.

General promise as a newspaper worker—excellent.

Character—high.

Personality—above the average.

Industry—marked.

As a news gatherer—persistent and successful.

As a writer—good, and improving fast; has special capacity as a writer.

General observation—Mr. Jones is naturally adapted to newspaper work, both by inclination and talents; does all branches of it well for a beginner; is eager to learn more.

R. E. Lent, publisher of the *Passaic Daily News*, and chairman of the New Jersey Press Association is chairman of the Committee on the Course in Journalism of that organization.

Littleton Lee Starke, who was awarded the New Jersey Press Association scholarship for the best student in journalism, will join the staff of the *Passaic Daily News* next month.

The assessed valuation of private property in Philadelphia for 1924 was \$2,489,135,000.

**PROGRESS
DEPENDS
UPON
THE MEN
WHO
BUILD
WITH
THAT END
IN VIEW**

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

WE DO IT ALL

from a few complete copies.

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

1856 or 1926?

The steamtable is doomed!

Ask any stereotype equipment manufacturer and he will tell you that his sales of new steamtables are indeed few and far between.

Why?

Simply because the steamtable-wet-mat process of stereotyping, which dates back to 1856, is antiquated, and is being replaced by the up-to-date 20th Century Certified Cold Process.

If you wish to place your stereotyping practice on a par with your composing room and press room methods, Certified are the medium to help you bring your stereotype department right up to 1926.

Why put up with the drudgery in wet-mat-steamtable stereotyping? Why lose invaluable time, and incur needless expense in steamtable operation?

We offer you a better way; a simplified way; the 20th Century way. Full particulars do not obligate you whatsoever.

Have you received your copy of our booklet, "The Certified Road to Simplified Newspaper Stereotyping"? It's free upon request.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certified

MADE IN THE U. S. A.

The New York Times

The Times Picayune

NEW YORK JOURNAL

FINAL COMPLETE

Some of our newspaper ads From NEW YORK to NEW ORLEANS From SAN FRANCISCO to SEATTLE From BOSTON to WASHINGTON

CUTTING CUT COST

From CANADA, ENGLAND, BELGIUM and AUSTRALIA have also come requests for this improvement in the Graphic Arts

"You get it in the Negative"

This is not a transfer method, but Shading Sheets that you can put over your copy and see complete effect before making plate. Copy unaffected except photographically. No machine required. No license required. Reproduces in halftone or line.

Order on trial—Introductory Unit No. 1—84 different sheets. Working accessories and Bourges Character Color Chart included free with the price of sheets only (50c each).

Just because so many representative newspapers have used our Shading Sheets (some for over two years) doesn't mean that this new Shading Medium applies only to newspaper problems. Practically all reproduction problems of a Ben Day nature are simplified at a big saving in both cost and time. These sheets may be used by all National Advertisers to improve the highest class of illustration. See letter from the Silk Association of America.



IMPROVING RESULTS

THE SILK ASSOCIATION OF AMERICA
Organized 1912
FOUR HUNDRED AND SIXTY-SIXTH FOURTH AVENUE
AT THIRTY-FIRST STREET
New York

Bourges Service, Inc
144 West 32nd Street
New York, N. Y.

June 3, 1926

Dear Mr. Bourges:

I feel that I ought to tell you of the very remarkable results secured through the use of the Bourges Shading Medium in connection with some recent advertising illustrations on which I have been working.

The illustrations, showing the interior of automobiles, were made by one of the best artists we could obtain. It was easy enough to get the detail correct, but we ran into a considerable amount of difficulty in getting into the drawing a quality which would indicate the plush character of the fabric. Several different media were attempted -- wash, dry brush, and distemper -- but the effects were not satisfactory; finally, the thought occurred to me that what we were having considerable difficulty in obtaining by ordinary methods might be obtained by the use of your process. Accordingly, several of the drawings which looked cold and harsh were worked over, using your very fine stippled sheets. The results have been most satisfactory, as the proofs which I am glad to give you will show.

One particular feature of your sheets, which particularly appeals to me, is the extreme simplicity of it; anyone with any idea at all of what he is trying to produce, and the ability to use a crayon and an eraser, can certainly accomplish wonders in getting new and interesting results.

I wish you all success.

Yours very truly,

J. H. H. H.
Director of Style Service.

BOURGES SERVICE, INC.
Sole Manufacturers and Distributors
HUTCHISON ARTISTS SHADING MEDIUM
144 West 32nd Street, New York City

PEN No. 9314-5

NEW MASSES



McCUTCHEON, CARTOONIST, A WORLD ROVER

Chicago Tribune Artist Finds His Material in All Walks of Life—Affirms Superiority of Pictures to Text in Reader Interest—Says Public Men Would Rather Be Damned Than Ignored

By LUCILE BRIAN GILMORE

ARTIST, rover, and kindly philosopher is John T. McCutcheon, one of America's most famous cartoonists, a man to whom his work is only one of many vital interests. He has a love of things and people, a lively interest in his fellow man and a desire to know all classes and all creeds that penetrates his work and crops out in his cartoons for the *Chicago Tribune*, with which paper he has won international fame.

There is a vein of poetry in McCutcheon which finds expression now and then—which found expression notably in "Injun Summer," his most famous cartoon. "Injun Summer" has become a cartoon classic since it first appeared in 1907. And yet, McCutcheon says it was drawn without any special effort. Within a few days after it had appeared, however, comments started to reach him about it—words of praise and admiration from people in all classes of life. Its popularity became so widespread that the *Chicago Tribune* reprints it each fall. It has been reproduced in colors, and also has been painted as a mural decoration in the Tribune news room.

McCutcheon's career as a cartoonist dates back to 1889 when, fresh from Purdue university, he came to Chicago and went to work on the old *Morning News*. He then worked successively for the *Evening News*, the *News Record*, and the *Record*. On July 1, 1903, he joined the staff of the *Chicago Tribune* as a cartoonist and has been with the Tribune ever since.

McCutcheon is ever on the alert for material for his cartoons and finds it everywhere—in the news of the day, in recurring topical events, in people, in things generally. And he believes that the newspaper cartoon has achieved a greater prominence than ever before. The tendency of the times is towards pictures, and cartoons exercise their great appeal by epitomizing subjects and interpreting events for people, easily, humanly, and understandably. People like to be amused rather than preached at, he finds, and will take kindly to suggestion but will often resent preachment.

The crowded life he has lived in the 56 years since he was born on a farm in Tippecanoe county, Indiana, has given him an inexhaustible source of material for his work. Here are a few of the highlights of his career. A trip around the world on his first political commission in 1896—he was in the Orient at the outbreak of the Spanish-American war, and was a witness of the battle of Manila, going with Dewey from Hong Kong. In 1899 he made a tour of Indian Burma, Siam, and China; he has hunted in Africa with Theodore Roosevelt; in 1914 he visited Mexico. Accompanied by his wife, he spent five months last year journeying to the remote countries of the Far East. He owns "Treasure Island," an island of 300 acres in the West Indies where he and his wife and two sons spend two months every year. He has been a war correspondent.

Although he is best as a cartoonist, he has also written considerable fiction, and does literary work for the *Chicago Tribune* syndicate in addition to his other work.

Although he is a pretty accurate judge of the elements which go towards making a good cartoon, he says the cartoonist rarely knows just what will favorably impress readers. He draws something, it is printed, and sometimes that is the end of it—not a whisper of comment, good or bad. Again, sometimes when he least expects it, there will be many echoes of something he has drawn. An idea boldly expressed, he finds, is more likely to make an instant appeal and will

frequently bring a deluge of comments. And cartoonists, he says, appreciate messages sent to them, not only letters of commendation, but messages of disap-



John T. McCutcheon

proval, because both types help the artist to feel the public pulse. Messages give him contacts which aid him immeasurably in his work.

McCutcheon tries to maintain many social contacts, and as widely different social contacts as possible. He finds it impossible to get away often, but in his daily life he mixes with people of different interests and different positions in life, and studies their many viewpoints. He finds it necessary also to read a great deal, particularly newspapers and magazines. Like Matthew Arnold, he tries to "see life fairly and see it whole."

Men in public life, he has discovered, would rather be damned than ignored, and are fond of being cartooned. They prefer to be drawn in favorable light, of course, but are pleased even when pictured unfavorably, so long as they are pictured.

The day when cartoons dealt bitterly in personalities and excoriated persons who disagreed with the views or opinions of the cartoonist, or the newspaper he worked for, are passing, he says. A difference in opinion was once sufficient cause for ridiculing the offending person in cartoons, but the style has changed greatly, and the spirit of the present is one of tolerance, of broader vision.

Sincerity in cartoons, McCutcheon believes, carries the greatest weight with the public. If an artist is able to convince people through his work that he is sincere, he will have a large and faithful audience.

McCutcheon and Orr, the Tribune's cartoonists, are given a free hand in the selection of their cartoon ideas, but they attend a conference daily at which topics of the day and editorial ideas are discussed freely, since timeliness is such an important factor to be considered in choice of subject matter.

Cartoons about children have the greatest appeal to all people, McCutcheon has discovered. Anything pertaining to children or their welfare will strike a responsive chord in people. Next to children in appeal he lists standard topics, then human nature.

Occasionally a cartoon will have a great sentimental appeal for the persons involved. A striking example is furnished by McCutcheon's cartoon drawn during the world war when Quentin Roosevelt was killed in action. The cartoon showed the service flag floating at Oyster Bay. Col. Roosevelt and Mrs. Roosevelt were pictured in the foreground looking up at the emblem bearing three white stars for the three sons serv-

ing their country, and a gold star for Quentin. Col. Roosevelt was touched by the simple sentiment in the drawing and asked for the original. He acknowledged its receipt in a letter to McCutcheon in which he said he was giving the drawing to the girl whom Quentin was to have married.

One of the fine attachments in McCutcheon's life is his intimate friendship with George Ade. They went to college together, did newspaper work together in Chicago, and next week will return together to Purdue, their alma mater, where honorary degrees will be conferred upon them.

Henny Heads Kansas Group

Fred Henny, managing editor of the *Hutchinson* (Kan.) *Herald-News*, was recently elected president of the Southwest Kansas Editorial Association at the annual election in St. John, Kan. Other officers chosen were: Horace Fry, *Spearville News*, vice-president; Earl Fickertt, *Peabody Gazette-Herald*, secretary; S. P. Gebhart, *Pratt Union*, treasurer.

GENEVA INVITES PRESS SERVICES

16 World News Organizations Asked to Participate in Conference

Sixteen news agencies representing 11 countries have been invited to participate on a commission to meet under the auspices of the council of the League of Nations in Geneva for the purpose of improving world news facilities.

The meeting will be held sometime in August. The news agencies which have been invited and the countries they represent are as follows:

The Associated Press and the United Press Associations of the United States; the Americana Company of Brazil; the Avala Company of Serbia; the Exchange Telegraph Company and Reuters of Eng-

land; the Wolff Agency and the Telegraphen Union of Germany; the Nippon Dempo-Tsushin Sha and the Nippon Rengo of Japan; the Havas Agency and the Agence Radio of France; the Suisse Agency of Switzerland; the Tass Agency of Russia; the Tidningarnas Agency of Sweden; the Stefani Agency of Italy.

MASSACHUSETTS PRESS OUTING

179 Members Take Four Day Trip—Two New Members Added

The annual outing and June meeting of the Massachusetts Press Association, Inc., was held June 11-14 at Terrace Gables, Falmouth Heights, Mass., with 179 members and invited guests in attendance. A dinner and dance on Friday evening marked the opening of the festivities, with a motor tour of Cape Cod and clambake on Saturday as the features, when the members were the guests of the Cape Cod Real Estate Board, Cape Cod Press Club and Falmouth Board of Trade.

A business session was held Monday morning in Falmouth Heights at which the resignation of Carl F. Prescott, the secretary, was received. Prescott was later induced to withdraw his resignation. Two new members, Clarence T. Hall of the *Wareham Courier*, and Arthur R. Van Balsan of the *Revere Budget*, were received into the association, and applications of five others received to be acted upon at the next meeting.

Chicago Men Form Special Agency

D. E. Northam, formerly with the Benjamin Kentnor Company, Chicago, and Edward Bode, formerly in the advertising departments of the *Chicago Tribune* and the *Chicago Herald and Examiner*, have formed a partnership, and will represent a group of newspapers in Florida. Their offices will be located in the Warner Building, Tampa.

New York Sun Brightens Its Pages With Ludlow-Set Lines

In a recent unsolicited letter, Mr. John E. Martin, Production Manager of the New York Sun, writes: "We are delightfully pleased with the results we are obtaining from our Ludlow equipment, and have only the very kindest words for this equipment."

A three-machine Ludlow equipment was installed in the Sun's composing room last July, after Mr. Martin had thoroughly studied the many advantages of this system for producing, in abundance, sparkling, new sluglines for advertisements and heads. Now, after eleven months' experience in its use, he is more than ever convinced that the Ludlow way means cleaner, better print.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

Boston: 261 Franklin Street
New York: 63 Park Row

Announcement

THE LEE SYNDICATE NEWSPAPERS

E. P. ADLER, *President*, Davenport, Iowa

HAS purchased *THE KEWANEE, ILLINOIS, EVENING STAR-COURIER* and this paper will be added to the Lee Syndicate. Philip D. Adler will be in charge as Editor and Publisher and Loren D. Upton as Business Manager.

The Kewanee, Illinois, Star-Courier was established in 1894, is published every Evening except Sunday and is the only paper in Kewanee.

Kewanee is a prosperous manufacturing city with a population of over 20,000 and is surrounded by a very rich farming country.

The Star-Courier, an A. B. C. paper, completely covers Kewanee and its trading territory, a 50,000 population market.

Watch this paper grow under The Lee Syndicate Management.

This will make the complete list of Lee Syndicate Newspapers as follows—

Davenport, Iowa, Times
Madison, Wisconsin, State-Journal
Ottumwa, Iowa, Courier
La Crosse, Wisconsin, Tribune
Mason City, Iowa, Globe-Gazette
Muscatine, Iowa, Journal
Hannibal, Missouri, Courier-Post
Kewanee, Illinois, Star-Courier

Foreign Advertising Representatives

CONE, ROTHENBURG & NOEE, Inc.

NEW YORK
ATLANTA

CHICAGO
KANSAS CITY

DETROIT
ST. LOUIS

J. L. STEWART, BACK FROM WORLD TOUR, DESCRIBES CONDITIONS IN MANY LANDS

Pennsylvania Publisher Reports Rising Tide of Race Consciousness in Hitherto Backward Countries—Tells of Affairs in Philippines and Orient

JOHN L. STEWART, publisher of the *Washington (Pa.) Observer and Reporter*, the *Beaver Falls (Pa.) Tribune* and the *Beaver Daily Times*, returned a few days ago from a five months' trip around the world visiting many places of interest and observing from a newspaper man's point of view the social, economic and political conditions which prevail in many of the countries of the world. Mr. Stewart said to a representative of EDITOR & PUBLISHER that among the many impressions gained from a world tour, the ones which stood out above all others were the evidence of the rising tide of race consciousness in the hitherto backward countries and the dependence of our own country, commercially and politically on the nations visited.

"I think," said he, "that I have today a far better idea of the meaning of foreign commerce than I ever had before and also of the effect of such legislation as the tariff bills and the immigration laws have in our relationship with other nations."

Mr. Stewart left San Francisco last November and spent a week in Hawaii visiting three of the five islands including Oahu and Hawaii. "No one can get the right conception of the importance of these islands to America unless they visit them," said Mr. Stewart. "Notwithstanding the polyglot of races which make up the population of America's outpost of the Pacific, the people are loyal to America and the future generations will be even more so. All this has been brought about largely by the splendid educational system which has been established and the opportunities which have been afforded all those who have gone there to live and get ahead.

"Honolulu is a progressive growing city typically American in its character even if set in an oriental atmosphere. I was very much surprised to find such excellent newspapers as the *Advertiser* and the *Star-Bulletin*, the former a morning and latter an evening newspaper. In their equipment they compare very favorably with similar plants in American cities of even larger size and in their enterprise are much ahead of most American dailies.

"From a military standpoint the Hawaiian Islands are our outposts of defense in case of war or threatened war from any of the Oriental nations. They are also health or sanitary outposts protecting United States from the diseases prevalent among Asiatics. That our government is fully alive to its national defense value is evidenced in the expenditures which have been made at Pearl Harbor, destined to be one of the greatest naval bases of any nation.

"The completion of the dry docks, more than 1,000 feet long, capable of taking care of many warships, was, next to the building of the Panama Canal, the greatest engineering feat possible ever undertaken and completed by our government.

"It will not be many years until Honolulu is one of the greatest port cities in the world—being today the center of the trade of three great continents—North America, Australia and Asia—and destined to become of importance to the growing countries of the west coast of South America and Canada—not to speak of round-the-world trade.

"One of my first impressions of Japan was the enterprise of its newspapers and my realization not only of their interest, but that of the educated classes, in international affairs. I had hardly finished presenting my passports to the Japanese officials on board the President Wilson when I heard my name being paged and responding to the inquiries, I found myself in the midst of a group of Japanese newspaper men. There was Y. Yoshida, the Yokohama representative of the *Japan Advertiser*, Tokio; R. Makayoshu, of the *Osaka Mamichi* and the *Tokio Nichimichi*;

G. Sekinoto, of the Toho News Agency of Peking, China, and a representative of the *Osaka* and *Tokio Asahi*. These enterprising newspaper men of the far east were anxious to know the object of my visit and get my opinion on many questions. I began to discover before I got on shore what I learned later from many personal contacts with representative men of Japan and by visits to the newspaper offices themselves, that out there in the far east the people think more of world problems than we do in America. While only a few Americans are international thinkers, all educated, intelligent Japanese are.

"I was asked about America's attitude toward Japan, what I thought of the exclusion act and whether it represented the real sentiment of the American people; my personal idea of what effect the action of Japan in sending troops into Manchuria would have on American public thought. All wanted to know of business conditions in America and somewhat about the new ambassador who had arrived in Japan just a few days ahead of us. One reporter even asked me what the attitude of European countries was with respect to certain Far East problems. Inasmuch as I cannot read the Japanese papers, I do not know what effect any of my statements may have had on Japanese public opinion. But I at once began to feel that I was in a country where international politics occupies a place in the thoughts and lives of the people that we can little appreciate in the United States. Compared with Japan, we in the United States are provincial. Our geographical isolation is undoubtedly responsible for this American state of mind, while Japan—situated as she is on the border land of the Pacific to the west, and the most eastern of the Oriental countries—where East and West are constantly meeting, must think Occidentally as well as Orientally. There is, too, something in the character of the Japanese which makes him inquisitive. He is fast adopting the Western civilization and conforming more and more every day to the customs of American life. It may not mean much to us in the United States what Japan thinks of us, but it does mean very much to the Japanese what we think of them—what the Western world thinks, especially her nearest neighbor.

"Of all the cities of Japan, Osaka is perhaps the best example of one which is fast becoming western and still remaining Japanese. In most of the other cities of the East where great factories have been built and commerce increased, European or American capital and management have been interested. Not so in Osaka. Here the Japanese themselves are building a great industrial, commercial city on modern lines with their own capital and by their own energy. I was surprised to learn that it is today the largest city in Japan, with over 2,000,000 people and ranks sixth in the world.

"The farseeing men of Osaka are helping to solve the problem of what to do with the increasing educated class of Japanese. Much of the trade of this city is with China and her great manufacturers are interested in coal production and the obtaining of raw materials from Manchuria. Is it any wonder that the Japanese must think in terms of the world—commercially and even politically?

"In Osaka one sees very few foreigners—but there are up-to-date taxicabs, wide, well paved, well lighted streets, hundreds of business and office buildings, eight to ten stories in height, parks and playgrounds, schools, colleges, and art galleries—a city of the West in the heart of the East. Here the Japanese by western methods and in European dress are building up a great city, adding to the wealth and prosperity not only of their own people but of those who live in the rural sections and whose products are



John L. Stewart

finding a much wider and better market.

"China was in the throes of civil war when I was there early in January, as it is now, and it was possible to visit only in Shanghai and Hong Kong. Certain it is that momentous things, having to do with the future civilization and well being of China and perhaps of the world, are taking place there. But it is not only the struggles between rival Chinese war lords, fighting for the control of provinces and authority to levy taxes to maintain their armies and enrich themselves, which is the most serious situation in China today.

"The real problem is found in what is taking place in the minds of the people.

"There is today in China a great industrial unrest among the workers as there is in every country—another reaction from the World War. Soviet Russia is trying to foment trouble among the Chinese and

produce chaotic conditions. But there is much more back of this labor movement than Bolshevik propaganda. The workers have not had their share of the profits. Their right to a decent livelihood in a land of promising industrial and commercial development must be recognized in the solution of the problems which are today pressing for solution in China—problems which America must help solve, not only as an altruistic policy toward another great nation and for a friendlier international relationship, but in order that America in its own expansion and the development of its resources and world commerce may take advantage, in a material way, of the field of opportunity which today lies at its door on the Pacific.

"Those who have traveled much around the world and especially in the Far East, say that no city in the Orient has changed so much or made so great progress in recent times as Manila in the Philippines. Those who saw it in the early days of American occupation would undoubtedly be surprised to see the great changes which have taken place here within a period of a quarter of a century. Much of the old Manila is left—everywhere are the evidences of modern civilization—the results of 25 years' progress and development under American influence. In fact Manila today is a modern, thriving American city in its government, in the predominant life of the people and in the architecture and construction of its new buildings.

"Today the issue uppermost in the minds of the people in Manila, both Americans and Filipinos, is that of the political independence of the islands. I talked with many Americans, who have been long residents of the city and they are much concerned as to what action the American Congress may take affecting the future of the islands. The Manila newspapers—those controlled by the Americans as well as those owned by Filipinos—give more space to what is being said and done in America, both inside and outside

(Continued on page 108)

THE HAVANA POST

Cuba's First and Greatest American Newspaper

Published every morning in the year

Net circulation: 14,326

Advertising rate: 6 cents a line, flat

THE HAVANA POST should be included in every national campaign. In order to reach the English-speaking reader in Cuba, THE HAVANA POST is absolutely necessary.

THE HAVANA POST
Industria 77

Havana, Cuba

J. T. Wilford, Editor and General Manager

THE NESBIT SPEED FLASH LAMP HAS NEVER FAILED TO GIVE COMPLETE SATISFACTION

There is only one principle-of-operation possible which will never fail to expose the plate at the instant of maximum illumination from the flash. That principle is utilized in this lamp. Protected by a basic patent it utilizes the recoil from the flash powder to trip the shutter at the instant of maximum illumination. It never has and it just can't fail to do this.

There are now and there have been for a year or more approximately 50 of these lamps in use by the News Photographers in New York City. Among these are the "Daily News" with 21 lamps. "Daily Mirror" with 15 lamps, Pacific and Atlantic Photo Co., with 9 lamps, International News Films with 3 lamps, the "World," "Times" and "Underwood & Underwood" each with from one to three lamps.

If you have any speed flash light work to do you cannot afford to be without one of these dependable lamps—no more misses or thin negatives but every exposure uniform and strong. Descriptive leaflet sent upon request.

William Nesbit, Short Hills, New Jersey, U. S. A.

INTERNATIONAL PAPER COMPANY

*Now Has Twenty Five
Paper and Pulp Mills
-- from Canada to Louisiana!*

PAPER and PULP MILLS and WHOLLY-OWNED SUBSIDIARY COMPANIES

Glens Falls, Glens Falls, N. Y.
Fort Edward, Fort Edward, N. Y.
Hudson River, Palmer, N. Y.
Otis, Chisholm, Me.
Glen, Berlin, N. H.
Niagara Falls, Niagara Falls, N. Y.
Webster, Orono, Me.
Winnipiseogee, Franklin, N. H.

Montague, Turners Falls, Mass.
Lake George, Ticonderoga, N. Y.
Livermore, Livermore Falls, Me.
Piercefield, Piercefield, N. Y.
Wilder, Wilder, Vt.
Bastrop, Bastrop, La.
Three Rivers, Three Rivers, Que.
Gatineau, Gatineau, Quebec Bldg.*
Van Buren, Van Buren, Me.

Solon, Solon, Me.
Cadyville, Cadyville, N. Y.
Riley, Riley, Me.
Milton, Milton, Vt.
Ticonderoga, Ticonderoga, N. Y.
Herkimer, Herkimer, N. Y.
Kipawa, Temiskaming, Quebec.
Hawkesbury, Hawkesbury, Ont.

HYDRO-ELECTRIC PLANTS:

CHELSEA, QUEBEC* SHERMAN ISLAND, N. Y. CADYVILLE, N. Y. FARMERS RAPIDS, QUEBEC*
**Under Construction*

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100 East 42nd Street

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Pittsburgh, Pa.

**BROCK, ROWLEY
& SCHROFF**
*Philadelphia Representatives
Philadelphia, Pa.*

SALE OF OLD N. Y. TRIBUNE BUILDING RECALLS PARK ROW'S PAST GLORIES

MEMORIES of old time newspaper men along Park Row were awakened recently by the sale of the old Tribune building to the Frank A. Munsey Company by Ogden Reid, editor of the *New York Herald Tribune*.

The sale was arranged with the late Mr. Munsey last fall and was carried out after his death by William T. Dewart, president of the *New York Sun*.

The old Tribune building, like the whole block, is deeply fraught with the traditions of newspapers and newspaper making. Twice the *Sun* has occupied buildings in the block, the first on part of the site at 154 Nassau street, and again in the old Tammany Hall Building, which stood so long at 170 Nassau street, the Frankfort street corner. The Tribune occupied its site almost from the time of its foundation until its move up town in 1923. On the rear of the block is the structure built for and occupied by the *New York Press* prior to its merger with the *Sun*. The district was known for many years as "Printing House Square," and in it many newspapers came and went.

Beginning its life in a rented cellar in Ann street in 1841, the Tribune was able in 1843 to occupy its own home and in 1845 to erect a building which was then almost as much an architectural landmark as the "Tall Tower" became in later years. The first home of the Tribune was burned and was replaced in 1845 with a sturdy five story structure of buff brick, of which the Tribune itself occupied three stories and the other two were leased to job printers and stationers. It was in that building that Horace Greeley had his great career.

It was there that the Tribune introduced the then most modern printing presses and stereotyping and other important improvements in the mechanical departments of newspapermaking. It was there that the paper stood siege and repulsed the attack of the Draft Riots of 1863.

Upon the same spot Whitelaw Reid erected in 1874 the nucleus of the present building. It was only nine stories high, with a clock tower, but it rose above all other buildings in that part of the city, save the spire of Trinity Church, and was for years one of the chief landmarks of New York and one of the objects of prime interest to sightseeing visitors. There the Tribune was further developed. There, in a locked compartment in a corner of its ninth-floor composing room, the linotype was perfected and put into practical use, to revolutionize the art of typography.

That was a big building, towering far above the half dozen other newspaper establishments which were clustered about it in the American Printing House Square. But the paper outgrew it, and in the early '80s added an extensive wing, doubling its floor area. In the new quarters thus provided for the mechanical departments further advance was effected, notably the adaptation of half-tone engravings to the uses of a daily newspaper and the successful color printing of illustrated supplements.

But even this in time proved insufficient, and in the early years of the present century the edifice was further enlarged, both in ground area and altitude, to its present proportions. The original "Tall Tower" had been erected long before steel frame construction was devised, and its walls, of solid granite and brick, were of enormous thickness. In making this last addition to it the most modern processes were employed. Huge steel posts were inserted through the old building from roof to foundation, to support the framework of the ten more stories which were to rise above it, more than doubling its height. Of course, the same style of architecture, externally, was maintained, with a lofty mansard roof, and with the same clock tower crowning the whole. Completed in 1905, the building was scarcely less conspicuous and dominant in the architecture of that part

of New York than its germ had been a generation before.

By the close of the World War it became evident that the best site for a morning newspaper was in the central part of the city, near the great railroad stations, the central postoffice and the heart of business and social life. Accordingly in 1923 the Tribune removed from the historic corner fronting on the statue of Ben Franklin, the patron saint of American printers, to occupy for its exclusive use its present modern building. The old building has remained in the ownership of the Tribune until the present time.

Prominent Colorado Publisher Dead

Henry J. Holmes, 73, veteran Colorado publisher, died recently in Long Beach, Cal., where he has lived since his retirement two years ago. Holmes was known as "the father of the sugar beet industry in Colorado" since the editor spent years writing and talking sugar beets, traveling all over the state explaining their cultivation and appealing to Colorado farmers to plant them. Today the beet sugar industry is the largest in the state. Holmes carried on his famous sugar beet campaign largely through the pages of the *Glenwood (Col.) Avalanche* which he established in the early '90s and edited for more than 30 years, first as a daily and more recently as a weekly under the name, *Avalanche-Echo*.

J. L. STEWART BACK FROM WORLD TOUR

(Continued from page 106)

the walls of Congress, about the Philippines than to all other features combined. "One of the parts of the world which interested me exceedingly was the Malay states, particularly those great ports of Singapore and Penang, because they are the great shipping centers for one of the most important American imports—rubber.

"I bought a newspaper one day in January from a Penang newsie to find out what is going on in the world and especially in the United States. It was a copy of The Penang Gazette and Straits Settlement Chronicle and about the only news I could find under a United States date line were items from New York referring to the organization of an association of automobile tire manufacturers for the purpose of developing new rubber plantations and one from Washington, D. C., giving an account of the report of the Department of Commerce and Labor on the investigations into the possibility of growing rubber successfully in the Philippines.

"Observing later the thousands of tons of crude rubber in bales and boxes being loaded on an American-bound vessel, consigned to some well known automobile manufacturers, I was very much impressed with the importance which the rubber industry in the Malay States bears to one of America's greatest industries. Today among the automobile tire manufacturers there is the feeling, if not the more or less settled conviction, that the restriction of the output in rubber by England, under what is known as the Livingston Act, has artificially raised the price far beyond what the cost of production justifies. More than 65 percent of all the world's supply of rubber comes from the Malay States and of the more than 260,000 tons shipped last year from the port at Singapore over 200,000 tons went to the United States. I talked to a representative of an American commercial organization who just returned from visiting 52 plantations in various parts of the Malay peninsula. He is optimistic about the future of the rubber industry there, although he believes the price will gradually be lowered. 'I have very little sympathy,' said he, 'with the American tire manufacturers who are making such a great howl

today about the high prices. When the price was only twelve cents in 1920 and the plantations were either being abandoned or harvested wastefully to save costs and laborers were receiving starvation wages, none of the American manufacturers did anything to save the situation.

"I do not know what the American tire interests would say in answer to this, but it was the same one advanced by a well known editor of a Singapore newspaper whom I interviewed on the present situation. He said: 'There has been a furious raging against the restriction of export rubber in America and while it was one of the boldest measures of industrial policy ever undertaken by the British, it has been fully and completely justified. Restriction on the export of rubber was hopeful in 1923, mistrusted by some in 1924 and triumphant by general acknowledgement in 1925. In principle it is the simplest expression of common sense and it differs from what has been done thousands of times in many countries only in the fact that it was applied under legal sanctions and government control. That was necessary because the racial and other conditions made voluntary action of an effective kind impossible.'

"While admitting that the present price is too high, he is of the opinion that it will gradually become lower, but representatives of American tire interests believe that it will not get very much lower until and when American capital can develop some other rubber supply—in the Philippines for example.

"Political conditions are not as much unsettled in the Malay States under English control or protectorates as they are in both India and Egypt. In both the latter countries one who is observant of conditions realizes the same race consciousness prevailing in the Far East, the same restlessness for complete independence, the same so called student or intellectual movements which are stirring public opinion and keeping things unsettled socially and politically. Even in Palestine, under a British mandate—there is a

deep seated rebellion among the natives, not so much against British domination as against the Zionist movement which many feel is encouraged by the British Government. Tourists, except at their own personal risk are unable to travel to Damascus or in any part of Syria, due to the trouble between the Druses under Sultan Pasha and the French.

"Coming into Europe I found wonderful changes economically since my last visit in 1924, especially in Italy and France. Perhaps no other country of Europe has made such progress both economically and politically as has Italy during the past few years—under what some term the dictatorship of Mussolini. Much has happened to bring Italy into the limelight of world notice and observation and to speak of modern Italy must of necessity and in due regard to facts be in terms of this great world figure.

"While Italy has balanced its national budget and France has not, the latter country is also economically sound.

"The French parliament and not the French people, nor their economic condition, nor their inability to meet all demands for their country's good, nor their refusal to make all sacrifices, is responsible for whatever chaos, it may appear to us in America, seems to prevail in French politics. Today everybody who wants work in France can get it.

"A nation ordinarily, which has nine times changed administrations since the war, and has made three or four in the last few months, would not be trusted in the larger matters of financial affairs, but France is quite different. We, in America who were her allies, who know how much she suffered, how she bore the brunt of the world's greatest war for more than four long years, see the devastation which was wrought in her land and the places where rest the remains of so many of her sons, have not only strong faith in her, but are willing to wait and be patient. France in her own way, perhaps, and with time will occupy the palace of leadership in European affairs, which she by every right is entitled to assume."



Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish you with the

latest reliable information on every phase of industrial and agricultural development in Canada. In our Reference Library maintained at Montreal, are complete data on natural resources, climate, labor, transportation, business openings, etc. Additional data is constantly being added.

DEVELOPMENT BRANCH—If you are interested in the mining wealth and industry of Canada or in the development or supply of industrial raw materials available from resources along the Canadian Pacific Railway, you are invited to consult this Branch. An expert staff is maintained to investigate information relative to these resources and examine deposits in the field. Practical information as to special opportunities for development, use of by-products and markets, industrial crops, prospecting and mining.

"Ask the Canadian Pacific about Canada" is not a mere advertising slogan. It is an intimation of service—without charge or obligation,—that the information is available and will be promptly forthcoming to those who desire it.

Canadian Pacific Railway Company

Department Colonization and Development

J. S. Dennis
Chief Commissioner

Windsor Station
Montreal, Can.

YOUR SHIP IS WAITING FOR YOU

It offers the opportunity to make real that dream you have had of sometime scaling the Alpine heights and viewing the wonders of picturesque Switzerland.

The good ship, the palatial S. S. Carmania of the Cunard Line, official steamer for the

PRESS CONGRESS OF THE WORLD

sails from New York, September 4, to carry delegates to the Third Press Congress to be held at

GENEVA-LAUSANNE, SWITZERLAND SEPTEMBER 14-18

Subjects of vital importance to newspaper publishers and the Journalistic profession will be discussed from a world-wide standpoint by successful Publishers and Journalists at Geneva and Lausanne. You should be there to participate in this important Congress and do your part in bringing about a better understanding between the peoples and the nations of the world.

10,000 MILES OF TRAVEL, covering a period of six weeks, accommodations at the best hotels; splendid meals, visits to historic shrines and picturesque European countries as a member of the PRESS CONGRESS OF THE WORLD party, will cost you \$960, exclusive of tips on steamers.

DELIGHTFUL ROOMS are available on the official steamer, but it is imperative that reservations for accommodations be made at once. Write or wire

TOUR DEPARTMENT, PRESS CONGRESS ^{OF} THE WORLD

1700 TIMES BUILDING

42nd STREET and BROADWAY, NEW YORK CITY

PAINT AND VARNISH MEN FIND LITTLE WASTE IN NEWSPAPER ADVERTISING

Most Dealers Successful in Getting Dealers to Place Copy and Stand Part of Cost—More Advertising Urged at Philadelphia Conference

LITTLE evidence of waste in the newspaper advertising done by the paint and varnish firms of the country was found by a committee which reported at the conference of sales and advertising managers of the industry held in Philadelphia last week.

William Knust of the National Lead Company, submitting the report of the committee said:

"In the questionnaire the subject of newspaper advertising was divided into three parts: newspaper advertising paid for entirely by the manufacturer; that paid for entirely by the dealer; that paid for partly by the manufacturer and partly by the dealer.

"In analyzing the returns, it was discovered that only one manufacturer follows the plan of requiring dealers to commit themselves to increased purchases before any newspaper advertising paid for entirely by the manufacturer is done. This firm's proposition is to advertise for seven weeks in the local paper if the dealer agrees to buy at least \$300 worth of goods.

"Why," we said to ourselves, "didn't other manufacturers use a similar plan. Surely they are passing up a good bet." Looking further along in the returns, we found the reason. No less than five of the seven manufacturers, who report being newspaper advertisers, are very successful in getting dealers to pay part of the cost of the space. In the case of three of these manufacturers, 100 per cent of their newspaper advertising is placed on this basis, while one manufacturer reports 75 per cent and another 60 per cent. The arrangement in all five cases is 50-50. The dealer pays half and the manufacturer pays half. Just how successful the dealer-pay-part plan is may be judged from the fact that 7 per cent of all dealers on one manufacturer's list take advantage of the 50-50 plan, 20 per cent of another's, and 30 per cent of a third's. There can't be much waste under those circumstances!

"For obvious reasons, the most popular time for the inserting of the newspaper advertising, whether it is paid for entirely by the manufacturer or by the dealer, or whether it is placed on the 50-50 basis, is the spring and fall. The advertising is usually split about as follows: 75 per cent of the schedule in the spring and 25 per cent in the fall. We find, however, two of the manufacturers (one a paint account and the other a varnish account) have broken the long-established tradition. The varnish house runs its newspaper advertising: 50 per cent in the spring, 30 per cent in the fall and 20 per cent in the winter. The paint house schedules its insertions: 40 per cent in the spring, 10 per cent in the summer and 50 per cent in the fall. These two firms—the Martin Varnish Company and the De Soto Paint Company—seem to be pioneering and maybe they can teach us something.

"The general practice, in the placing of newspaper advertising, is to take advantage of the lower rates which dealers are able to obtain. One or two of the companies, however, for reasons unknown, seem to prefer to place their advertising direct. It is a fact that dealers oftentimes can obtain lower rates than the manufacturer. With many papers, the national rate is higher than the local rate both for open and one-time contracts, as well as for yearly contracts. The Association of National Advertisers investigated this matter last year. The differential in some cases is as great as 40 per cent. When we don't take advantage of these possible savings we waste our good coin.

"One of our members is right on the job, when it comes to ferreting out the difference between local and national rates. On the blank that is filled out by his salesman, when newspaper ad-

vertising is to be done for a dealer, a special place is provided for indicating both the local and foreign rates. This form, by the way, is not only complete but quite simple.

"With one exception none of the companies advertising in the newspapers specifies definite positions for copy. Where the advertisements go is left wholly to chance. This can hardly be said to be 100 per cent efficiency, as we all know that certain positions on a page have greater attention-value than others, and that advertisements on some pages are more likely to be seen than advertisements on other pages. Tests conducted indicate that the poorest of the run-of-paper positions have only half the attention value of the best positions. They also show that right-hand pages are preferable to left-hand pages, and that copy next to reading matter has double the attention-value of copy not so placed.

"Practically all those who answered the questionnaire furnish dealers with free electrotypes or mats for use in newspaper advertising. The dealers, of course, pay the cost of the space. Regardless of whether the manufacturer makes varnish or paint, and whether his business is large or relatively small, standard sizes of cuts prevail. Five inches up to 10 inches, both single and double column, are the popular sizes."

H. C. Dursley, speaking on "Waste in Advertising," had the following to say in regard to newspaper space:

"Don't be satisfied to send out newspaper electros haphazard if you want your dealers to do newspaper advertising.

Design an advertising campaign for them and tell them about it and offer them an inducement to use it. Then get the newspapers to help you put it over with the dealers. Then get clippings of the advertisements from the newspapers."

Willard Maston, director of sales, Eagle-Picher Lead Company, Chicago, was chosen the chairman of the Sales Managers' Council for the coming year. Maston will appoint the other members to serve with him on the Council shortly.

R. E. Mercer, advertising manager, the Lowe Brothers Company, Dayton, O. was named chairman of the Advertising Managers' Conference.

The latter group passed the following resolution urging more advertising:

"Whereas, there is a great latent power in paint and varnish advertising that is not utilized to the fullest extent—

"Therefore be it resolved, that we should strive to obtain closer coordination of sales and advertising departments in the more extensive use of advertising in effecting sales.

DAILY FIGHTING COURT SECRECY

Madison Capital Times Case Being Argued in Court

Arguments on the action of the Madison (Wis.) Capital Times against secrecy in court proceedings were being made on Wednesday, June 16, before Circuit Judge A. C. Hoppman in the circuit court.

The argument of the state in favor of court secrecy was to be presented by Philip M. La Follette, district attorney of Dane county, and son of the late Sen. Robert M. La Follette.

The suit was started in an attempt to have Judge Hoppman revoke an injunction he had issued restraining publication of a John Doe proceeding held to determine whether illegal attempts were being made, as charged in several editorials in the Capital Times, to influence public opinion in favor of the slayer of a Madison policeman.

Correction

In EDITOR & PUBLISHER'S report of the I. M. C. A. convention last week H. W. Stodghill was erroneously named as circulation manager of Louisville (Ky.) Herald-Post. He is the very well-known circulation manager of the Courier-Journal and Times.

Clarence Darrow says prohibition tends to destroy imagination and a feeling for romance. So? Then who gets up all our wet and dry statistics?—Detroit News.

Livingston Bennett Corp. Member

Robert E. Livingston has been elected a member of the James Gordon Bennett Memorial Home for New York Journalists Corporation and a member of the Board of Directors of that Corporation. Mr. Livingston is president of the James Gordon Bennett Association. He was on the New York Herald with James Gordon Bennett for 20 years and is now director of information and advertising of the Consolidated Gas Company of New York and its affiliated companies.

The Advertising Managers of upwards of 1,000 leading national Newspaper Space Users

regularly read EDITOR & PUBLISHER. So do the key men in practically every one of the leading Advertising Agencies.

And for mighty good reasons

It keeps them posted on what is going on among advertisers and publishers, just as aggressively, as ably and as promptly as any daily paper gives its news.

They find many splendid uses for the analyses, compilations and fresh, authentic statistics on lineage, circulations and rates which it is all the time presenting. The two great Annuals included with their subscriptions—the International Year Book and the Space Buyers' Guide—are invaluable and indispensable to them in getting at the facts and figures which must form the basis of all profitable advertising.

You belong with these men

Take your place with them at once, by filling in and mailing the coupon below.

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)

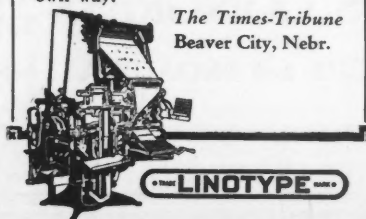
From the Linotype Mailbag

MODEL 26

"paying its own way"

"It has been nine months since we installed the Model Twenty-six Linotype. It has given complete satisfaction. Ours is a typical country shop in a county seat town. Our operator had previous experience on a number Five Linotype. He has had no trouble whatever with the Twenty-six. He has set our entire paper—heads, advertisements, and everything—without getting out of his chair for machine changes. We have printed the entire paper from Linotype slugs, with the exception of one or two scare heads in display advertising. We have had many country newspaper men call to see the machine, and they each and all have been delighted with the work it is doing and expressed themselves as being amazed at the ease with which it adapts itself to the range of faces, lines, and bodies as required in a combination weekly paper and job shop. We hesitated in making the change from the old reliable number Five, but since making the change we do not see how we could have gotten along without it. One fact is certain, that it is paying its own way."

The Times-Tribune
Beaver City, Nebr.



24 Great Business Centers through one group of Newspapers!



- | | |
|--------------|---------------|
| Albany | Middletown |
| Amsterdam | Mt. Vernon |
| Auburn | Newburgh |
| Brooklyn | New Rochelle |
| Buffalo | New York |
| Corning | Niagara Falls |
| Elmira | Port Chester |
| Freeport | Poughkeepsie |
| Geneva | Rochester |
| Gloversville | Syracuse |
| Ithaca | Troy |
| Jamestown | Watertown |

Twenty - four well known business and trading areas, surpassed by none, are reached through the group of dailies in the great Empire State.

Each of these cities is a market in itself. But, the whole 24 can be covered most economically and effectively through the group of dailies listed below. It will pay any national advertiser to get the data and statistics of this great market. These dailies have it ready for you.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	34,444	.10	.10	**Middletown Times-Press.....(E)	7,127	.04	.04
**Albany Knickerbocker Press.....(M)	34,018	.11	.11	**Mount Vernon Daily Argus.....(E)	10,437	.05	.05
**Albany Knickerbocker Press.....(S)	56,924	.16	.16	**Newburgh Daily News.....(E)	12,132	.06	.06
**Amsterdam Recorder-Democrat.....(E)	7,810	.04	.04	††New Rochelle Standard-Star.....(E)	8,598	.04	.04
††Auburn Citizen.....(E)	6,389	.065	.065	**The Sun, New York.....(E)	287,097	.90	.86
**Brooklyn Daily Eagle.....(E)	73,764	.22	.22	**New York Times.....(M)	356,471	.90	.784
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22	**New York Times.....(S)	610,041	.96	.931
**Buffalo Star and Enquirer.....(E)	36,158	.13	.09	††New York Herald-Tribune.....(S)	345,484	.993	.972
**Buffalo Courier.....(M)	51,254	.17	.13	††New York World.....(M)	287,682	.895	.83
**Buffalo Courier.....(S)	111,212	.27	.22	††New York World.....(S)	582,929	.895	.83
**Buffalo Evening News.....(E)	138,294	.25	.25	††New York Evening World.....(E)	294,442	.895	.83
**Buffalo Evening Times.....(E)	102,562	.21	.21	**Niagara Falls Gazette.....(E)	20,629	.07	.07
**Buffalo Sunday Times.....(S)	108,219	.21	.21	**Port Chester Item.....(E)	4,732	.03	.03
**Buffalo Express.....(M)	53,254	.14	.12	**Poughkeepsie Star and Enterprise.....(E)	12,824	.06	.06
**Buffalo Express.....(S)	59,243	.18	.14	††Rochester Times-Union.....(E)	70,406	.21	.20
††Corning Evening Leader.....(E)	9,339	.05	.05	††Syracuse Journal.....(E)	65,326	.16	.16
**Elmira Star-Gazette Advertiser.....(E&M)	33,487	.11	.11	**Troy Record.....(M&E)	22,679	.06	.06
**Freeport Daily Review.....(E)	7,991	.05	.05	**Watertown Times.....(E)	17,334	.08	.08
††Geneva Daily Times.....(E)	5,040	.04	.04				
**Gloversville Leader Republican.....(E)	7,233	.035	.035				
††Ithaca Journal-News.....(E)	7,751	.05	.05				
**Jamestown Morning Post.....(M)	11,722	.04	.035				

** A. B. C. Statement, March 31, 1926.
 †† Government Statement, March 31, 1926.

USED CAR ADVERTISING IS A "CONFIDENCE" GAME

Seattle Dealer Tells How He Built Confidence in His Firm by Forsaking Classified Copy for Display—
Impressed Public with His Truth-Telling Envelope Plan

By P. E. SANDS

President, Sands Motors Company, Seattle, Wash.
Territorial Distributor Studebaker Automobiles

THE other day, I read in an automotive trade publication that "more than 75 per cent of all used cars sold are moved as the direct result of contacts established with prospects through classified advertising."

The basis for this rather broad statement was a survey made in the Los Angeles field. No doubt, the assertion, as applied to Los Angeles, and perhaps elsewhere, is true, but I question the inference made that the classified department of the newspaper is the best method of advertising and selling used cars.

I am prompted to lay my case before advertising men and executives in hope that I might provoke a discussion of the used car problem, with which the automobile industry has been vainly wrestling for some years—a problem that still causes concern and worry in many executive offices; not only does it vex the dealer, but the car manufacturer as well.

But this aspect, by no means is the most important.

The want ads lend themselves merely to price and name advertising, and glittering superlatives. Is this sufficient in the case of automobiles, especially the used car? The writer in the trade publication referred to seemed to think price and name is of major importance to the prospective buyer.

This may be true in the case of house furnishings, wearing apparel and other staple commodities, where the buyer feels competent to judge relative merits of materials and workmanship.

The mechanical complexities of an automobile are foreign to the experience of the average buyer. He has no way of judging values.

Hence automobile merchandising and advertising is essentially a confidence game—not of the poker, roulette or carnival concession type—but a game wherein confidence *must be established* between buyer and seller. The car buyer is forced to buy on confidence, unless he's a gambler or a horse-trader, and in the measure that the dealer's methods and his advertising inspires confidence in himself and his product, he will succeed.

Particularly is this true of the used car business.

We all know that "confidence men" have operated in the used car field; taken advantage of the gullibility and lack of mechanical knowledge of the public, and brought disrepute on the entire industry. This makes the job of inspiring confidence the harder, but it must be done.

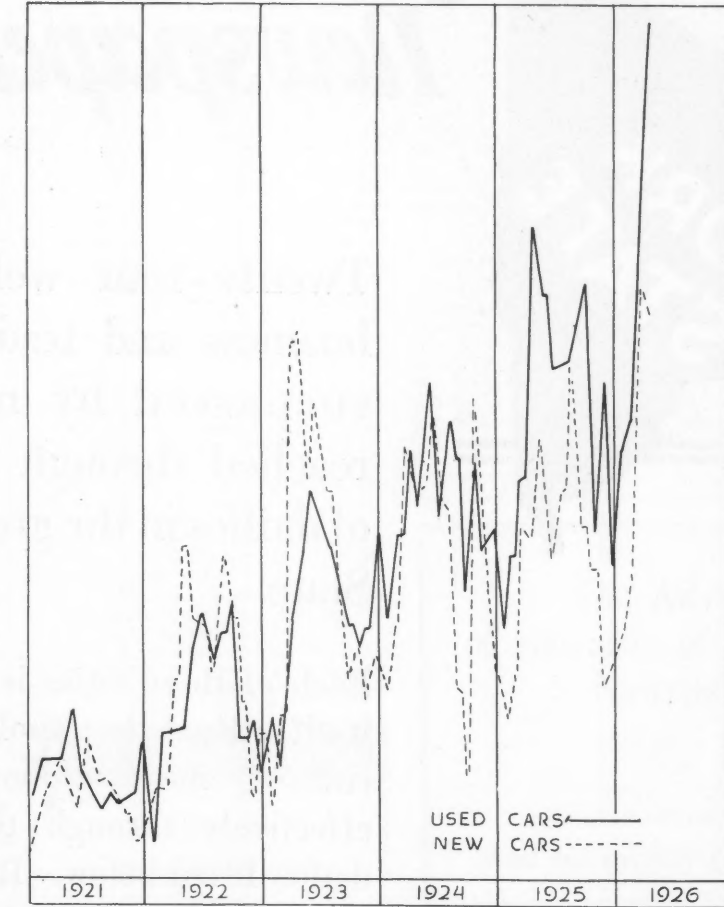
In the solution of the used car problem lies the future of the automobile industry. Quoting the article referred to:

"Statistics show that on 80 per cent of all cars sold for \$1,000 or less, another car is traded in; that on cars selling from \$1,000 to \$2,000, 87 per cent of the sales call for handling of the purchaser's old car—and after you reach the class of about \$3,000 mark, the percentage of trade-ins on sales reaches more than 97.5 per cent. In addition, the average dealer must accept other cars as trade-ins on the used car which he has taken in on a new buy."

In my business I find that I must sell 1½ used cars for every new car sold, in order to prevent an excess accumulation of used cars. With the increasing production of new cars, and the tendency toward lower prices, the used car problem becomes more acute. A profitable outlet must be found and maintained.

The automobile business has learned through bitter experience the significance of it. In Seattle six years ago there were 66 automobile dealers. Today less than a baker's dozen of these firms remain in business. Of this number, only three dealers are handling the same make of car as they did 6 years ago.

This heavy casualty in the business was due primarily to one cause—the



How display copy sent used-car sales soaring

dealers became loaded with used cars, and eventually the burden became too great.

With others, I faced the problem of finding an outlet for trade-in cars. During the years 1920-24, inclusive, I confined my advertising to classified ads, following the current custom. During more than 75 per cent of this period, my new car sales exceeded my used car sales. Inevitably my warehouses filled to overflowing with trade-in cars.

Something drastic had to be done. I reasoned that many prospects for good used cars of the better class, were buying new cars of a cheaper type, because they refused to take a chance on the mechanical condition of the used car. They knew, no doubt, that the high class of used car presented a better value for the money expended, *provided it was in good condition*. But that was the rub! They hesitated to buy "on sight—unseen."

I had always made it a rule to take in only good used cars, with a complete history. These cars were overhauled from stem to stern and put in A-1 condition. This history of the car, along with all the facts pertaining to reconditioning it, were placed in an envelope and attached to the car. I could back them with my own personal guarantee of satisfaction and service. But to convince the public of this fact was another proposition.

I thought it could be done—but not with a want ad.

I had a story to tell and it must be told in such a way that the people would believe—and believing would confidently take my word for the condition of the

merchandise I offered. This, of course, is a simple fundamental of all successful merchandising, but particularly pertinent in the automobile business.

I called in an advertising man—John F. Held, president of the J. F. Held Advertising Company of Seattle. "Capitalize your business integrity," was his advice, "but do it differently so as to attract favorable attention—not with meaningless superlatives and vain bragging, but with the facts and more facts. Tell these facts simply, honestly and

fearlessly, and back them up with the goods. Once you establish public confidence, you need not worry about selling—the public will buy and price will be a secondary consideration.

"What you need is a definite, concrete plan of advertising, wherein the public can visualize your method of doing business."

The result of this conference was that we decided to advertise the "truth-telling envelope," instead of the used cars. It was a matter of selling the reputation and integrity of the firm instead of selling merchandise.

We adopted the slogan: "The Envelope Tells the Truth," and dramatized this bit of paper and what it stood for. Our ads told the story of the envelope—how all the facts pertaining to the car; a statement of the former owner relevant to previous mileage and use, make and model number, detailed description of work done in re-conditioning, etc., were placed in the envelope before it was attached to the car. On the outside of this envelope was printed in bold type: "The Envelope Tells the Truth." Also on the outside was printed a facsimile of a written statement, signed by myself, in which I personally assumed the responsibility of the facts contained therein.

To make our claims even stronger in the minds of the people, we arranged with one of the largest bonding companies of the country, to issue bonds for the used cars, assuming the responsibility for the facts related in the envelope. Said one of our ads: "A great big cold blooded Indemnity Bonding Company, knowing we have lived up to our promises to thousands of others, will guarantee that we keep our promises to you."

This led to an addition to our slogan—"The Envelope Tells the Truth, and an Indemnity Bond Insures the Truth."

This has become so well-known as to be virtually trade-marking the truth, as far as our firm is concerned, and so strong has our policy of the square deal been impressed on the public mind, that it happens time and again that people buy used cars from us, without trial or demonstration, without even turning over the motor, and sometimes over the telephone without seeing the car before it is delivered. These facts can be verified by the Studebaker Corporation.

This condition, I believe, is the result of our institutional advertising, designed to inspire confidence and good-will toward the firm, rather than to sell specified cars that we may have on hand. Typical of the type of copy we use, I might cite the following excerpt from one of our ads:

"Truth and Trade are Twins! The Truth
(Continued on page 115)

~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	

During the week of
June 20 to 24
Philadelphia
will be the
Advertising Capital
of the World

The Bellevue-Stratford Hotel
will be the center
of activities of many of
the delegates to the
Associated Advertising Clubs
of the World Convention



Room 105
Bellevue-Stratford
Hotel will be
EDITOR & PUBLISHER'S
headquarters
all during the
Convention

Make them YOUR
headquarters too.
Our invitation is
most cordial

Everything will be
provided for
your comfort and
your convenience

*Make free use of our stationery, our steno-
graphic and information service, our smokes*

EDITOR & PUBLISHER

Suite 1700, Times Building, Broadway at 42nd Street, New York

USED CAR ADVERTISING "CONFIDENCE" GAME

(Continued from page 112)

is the quickest, cheapest and most powerful way of building up a permanent business. If Truth were sold like gasoline, people would drive around every little while to have their tanks filled up. But, because Truth is free, lots of people kid themselves into believing a substitute will take its place.

"Here nothing takes the place of Truth. We have found by experience that the Truth about our Sands Plan Cars is good enough—that's all that people want. When they know the facts about an automobile, they can make up their minds about buying."

"A large majority of Used Cars represent a world of unneeded transportation—uncertainty and guesswork are the only stumbling blocks in the way of quick and ready sale of every used car on the market. When you come here to buy a Sands Plan Used Car, we want you to know the Truth—the Facts—then your own good judgment will tell you whether or not to buy."

The method of compiling the facts, and what they consist of, as found in "The Envelope That Tells the Truth," is repeated time and again.

Of course, we do not altogether neglect merchandising copy, describing cars for sale, but this is made secondary in the ad. In this copy we take advantage of the possibility of giving names and addresses of former owners, and a resume of the car's previous history, as well as giving sample illustrations of actual duplicate sheets, showing repair and replacement work done in our shops.

Obviously, this type of advertising does not belong on the want ad page. In the matter of space used in display, we proceeded cautiously, first using small ads at frequent intervals. The response was immediate. Thirty days after going into display advertising with the institutional copy featuring the "Sands Plan—The Envelope Tells the Truth," our used car sales immediately exceeded our sales of new cars for the first time in many months, and this relative position, so necessary to keep the automobile business on an even keel, has never been lost since, with the exception of a very short period in the second month following, as the graph with this article will show.

As the success of the advertising campaign became increasingly apparent, we grew bolder and increased the size of our ads, using 70 inch ads four times a month. We now use eight or nine 70 inch ads per month in two daily newspapers. We believe that dominating the page with a large ad is eminently better than using smaller ads more frequently to make equal volume.

Contrary to the then prevailing custom, we selected the newspapers alleged to reach the "high-brows," for we believed that the right kind of a used car would appeal to the better classes of buyers as well as to those of more moderate means. Results have shown we were right.

Where four and five years ago, we found it impossible to maintain the ratio of one used car sold to one new car, during the past two years, since using display advertising that I have described, our ratio is easily maintained at one and a half used cars to every new car sold. Often it approaches a ratio of two to one.

Five years ago we averaged about 250 cars per annum. Last year, the volume increased to over 2,000 cars sold. Our volume of business has increased from half a million a year to over two and one-half million dollars in 1925. I do not write this boastfully, but merely to prove my point that the right kind of merchandising and advertising will deliver the goods. The used car no longer presents an unsolved problem to us.

We have taken it out of the curbstone market class, given it an important place in our scheme of merchandising, and—most emphatically—removed it from the want ad pages.

Only by securing public confidence can the reputable merchant, or manufacturer for that matter, overcome the evils in the wake of the "confidence men." That's why I say that merchandising and advertising is primarily a "confidence" game.

Ohio Semi-Weeklies Merge

The *London (O.) Press* and *Democrat*, Republican and Democratic semi-weeklies have been merged. They will be issued as semi-weeklies for the time being, but later the Press may be made a daily. R. B. Howard, who owned the Press, continues as general manager, and Chester E. Bryan of the Democrat will have an interest in the new company.

News Man Buys Magazine

Paul H. Lovering, Seattle newspaper man, has purchased the monthly magazine, *Western Fruit, Flowers and Garden*.

Retail business in Philadelphia in the last calendar year amounted to \$692,217,700, or 29 per cent of the total business of this character in Pennsylvania.

Williams Sails for Philippines

James T. Williams, Jr., editor of the *Boston American*, sailed Wednesday from Seattle for the Philippines where he will make an investigation for all Hearst newspapers of conditions there, especially in the light of the duty of the United States in the Philippine Islands. Williams' trip will take him all over the Islands and occupy his attention until early fall, when he will return to Boston via China, Japan and probably Guam and Hawaiian Islands.

Chehalis Bee-Nugget 44 Years Old

The *Chehalis* (Wash.) *Bee-Nugget* has just completed forty-four years of publication in Lewis county under the direction of C. Ellington, editor and owner.

Daily Installing 15 Press Units

The *New Orleans Times Picayune* is installing 15 Hoe Z-Pattern superspeed balcony type units, arranged as three separate decuple presses with the automatic pump system of ink distribution.

Former Reporter Ordained a Priest

Martin W. Doherty, who left the reportorial staff of the *Chicago Herald and Examiner* a few years ago to study in Rome, Italy, and in the United States, was ordained a priest of the Roman Catholic Church on June 14. The sacrament of the Holy Orders was administered in St. Paul, Minn., by Archbishop Austin Dowling. He is a brother of James E. Doherty of the *Chicago Tribune*, on which paper he also served as a reporter for three years.

A RESOLUTION

ADOPTED BY THE

ASSOCIATION OF NATIONAL ADVERTISERS

WHEREAS national advertisers who give a great deal of time, attention and money to the preparation of high grade newspaper advertising necessarily suffer by having such advertising overwhelmed by local advertising that consists largely of blocks laid on heavily in type, lettering, banners, squares, circles, sweeping curves, follow-the-arrow lines, backgrounds, embellishments and smudges generally, and

WHEREAS the general newspaper tendency typographically seems to be to make this condition worse instead of trying to correct it, and

WHEREAS unless something is done to clean up this phase of newspaper advertising we are bound to have increasing complaints that advertising doesn't pay.

BE IT RESOLVED that the Association of National Advertisers, assembled in convention at Chicago, May 10, 11 and 12, 1926, go on record as favoring a typographical clean-up in newspaper advertising and

BE IT FURTHER RESOLVED that this Association recommend the matter to the attention of the American Newspaper Publishers Association and the A.A.A.A. and the Newspaper Committee to be hereby instructed to organize and conduct an educational campaign among newspapers of the country until relief is secured from this intolerable situation.

To any one interested in this campaign we will be glad to send a copy of the article "LACHERLICHESCHRIFTEN" (Ludicrous Types) which originally appeared in the Linotype Bulletin. The wide circulation of this article has done much to arouse both publishers and advertisers to the injury which these typographic monstrosities do to legitimate advertising



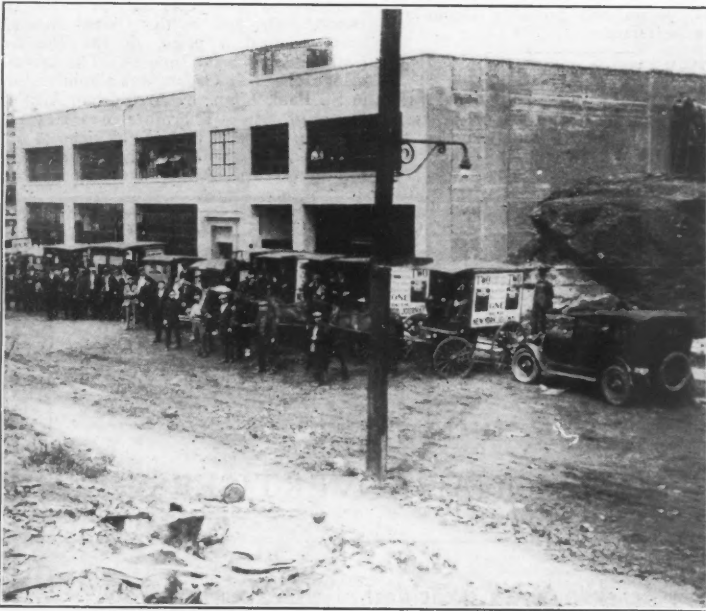
MERGENTHALER LINOTYPE COMPANY

DEPARTMENT OF LINOTYPE TYPOGRAPHY, 461 EIGHTH AVENUE, NEW YORK

580.26.7-X

NEW YORK JOURNAL OPENS SECTIONAL PLANT IN BRONX BOROUGH

New Uptown Branch of Evening Daily Established to Facilitate Delivery in Populous Harlem and Bronx Areas—
Brisbane Speaks at Formal Opening



New Bronx plant of New York Journal

AN innovation in the rapid publication and distribution of metropolitan newspapers was made last Saturday when the *New York Evening Journal*, opened a new \$500,000 plant in the Borough of the Bronx, which is part of the Greater City. It is separated from Manhattan only by the Harlem River. Papers sold in that borough will, in the future be printed in this new plant.

The Bronx, which is one of New York city's five boroughs, now has a population of more than 900,000. It is the first time a newspaper has opened a completely equipped plant in another section of its city.

"Borough Day," the annual celebration of the Bronx, was the occasion for the opening, and the first papers were printed in the new plant last Saturday. More than 300 civic leaders and business men of the Bronx were guests when the presses started for the first time.

Following an inspection of the plant the guests journeyed to the Concourse Plaza Hotel for luncheon. Here they were addressed by Joseph V. McKee,

president of the Board of Aldermen; Arthur Brisbane, editor of the *New York Evening Journal*, Henry Bruckner, Borough president of the Bronx, and John M. Haffen, president of the Bronx Board of Trade.

Mr. Brisbane paid a tribute to the Bronx. He said that the new building was only the cornerstone of a great building to come, and that the *Evening Journal's* new plant "will increase as the Borough of the Bronx is sure to increase."

Eight editions a day are published in the new plant. The new plant makes it possible for the *Journal* to be on the streets of the Bronx with news only a few minutes after it occurs.

The present structure is two stories high, but the foundation has been laid to carry a building of ten stories.

The Harlem & Bronx section of the *New York Evening Journal* features local news of uptown New York and is sold on all stands above One-hundred and tenth street as a part of the complete newspaper.

Here in the country we know that advertising is news, for we are repeatedly told that the *Aledo* (Ill.) *Times Record* is valued as much for its advertising information as for its news and feature service. It is within my personal knowledge that a weekly newspaper in Michigan suspended primarily because its competitor had the farm auction sale business "sewed up tight." I know because it cost me \$3,000 to find out.

As a general proposition advertising should not be permitted to crowd out news, but there are times when it is necessary because of shortage of print paper in the market, because of lack of time to print more pages or because of temporary mechanical conditions. It is unfortunate, however, if one works on a paper whose manager worships advertising to the exclusion of all other gods. It is a short-sighted policy and sooner or later will react disastrously to circulation and profits.

However, if space sufficient to carry the news of the day and a few good features is available, the more advertising the better, for it brings an interesting message.

And here's a fact often overlooked by newspaper men who have never signed a payroll—it's advertising that earns the dollars; circulation earnings are only a few "drops in the bucket."

But why argue? The advertising staff would have little to do without a newspaper; the news staff would not exist long without a payroll largely from advertising; and the circulation men would have nothing to peddle without the other two.

Working together, they are an efficient

triumvirate; at cross purposes they waste energy and produce less of worth-while results.

A. C. OLMSTEAD,
Aledo (Ill.) *Times Record*, News Editor.

Spelling and Pronouncing

TO EDITOR & PUBLISHER: What is the connection between the correction of the spelling of lineage and advertisement? In the case of lineage there was a confusion of words as well as pronunciation involved. But "advertisement" has only one meaning, practically speaking.

Of course it doesn't mean much in the English language to compare spelling and pronunciation, but why should we deliberately go out of our way to foster a pronunciation which clashes with the spelling. Granting that the language is faulty enough in that respect already, why make it worse?

But why all this excitement—I mean excitement—about it. Is it on record that propaganda ever changed a word once firmly embedded in the spoken language? A new word, yes. And the spelling of a word, often. Spoken words change, it is true, in the course of time, but through involuntary and unconscious change of habit on the part of the mass of population.

Why worry? If either pronunciation is destined to completely overcome the other it will do so anyhow. And if not, what's the difference. It causes no more confusion than "either" and "eyther," "tomato," "tomahito" and "tomatto," or "potato" and "puhdaydub."

PHILIP FRANCIS NOWLAN.

Prints Bill of Rights Facsimile

The *Richmond* (Va.) *News-Leader* of Saturday, June 12, included a photogravure facsimile of the original bill of rights adopted by the Virginia convention June 12, 1776. It was offered as a souvenir of the celebration at Williamsburg, Va., Saturday, of the one hundred and fiftieth anniversary of its passage.

The *Boston Traveler* will celebrate its 101st anniversary on July 6.

AN UNDER-DEVELOPED ADVERTISING FIELD



Church advertising will be one of the very important phases of the international advertising convention in Philadelphia this coming week. It is to be the theme of ministers and laymen who will occupy the pulpits of seventy-six Philadelphia churches on June 20th, convention Sunday.

The value of advertising to churches will be fully discussed at the Tuesday and Wednesday sessions of the Church Advertising Department, June 22 and 23, in Room 200, College Hall, University of Pennsylvania, particularly with reference to newspapers as one of the most important mediums.

The discussions will be helpful and valuable to newspaper men who are developing church advertising in their papers. Are you planning to cover these meetings?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

WHAT OUR READERS SAY

News Value of Advertising

TO EDITOR & PUBLISHER: In *EDITOR & PUBLISHER* of May 29, 1926, J. Oman-sky, circulation manager, *Cleveland Times*, is quoted as saying, in an address before Ohio Circulation Managers Assn.:

"Advertising sells very few papers. It's an intrusion on the reader, and nothing else. Don't believe the bunk advertising men hand you about advertising being news—it isn't and never will be. We are not selling advertising papers, we are selling newspapers, and when advertising is permitted to crowd out news, whenever publicity gets in disguised as news, whenever news stories are suppressed to please advertisers, whenever advertising dominates a paper, raise hell about it."

The daily circulation man's problems are somewhat different from those of the weekly, but it seems that Oman-sky has gone to extremes, even in regard to the daily. Primarily, of course, a newspaper is a news paper. It is the extent and

quality of the news service which is the basis of circulation, and it is the size and texture of circulation that is the basis of advertising.

There is a tendency among daily advertising men to discount the importance of the news side, and their arrogance is returned with interest. And the circulation manager sometimes wants to manage the whole works. But men of comprehensive experience know that a newspaper is at its best only when all departments—editorial, advertising, circulation, business—are properly balanced and coordinated under the competent direction of a general manager of mature experience and broad vision.

I cannot agree that advertising is an intrusion and is not news. Some advertising is not news, because, like the cub's headlines, it doesn't tell anything. But advertising at its best tells in an interesting way the news of the commodity advertised and the store advertising.

Advertising which does not pay is advertising devoid of vitality and human interest.

R. L. BALDRIDGE OF CLIFTON NAMED PRESIDENT OF TEXAS PRESS ASSN.

Change in State Libel Law Urged at San Antonio Meet—Outgoing President Denounces Newspapers Which Flout 18th Amendment—El Paso Chosen for 1927

THE Texas Press Association will hold its 48th annual convention next year in El Paso, the border city having been selected over Mineral Wells, Falfurrias and Texarkana Saturday at the final session of the 47th annual convention in San Antonio. By turning down Texarkana's bid the association decided against a proposal to meet jointly with the Arkansas Press Association in the city on the Texas-Arkansas line.

George A. T. Neu of the *Brenham Banner-Press* was elected vice-president to succeed Robert L. Baldrige of the *Clifton Record*, who was advanced to the presidency in succession to W. A. Smith of San Saba. Sam P. Harbin of the *Richardson Echo* and Ben F. Harigel, *La Grange Journal*, were re-elected secretary and treasurer, respectively. Mrs. Lee J. Rountree of the *Bryan Eagle* was chosen poet, and the following were re-elected. Clarence E. Gilmore, Austin, attorney; E. G. Senter, Dallas, historian; Dick McCarty, Albany, orator; Arthur Lefevre, Houston, essayist. Sam E. Miller of the *Mineral Wells Index* was re-elected to the executive committee and Walter B. Wilson, *McKinney Courier-Gazette*, was added to the committee.

The program of the San Antonio convention was constructive and out of it grew a decision of the association to cooperate with the Texas Bar Association in the latter's program in behalf of court reform, with reduction of time and expense in litigation, improvement in method of selecting judges and stricter law enforcement.

President Smith, in his annual address, deplored the "unmistakable danger that threatens free government" in the "widespread tendency of certain sections of the press and more or less influential citizens to join with lawless and law-defying elements in flouting the 18th amendment."

Wisdom of the association in establishing the Texas Press Weeklies Inc., a separate organization of association members for more business, has been amply justified by experience of the year, Smith said. Subsequently a report of the Texas Press Weeklies, Inc., was submitted by H. L. Grable, Dallas manager. The convention was told how that organization was expanding its work in the foreign advertising field, having 220 active members, and offices in six cities.

Turning from business to service, President Smith said: "The business side of the newspaper game has been overworked. There are those who express a fear that the trade side of journalism will eventually smother the profession of journalism. My study of the problems, coupled with years of experience, leads me to the conviction that economic problems of the 20th century newspaper are intimately interwoven with its spiritual life, and that, just as 'honesty is the best policy' from a business and selfish standpoint, so disinterested and aggressive promotion of the principles of religion, education, patriotism and the quickening of the civic conscience is 'good business' for the newspaper."

Featuring the first day was a memorial service in charge of Henry Edwards of the *Tyler Journal*, following the report of Arthur Lefevre, Jr., *Houston Chronicle*, chairman of the memorial committee, in memory of the following late members: R. M. Johnston, *Houston Post*; C. F. Lehmann, San Antonio, who was treasurer of the association until his death; T. E. Arterberry, *Savoy Star*; Harry T. Warner, *Paris News*; P. N. Thomas, *Quitman, Wood County Democrat*, and D. C. Breed, *Public Health Roundup, Austin*.

Winners of several annual contests sponsored by the association were announced during the convention. The

Dallas News and Journal loving cup for the best all-round weekly was awarded jointly to the *Tyler Journal* and *Troup Banner*, published by Henry Edwards and son, Emerson, with the knowledge of the award committee that both papers are printed from the same plant. Honorable mention went to the *Rockdale Reporter*, *Olney Enterprise* and *Kerrville Mountain Sun*. The W. N. Beard \$150 gold award for best mechanically set advertisements was awarded in two divisions as follows: Class A (ads of quarter page and over), *Olney Enterprise*, first; *Canyon, Randall County News*, second; *Kingsville Record*, third; Class B (less than quarter page), *Whitewright Sun*, first; *Rockdale Reporter*, second; *Sweetwater Nolan County News*, third. The *Clarendon News* won the Harry A. Olmstead loving cup for the best job work showing.

In the golf tournament arranged by S. D. Chestnutt of Kenedy, Ralph Shuffler, *Olney Enterprise*, winner, won the silver trophy offered by the Southwestern Paper Company. Tying for second place, Hal Bridges, *Luling Signal*, and Arthur Shannon, *Beaverville Bee*, each were awarded a golf club given by the Mergenthaler Linotype Company.

J. H. Lowry, Honey Grove, on behalf of the association, presented to retiring President Smith a chest of silver, on the last day of the convention.

Authorizing appointment of a special committee to petition Congress in opposition to government-printed envelopes, a resolution was adopted condemning the envelope practice as unfair, discriminatory and contrary to principles of free government. Other resolutions endorsed work and objectives of the Texas Agricultural Writers' Conference held annually at A. & M. College; asked re-establishment of the abolished department of journalism at the University of Texas and commended the pioneer work done there by former Dean Will H. Mayes and his co-workers.

Besides election of 50 active and 61 honorary members, the association made W. A. Ownby, former managing editor of the *Waxahachie Light*, and C. M. Barnes, San Antonio, both of whom are in ill health, life members without dues.

The feature address of the final session was the talk on libel, by Sydney Samuels of Fort Worth. He expressed belief that the present Texas libel law would be a practicable, workable statute if an amendment to it can be obtained providing for introduction as evidence, in suits for actual as well as in those for exemplary damages, of circumstances surrounding the obtaining writing and publication of news. The present law admits such evidence only in suits for exemplary damages. Commenting on recent decisions in Texas libel cases upholding the truth as complete defense Samuels said truth always has been and always will be defense to libel actions, and declared that if newspapers go before the legislature seeking a new law they may seem to be striving for license rather than liberty.

Fred E. Johnson, Dallas, member of the Advertise Texas executive committee of the Tenth District, Associated Advertising Clubs of the World, solicited support of the press in the \$500,000 campaign to advertise the state.

On Friday the visitors were guests at a luncheon given by the *San Antonio Light*, with W. M. McIntosh, publisher, as host.

Frank G. Huntress, publisher of the *San Antonio Express and Evening News*, was host at a luncheon and theater party Saturday.

Nearly 100 of the press delegates left on a special train Saturday night for an over-Sunday excursion to Brownsville and other points in the Lower Rio Grande Valley.



Reach the great mid-west market through the papers that carry prestige and influence ~

There are nearly 1,400,000 families who look to their daily papers for their wants and amusements in Illinois.

The influence of these papers on the life of the people is truly remarkable. The communities that these dailies cover are the real home towns of the nation, where dwell the people that are the backbone of the Country.

The daily papers are the most direct medium for the people of Illinois—the State that stands head and shoulders above the majority of states as far as Commerce, Agriculture and Industry are concerned.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News.....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard.....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch.....(E)	11,680	.045	.045
**Monmouth Daily Review Atlas... (E)	5,416	.035	.035
**Peoria Star.....(S) 22,497..(E)	29,874	.075	.06
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926

†Government Statement, March 31, 1926

††Government Statement, September 30, 1925

PHILLIE TO SHOW A. A. C. W. IT'S NOT SLOW MOTION PICTURE CAPITAL

Stiff Opposition of Restaurant Men and Hotel Proprietors to Sesqui Finally Overcome and Big Show Will Proceed —Gen. Smedley Butler Will Be Missed

Written especially for EDITOR & PUBLISHER

By McKNIGHT BLACK

Writer of "Matrimonially Speaking"—Ledger Syndicate

FOR some time Philadelphia has been pretty widely thought of as being the Hollywood of the Slow Motion Picture industry.

There also seems to be a general impression that Philadelphia mail-carriers, due to the large number shot annually in mistake for Confederate soldiers, are rated by insurance companies as Class Z risks.

With these facts in mind, a number of Philadelphians got together some time ago and decided that something ought to be done to liven up the town and also to let the nation as a whole know that Philadelphia is strictly up-to-date. The committee decided that the best plan would be to hold a celebration of some sort, but for a good while nobody could think of anything to celebrate. Then it occurred to someone that about 50 years ago a very successful celebration known as the Centennial had been held here in honor of something or other.

"If we can find out what that Centennial back in 1876 was all about," said the chairman, "there is no reason that I can't see why we shouldn't celebrate it all over again."

"And then," put in a statistically-minded member of the committee, "we can call it the Sesqui-Centennial, because it will be just 150 years since that something happened."

Well, somebody dug up the fact that the Declaration of Independence, had been signed in Philadelphia on July 4, 1776, and that there had been considerable excitement for a few minutes down around Sixth and Chestnut streets, which was then considered way up-town.

With this idea as a starter, the committee has really done very well up to date. Philadelphia has never had very much publicity, due to the fact that Peggy Hopkins Joyce never married anybody from here, but the members of the committee started right out to tell the world as well as they could that 1926 was Sesqui-Centennial Year in Philadelphia.

Although there was a lot of opposition on the part of hotel men and restaurant proprietors, invitations were finally sent out to a selected list of all the lodges, orders and associations within three weeks travelling distance of Philadelphia to hold their annual conventions here this year. The Shriners were the first to arrive and they seemed to have a right good time, although disappointment was pretty generally expressed over the fact that General Butler had been called back to the Marine Corps sometime ago and so was not on hand to help with the merry-making.

There are a great many spots of historic interest that visitors to Philadelphia will want to visit. They won't visit them, but I know they will want to. Here are some of them:

The statue of William Penn on top of City Hall. Although it seems a long climb for everybody to have made, this was the spot on which Penn signed his famous treaty with the Indians. It is interesting to note that the signing of this treaty marked the first use of the dotted line, which later came to be such a feature in American business life. I haven't been able to find out for sure, but I think that William Penn was in the cigar manufacturing business, because there is a William Penn cigar which is still being sold by the United Cigar Stores.

The new Delaware Bridge, which is the longest suspension bridge in the world. It was designed and built last year by Milton Work the bridge expert, who lives here.

Benjamin Franklin's House, 111 Spring street. I don't know where that is, and there is no Benjamin Franklin listed in the phone book, but maybe some visitor can find it. As far as can be learned, Franklin spent most of his time founding things like newspapers, universities, *Saturday Evening Posts*, etc. He was recently elected president of the Founding Fathers Association of North America.

It might be a good thing to mention at this point that Philadelphia is known, at least to the members of the local Chamber of Commerce, as "The City of Homes." There certainly are a lot of homes here, at any rate. For instance, there is the Old Man's Home, the Home for Spanish War Veterans, the Home for Aged Couples and the Home for Unreformed Ball Players, which is nicknamed the National League Ball Park, at Broad and Huntington streets.

If there is anything else that visitors would like to know about Philadelphia, I guess they will have to wait over until President Coolidge makes his speech here on July 4, because I am sure he will be full of information on the subject, and maybe he will also tell them what he thinks of the Senatorial Primaries, which were recently held in South Philadelphia.

ARNOLD BENNETT WRITES AD

Philadelphia Haberdasher Uses Quotation from English Novelist in Copy

A quotation from a recent syndicated article by Arnold Bennett, English novelist, served aptly in the newspaper advertising copy of Jacob Reed's Sons, Philadelphia men's store, this week.

The quotation, which might very well be sold to a local store in some other city by a newspaper copywriter, reads:

"The importance of being well dressed, while not being a dandy, is strongly insisted on in certain professions and callings, and a carefully dressed man will always have the advantage over a carelessly dressed man in beginning business relations.

"The first thought of a negligent man seeking a situation is invariably to remedy his negligence; the pity is that sometimes he cannot remedy it."

Under the quotation the store said: "That's our contention exactly—we have preached the gospel of being well dressed for years. It doesn't cost a lot, either, if you deal at the right place."

Then the store listed some suit offerings with prices.

PHILADELPHIA MOTHER OF MAGAZINES

(Continued from page 32)

zines were published in Philadelphia. In the same period of time New York had eighteen and Boston seventeen. These figures show the supremacy of Philadelphia in the magazine field during the eighteenth century and justify her title, "Mother of Magazines."

The dawn of the nineteenth century saw the birth of *The Port Folio* on January 3, 1801, started by Joseph Dennie and Asbury Dickins. Its fictitious editor, however, was Oliver Oldschool, Esq. Dickins was the son of the Rev. John Dickins who edited *The Methodist Magazine* from January, 1797—August, 1798—one of those periodicals of the eighteenth century which I did not mention by name. Dennie, however, was the responsible editor.

Dennie in his editorial introduction admitted that "Port Folio" was not in Dr. Johnson's Dictionary and proceeded to

define his title as "a portable repository for fugitive papers." Dennie then poked a little fun at his editorial contemporaries about how they selected titles not connected with contents, "we hear of *The Mirror* and *The Aurora*; but what relation has a literary essay with a *polished plane of glass*, or what has politics to do with the *morning*?"

In fact, Dennie was always publishing satirical comments. When Noah Webster announced "A Columbian Dictionary" with "American corrections of the English language," Dennie printed an amusing skit on how the Columbian language was an elegant dialect of the English. Dennie, modeling his magazine after English periodicals, played up English writers. Yet the contributors to *The Port Folio* constitute a "Who's Who" of American letters for the period.

When Thomas Moore visited America he was lionized in *The Port Folio* to which he contributed "Lines written on Leaving Philadelphia." In it he said in the first line of the concluding stanza, "The stranger is gone—but he will not forget." This poem, by the way, although written for *The Port Folio* first appeared, with questionable newspaper ethics, in the columns of *The New York Evening Post*. The poem was dedicated to Mrs. Joseph Hopkinson, the wife of a son of Francis Hopkinson.

The fictitious editor, Oliver Oldschool, disappeared in January 1811. After that *The Port Folio* was "conducted by Jos. Dennie, Esq." In later years, after Dennie's death, the magazine had a hard time to make both ends meet. Suspensions of publication became so periodic that "Fimis" was finally written in December, 1827.

What did "ye olden time" magazine editor look like? One does not have to guess for Joseph T. Buckingham, famous in the history of New England journalism, has left in his delightful reminiscences this pen portrait of Joseph Dennie, editor of *The Port Folio* when on dress parade:

Dennie was particularly attentive to his dress, which, when he appeared in the street, on a pleasant day, approached the highest notch of the fashion. I remember, one delightful morning in May, he came into the office dressed in a pea-green coat, white vest, nankin small-clothes, white silk stockings, and shoes, or pumps, fastened with silver buckles, which covered at least half the foot from the instep to the toe. His small-clothes were tied at the knees, with riband of the same color, in double bows, the ends reaching down to the ankles. He had just emerged from the barber's shop. His hair, in front, was well loaded with pomatum, frizzled, or *craped*, and powdered; the ear-locks had undergone the same process; behind, his natural hair was augmented by the addition of a large *queck*, (called, vulgarly, the *false tail*), which enrolled in some yards of black ribband, reached half way down his back.

The date at which *The Port Folio* ceased publication brings me down to about the period when I closed my remarks about Philadelphia newspapers. Consequently it may be a good point at which to end this chat about Philadelphia magazines. Before doing so a passing mention at least must be made of *The Literary Magazine and American Register* started on October 1, 1803, by John Conrad and edited by Charles Brockden Brown, the first American author to

make his living from his pen. Brown, born in Philadelphia, January 17, 1771, had had his first editorial experience on *The Monthly Magazine and American Review* which he edited for T. & J. Swords in New York from April, 1799—December, 1800.

Speaking as the editor of *The Literary Magazine* he thus outlined his policies:

He will pay particular attention to the history of passing events. He will carefully compile the news, foreign and domestic, of the current month, and give, in a precise and systematic order, that intelligence which the common newspapers communicate in a vague and indiscriminate way. His work shall likewise be a repository of all those signal incidents in private life, which mark the character of the age, and excite the liveliest curiosity.

Brown's magazine in many respects, and these the most essential, ran parallel to *The Port Folio*. Indeed, he did not hesitate to quote from the latter. Moore's "Lines Written on Leaving Philadelphia," for example, were reprinted by Brown in *The Literary Magazine* for January, 1806.

Briefer mention may be made of: *The Analytic Magazine* of which Washington Irving was editor in 1813-14 and in which he printed part of his "Sketch Book"; *Godey's Lady's Book* started in July, 1830, by Louis A. Godey and now highly prized by collectors because of its colored fashioned plates; *Graham's Magazine* of which Edgar Allan Poe was once editor, on which James Russell Lowell once worked, and to which James Fenimore Cooper and Nathaniel Hawthorne contributed; *Peterson's Ladies' National Magazine* which put Philadelphia on the map as a publishing center for magazines designed to appeal to women; *The Philadelphia Repository* started by William Henry Gilder, father of Richard Watson Gilder who was for many years editor of *The Century Magazine* in New York; *The Dollar Magazine* which gave Edgar Allan Poe a price of one hundred dollars for his "Gold Bug" and which was later owned by George W. Childs; and last but not least *The Saturday Evening Post* which first appeared on August 4, 1821. The story of *The Post* as well as of that of *The Ladies' Home Journal* and that of *The Country Gentleman* may be found in "The Man from Maine," the book in which Edward W. Bok sketches the life of Cyrus H. K. Curtis, the present publisher of the three magazines last named.

Because the periodical in which this article is printed is designed to appeal to newspaper and advertising people I must not overlook the fact that *Lippincott's Magazine*, which was said to enjoy the honor of being "first in fiction," printed the first comprehensive series of articles about American journalism—a series later brought together in book form under the title "The Making of a Newspaper."

Philadelphia is said to be the city of homes. It is still the home of its magazines. In New York and Boston, for example, the magazines, while retaining editorial offices in these cities, have places of publication elsewhere. But in Philadelphia its magazines are home production, though intended for national consumption.

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**THE IMPORTED DRY MAT
OF SUPERIOR QUALITY**

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FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

JUDGE LEAHY TESTIFIES IN TRIAL OF CARL MAGEE FOR MANSLAUGHTER

Thug Judge Admits He Sought Editor Out in Hotel Lobby Looking for Fight—How Magee's Unfortunate Friend Met Death

(By Telegraph to Editor & Publisher)

EAST LAS VEGAS, N. M., June 16. —The high light in the trial of Carl C. Magee editor of the *Albuquerque* (N. M.) *State Tribune*, charged with manslaughter in connection with the death of John B. Lassetter, a bystander who was killed by one of the shots Magee aimed at Judge D. J. Leahy after Leahy had knocked him to the floor of the Meadows Hotel lobby, occurred Wednesday when Leahy took the stand shortly before noon.

Near the opening of his testimony Leahy testified that he searched Magee out in the hotel lobby because Magee in an editorial utterance had declared that he hoped some day to meet Leahy man to man. Leahy testified that as he approached Magee and struck at him he said to the editor, "we meet man to man now you —."

June Wheaton, who testified that he entered the lobby of the Meadows Hotel with Judge D. J. Leahy on the night of the shooting, was the first witness called by the prosecution. He indicated on a blue print of the hotel lobby, the location of the participants in the shooting.

Magee, Wheaton testified, was sitting on a divan when Judge Leahy entered the lobby. Wheaton said Leahy inquired of H. W. Kelly, whom they met at the entrance of the lobby, as to whether the man sitting on the divan was Magee. When Kelly said he did not know, Wheaton testified Leahy said, he was going to find out and walked toward the divan on which Magee was sitting, quickening his pace as he approached the editor. When asked whether Leahy's attitude seemed friendly or unfriendly as he started across the lobby Wheaton answered "normal," a faint murmur of amusement spread over the courtroom.

Leahy hit Magee, Wheaton testified, knocking the editor to the floor in front of the divan and striking at him as he lay on his hands and knees struggling to rise. Three shots were fired Wheaton said, but Leahy and Magee were so close together that he could not see the gun in Magee's hand at the time the shooting took place. Lassetter according to Wheaton's story was behind Leahy and reaching for him. Leahy, striking at Magee, got out of the way just as the shot was fired. Lassetter fell. The third shot, Wheaton said, lodged in Leahy's arm. Wheaton said that Leahy then turned to him and asked if he had a gun, saying that he would kill that—. The testimony of H. W. Kelly, the second witness called, did not differ from that of Wheaton materially except that he testified that he did not hear Leahy ask Wheaton for a gun or say that he would kill Magee. He said he thought he would have heard such a remark if it had been made.

Wheaton said he had known Leahy about eight years. Kelly testified that he was a friend of Magee's and had known him for about 30 years. Leahy was still on the witness stand when the court adjourned at noon. He had not yet been cross examined.

On Tuesday, the first day of the trial, the prosecution's questioning of jurors dealt mainly with whether they had already formed an opinion. The defense's questioning was built around the question whether the jurors believed in the principle of self-defense. No jurors admitted they had formed opinions. Influence of pre-trial newspaper accounts of the case was a negligible factor in the selection of the jury. Approximately 75 per cent of the men questioned asserted that they read no newspapers.

DETROIT CHILDREN VIE FOR PIANO PRIZES

10,000 Entered in Playing Contest Backed by Free Press—Believed to Be First of Its Kind Competition

The first piano playing contest for school children is being conducted in Detroit under the auspices of the *Detroit Times*, and more than 10,000 children have taken part in the elimination contests held in the parochial and public schools. The affair has passed all expectations of those interested.

The idea of the contest was originated by a former newspaper man, E. Clarke King, Jr., at that time connected with the Detroit Convention and Tourists' Bureau and now with the advertising department of the Kelvinator Corporation. Before going to Detroit, Mr. King was branch office manager for the *Syracuse Herald* at Fulton, N. Y. He gave his piano contest idea to Frank J. Bayley, president of the Detroit Music Trades Association, which sponsored the movement.

Both parochial and public schools, as well as music teachers and others prominent in musical circles, have endorsed the movement. Ossip Gabrilowitch, conductor of the Detroit Symphony Orchestra, and Serge Rachmaninoff, noted pianist, will be two of the judges during the grand championship test to be held in the Coliseum at the State Fair Grounds in Detroit, Aug. 17.

Approximately \$50,000 worth of prizes and awards have been offered to the winners. The grand champion will receive a \$1,500 baby grand piano of the winner's own selection; a trip to New York City, accompanied by a parent or guard-

ian with all expenses paid; the recording of a piano roll and the receipt of all royalties resulting therefrom, and a year's scholarship in one of Detroit's leading music conservatories. Nineteen scholarships are among the prizes offered to the winners.

Much interest is being shown in the piano contest and letters have been received from all parts of the United States asking for information about the affair. Chicago has decided to have a similar contest, being conducted by the Kiwanis Club of that city. Cleveland and Philadelphia are among other cities contemplating such contests.

New Atlantic Cable Landed

The Western Union Telegraph's new transatlantic cable from Bay Roberts, Newfoundland to England, was successfully landed last week. Together with its connecting cable from Bay Roberts to New York, which will be laid later in the year, it will be capable of transmitting 2,500 letters a minute, a speed five times greater than the old types.

Claude N. Bennett Dead

Claude N. Bennett, former Washington correspondent of the *Atlanta Journal*, died in Washington June 13. He was secretary to Hoke Smith when the latter was secretary of the Interior, and was appointed on a special mission among the Indian tribes by President Cleveland.

J. F. Bresnahan Reports Big Catch

J. F. Bresnahan, business manager, *New York World*, returned to his office this week from a vacation spent salmon fishing in Maine. He reported a big catch, including one six-and-a-half pounder.

SEE SYD CLARKE FIRST



76, Rue des Petits-Champs - S

Ninety-five cents won't exactly buy you a whole carnival of fun, frolic and foolishness on Main Street at home, now will it?

But in Paris—well in Paris ninety-five cents U. S. jack is more than thirty francs, and with all that money how can you be blamed for putting on the white spats, taking the new cane and sallying forth—just sallying forth?

Suppose they DO tell you that all steamships have been sold out for months. Maybe they have—but you just let Syd Clarke's New York office know when you want to sail. You tellem, go-getter—you tellem—that's all.

The artistic and ingenious French, the blase Belgians, the Portugese and the Greeks have been devising for five hundred years the most alluring, rose-tinted, and I'll say enticing, ways to separate you from that thirty francs. Why Syd Clarke knows a place. . . .

Yes, sir, Main Street is the place to MAKE money, but over here—well, when you decide on a vacation, you want a vacation, n'est ce pas?

You just provide the time and the wherewithal and tell us when you can get away. Same thing goes for London, Dublin, Budapest, Tokio, and Timbuctoo.

Syd's New York representative, Frank C. Nesbit, will be on deck during the convention in Philadelphia. He thrives on answering questions and making reservations.

International Service

SYDNEY R. CLARKE

76 rue des Petits Champs, Paris

American Representative

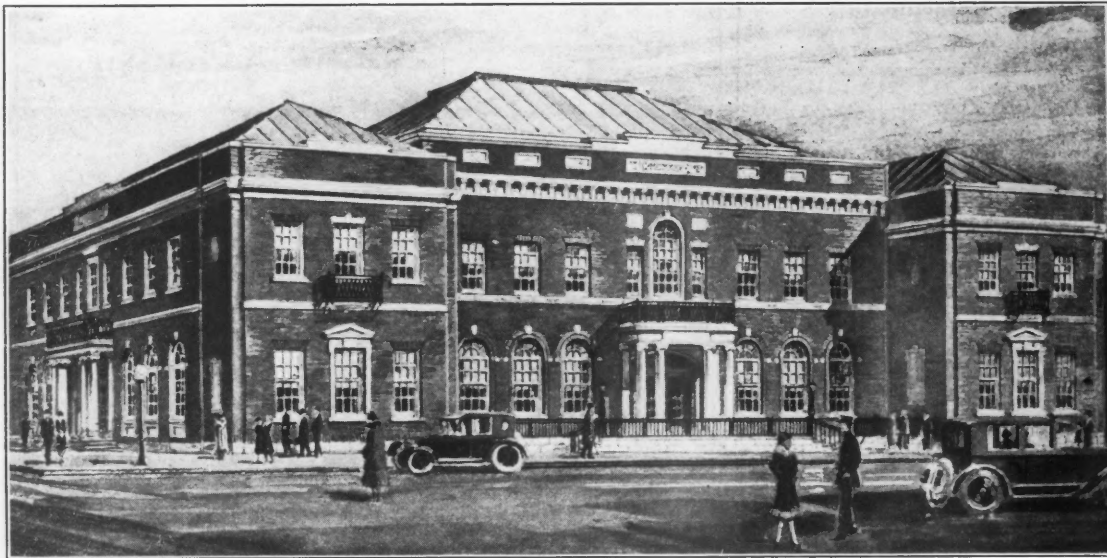
Frank C. Nesbit

Better Service Travel Bureau

303 Fifth Avenue, New York City

Caledonia 7665

FT. WAYNE NEWS SENTINEL STARTS 93RD YEAR WITH NEW PLANT AND EQUIPMENT



Street view of Ft. Wayne Sentinel's new building

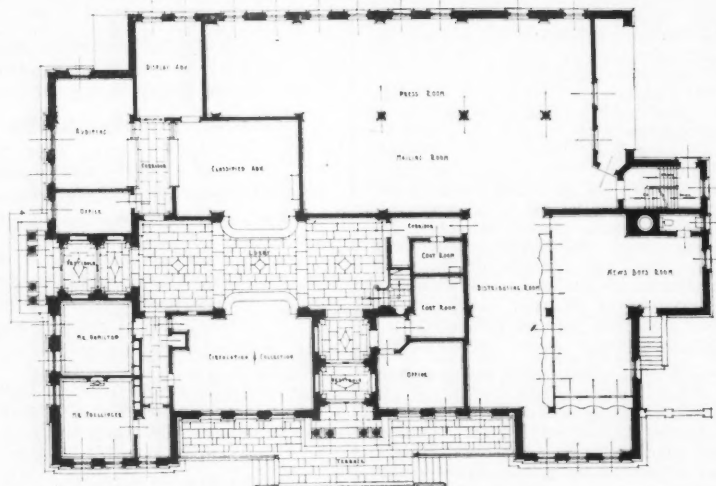
DESIGNED in accord with the restful lines of the Georgian Colonial school of architecture, the new home of the Fort Wayne (Ind.) News Sentinel strikes a new note in middle western commercial building construction. It is a three story building, 100 by 145 feet on its foundations. Not only the building but also the equipment from desks to presses is entirely new and to this is attributable the fact that moving was accomplished without incident and with out recourse to stunts that the shifting of mechanical equipment would have necessitated. The press equipment consists of a double sextuple-unit-type with two folding devices and two carrier delivery systems. These presses are driven by a double electric control. The paper storage is in the basement with capacity for 13 cars. The rolls are placed in their bins and moved to the presses on an industrial rail system that requires a minimum of physical labor.

The composing room is on the second floor with two huge skylights supplementing great windows to brighten the room. Ranged along the south end of the room are 13 Intertype machines which, with two Ludlow casting devices, provide the type faces. The mat making equipment is at the north end of the composing room with the casting foundry immediately adjoining. This room also is equipped with a huge skylight insuring not only light but also ventilation. An interesting feature of the stereotyping equipment is the electric unit scheme for the reduction of the metal in both the plate and the flat casting pots. Plate drops and elevators connect directly with the press room.

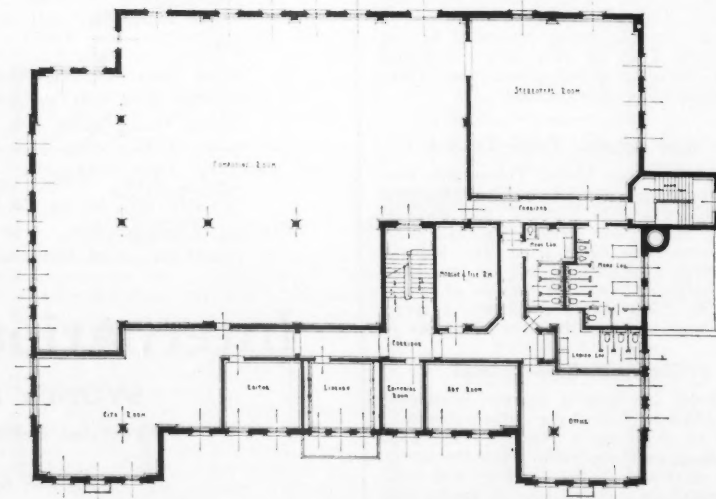
The rooms devoted to the news department are ranged along the east side of the building on the second floor with the city room in the corner, and private offices for the managing editor, editorial writer, cartoonists, library and telegraph editors.

Entrance to the building may be had from either the Washington or the Barr street fronts, both of which lead directly into the spacious lobby. This lobby is floored with stone flagging, while throughout the remainder of the building including all mechanical departments the flooring is a resilient composition.

As one enters from Washington street, the south entrance, the classified department occupies an open space to the left with a handsome solid walnut counter, the exact counterpart of the counter in front of the auditing department directly across the lobby. The telephone exchange is located in a corner of the auditing department across a corridor from the ex-



First Floor—Devoted to general offices, executive offices, press and paper distributing rooms



Second Floor—Occupied by the editorial and reportorial staffs, composing and stereotyping rooms.

ecutive offices. The local display and the national display departments occupy spaces along the south front of the building with the circulation department directly adjoining, to the north.

The wood finish throughout the gen-

eral business offices and executive offices is of solid American walnut, while throughout the mechanical departments and the news departments birch has been employed for the trim.

The building occupies a prominent cor-

CIRCULATORS FEAR THEIR OPPOSITION

Majority Lack Courage of Own Convictions Says Sunpaper Man—Afraid of Threats from Competitors—Urges Them to Stick to Ideals

Fear of their opposition is keeping many circulation managers and their papers in a rut, in the opinion of Charles O. Reville, circulation manager of the Baltimore Sun, who, in an interview with EDITOR & PUBLISHER, advocated a little psychoanalysis to free such men of this complex.

"The one fixed idea in many circulators' minds at present is to do as the other fellow in his town does," he said, "If the opposition announces a premium contest, these weak sisters immediately take to premiums, like fiends take to dope. Jazz brides follow jazz brides in quick succession, because someone is afraid he is going to be left out of something. Thus ideals are shattered.

"If these timid souls had any confidence in their products at all, they wouldn't play this sort of inane leap frog. But the average circulation man hasn't got guts enough to sell his product on its own merits.

"Most of them believe it is wrong to give their papers dope, that it is better to give real tonic that builds, but one among them, the weak paper in the town, jumps to insurance, clubbing, or premiums, and like lambs they chase after him.

"I once worked on a weak paper, the Baltimore World. I know the difference. The World went out of business. I don't believe it would have, had it stuck to the fundamental ideals of prompt and efficient carrier service and no premiums."

The Sun's route-owner carrier system has few duplicates in the country. The paper has authorized some 130 route owners, their franchises being worth anywhere from \$1,000 to \$10,000. These route owners employ their own carrier boys. The average net earnings of a route-owner is \$50 a week.

DEMAND STANDARD PROFIT

British News Agents' Federation Seeking Same Price from All Papers

British newspaper retailers are strongly organized and their National Federation is trying to obtain a standard rate of profit from the 1800 weekly newspapers in Britain.

At the annual conference of the Federation on June 10 it was stated that 250 weekly papers now granted the newsagents the one-third profit of selling price that they asked. All the 157 morning and evening papers are sold to the newsagents at two-thirds of the selling price.

The news agents are also trying to put into operation a "distance limit" scheme, under which each news agent has a monopoly of the trade in his district.

Townsend Joins Cadillac Company

Brian Townend, for the past nine years with the advertising staff of Iliffe & Sons Ltd., printers and publishers of automotive publications, London, England, has joined the advertising staff of the Cadillac Motor Car Company, Detroit.

ner just out of the retail district. It is opposite the Y. M. C. A. building on the Washington street side, while along the Barr street side it faces a portion of the public market.

Construction on the building was started on Decoration Day, May 30, 1925, and just one week less than a year from that time the News Sentinel moved into its new home beginning its ninety-third year of service.

Oscar G. Foellinger is publisher and general manager of the News Sentinel. Arthur K. Remmel is managing editor and Herbert R. Miller, city editor. On the business side Frank G. Hamilton is advertising manager and Clark A. Ferris circulation manager. H. E. Miller is in charge of classified.

NEWS FACTS STAND TEST OF TIME WHILE INTERPRETATION FADES

Writer Gleans Lesson in Editing from James Anthony Froude's Dissertation on How to Write History—Facts Important, Comment Often Futile

By HOWARD A. LAMB

RECENTLY I happened to read an address delivered at the Royal Institution, London, on Feb. 5, 1864, by James Anthony Froude, the English essayist and historian, on how to write history and it seemed to be such an excellent guide on how to write news that perhaps readers of EDITOR & PUBLISHER would like to note a few paragraphs.

News is nothing less than the history of today and yesterday; the same principles should apply in chronicling both. Arthur Brisbane is always reminding us that a great man once called news the second hand of history. Mark Twain in his autobiography shows how much more interesting an event is when described in detail at the time of its occurrence than after the recital has been decomposed into history.

The point Mr. Froude makes is that the fact is the important thing; its interpretation is often futile. In other words, it is the reporter, not the editor, who counts.

He goes to Shakespeare and Homer to illustrate what he means. Thus:

"If you were asked to point out the special features in which Shakespeare's plays are so transcendently excellent, you would mention perhaps, among others, this—that his stories are not put together, and his characters are not conceived, to illustrate any law or principle. They teach many lessons, but not any one prominent above another; and when we have drawn from them all the direct instruction which they contain, there remains still something unresolved something which the artist gives, and which the philosopher cannot give.

"It is in this characteristic that we are accustomed to say Shakespeare's supreme truth lies. He represents real life. His drama teaches as life teaches—neither less nor more. He builds his fabrics, as Nature does, on right and wrong, but he does not struggle to make Nature more systematic than she is. In the subtle interflow of good and evil; in the unmerited sufferings of innocence; in the disproportion of penalties to desert; in the seeming blindness with which justice, in attempting to assert itself, overwhelms innocent and guilty in a common ruin—Shakespeare is true to real experience. The mystery of life he leaves as he finds it; and, in his most tremendous positions, he is addressing rather the intellectual emotions than the understanding—knowing well that the understanding in such things is at fault, and the sage as ignorant as the child."

Now follows something to think about as regards the suppression of crime news. Froude continues:

"Cibber and others, as you know,

wanted to alter Shakespeare. The French king in 'Lear' was to be got rid of; Cordelia was to marry Edgar, and Lear himself was to be rewarded for his sufferings by a golden old age. They could not bear that Hamlet should suffer for the sins of Claudius. The wicked king was to die, and the wicked mother; and Hamlet and Ophelia were to make a match of it, and live happily ever after. A common novelist would have arranged it thus; and you would have had your comfortable moral that wickedness was fitly punished, and virtue had its due reward, and all would have been well. But Shakespeare would not have it so. Shakespeare knew that crime was not so simple in its consequences, or Providence so paternal. He was contented to take the truth from life; and the effect upon the mind of the most correct theory of what life ought to be, compared to the effect of the life itself, is infinitesimal in comparison."

Froude proceeds to show the limited usefulness of preachers and editorial writers:

"Again, let us compare the popular historical treatment of remarkable incidents with Shakespeare's treatment of them. Look at 'Macbeth'. You may derive abundant instruction from it—instruction of many kinds. There is a moral lesson of profound interest in the steps by which a noble nature glides to perdition. In more modern fashion, you may speculate, if you like, on the political conditions represented there, and the temptation presented in absolute monarchies to unscrupulous ambition; you may say these things could not have happened under a constitutional government; or, again, you may take up your parable against superstition; you may dilate on the frightful consequences of a belief in witches, and reflect on the superior advantages of an age of schools and newspapers. If the bare facts of history had come down to

us from a chronicler, and an ordinary writer of the nineteenth century had undertaken to relate them, his account, we may depend upon it, would have been put together upon one or other of these principles. Yet, by the side of that unfolding of the secrets of the prison house of the soul, what lean and shriveled anatomies the best of such descriptions would seem!

"Or, again, look at Homer.

"The 'Iliad' is from two to three thousand years older than 'Macbeth', and yet it is as fresh as if it had been written yesterday. We have there no lessons save in the emotions which rise in us as we read. Homer had no philosophy; he never struggles to press upon us his views about this or that; you can scarcely, indeed, tell whether his sympathies are Greek or Trojan; but he represents to us faithfully the men and women among whom he lived.

"Shakespeare in the historical plays is studious, wherever possible, to give the very words which he finds to have been used; and it shows how wisely he was guided in this, that those magnificent speeches of Wolsey are taken exactly, with no more change than the meter makes necessary, from Cavendish's Life. Marlborough read Shakespeare for English history, and read nothing else.

"'Macbeth', were it literally true, would be perfect history; and so far as the historian can approach to that kind of a model, so far as he can let his story tell itself in the deeds and words of those who act it out, so far is he most successful. His work is no longer the vapor of his own brain, which a breath will scatter; it is the thing itself, which will have interest for all time. Hegel falls out of date, Schlegel falls out of date, and Comte in good time will fall out of date; the thought about the thing must change as we change; and a history is durable or perishable as it contains more or less of the writers' speculations.

"Whenever possible, let us not be told about this man or that. Let us hear the man himself speak, let us see him act,

and let us be left to form our own opinions about him. The historians, we are told, must not leave his readers to themselves. He must not only lay the fact before him; he must tell them what he himself thinks about those facts. In my opinion, this is precisely what he ought not to do.

"Philosophies of history, sciences of history—all these will continue to be: the fashions of them will change, as our habits of thought will change; each new philosopher" (or in other words, editorial writer) "will find his chief employment in showing that before him nobody understood anything; but the drama of history is imperishable, and the lessons of it will be like what we learn from Homer or Shakespeare—lessons for which we have no words."

All this may sound very theoretical and highbrow for the fellow that has to get out tomorrow's paper, but as journalism progresses toward a profession I believe it will head in the direction Froude indicates.

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TEACHING PUBLIC SPIRIT OF SCIENCE A TASK FOR NEWSPAPERS

Scientific Institutions and Groups Should Maintain Close Contact With Press to Promote Popular Understanding, Cleveland Writer Declares—Outlines Practical Methods

By DAVID DIETZ
Science Editor, Cleveland Press

Excerpts from an address before the Ohio Academy of Science Columbus.

A CHARGE frequently made in recent years and not without some justification in many instances, is that the scientist has been prone to withdraw from the world into the seclusion of his laboratory not unlike a hermit in his cave. This action in every case has proceeded from the highest and finest motives. The scientist felt that in searching for the answer to his particular scientific problem, he was devoting himself to the most important thing of which he knew and he felt that nothing else mattered. But I believe that a changed point of view is coming to the front.



DAVID DIETZ

Scientists are beginning to see that something else does matter. Not so long ago, Dr. Burton E. Livingston, permanent secretary of the American Association for the Advancement of Science, called attention to the fact that sufficient progress had been made by the scientist and the engineer to insure the complete happiness of the whole world if every scientific discovery had been put to its best possible use. But, as he pointed out, this has not been the case. Many discoveries of the scientist have come under the control of others and have been put to their worst possible use.

Not only is this the case, but many well-intentioned though sadly misguided people have come to regard the scientist as the enemy of society. Such an event as the Scopes trial at Dayton, Tenn., bears dramatic testimony to this fact.

The present situation is a complex one which deserves serious attention. On the one hand, we see unparalleled scientific endeavor marked with unparalleled achievement—achievement so great that Sir Richard Gregory, the editor of *Nature*, has seen fit to term this the "golden age of science." And on the other hand, we find so little understanding of science that so-called fundamentalists regard science as the enemy instead of the great benefactor of mankind.

We like to refer to our age as a scientific age. But we must remember that for large groups of people it is only scientific to the extent that they are utilizing the applied results of scientific research. They light their houses with electricity with only the vaguest notions of what the electric current is. They

ride on street cars with no clear idea of what makes the street car go.

Our big job today is to make the scientific age scientific.

I do not mean that we must make people understand the complicated details of electrical engineering or any other branch of pure or applied science. Eventually we want people to know and understand the spirit of science. But the beginning must be made with the facts of science. An understanding of the spirit of science will follow an acquaintance with the facts of science.

The leading scientists of the nation, I believe, see the necessity of doing this. It was easy to see at the last meeting of the American Association for the Advancement of Science, that President Michael Pupin and other leaders felt the need of carrying on this task of spreading scientific knowledge—what I have termed the task of making the scientific age scientific.

A number of movements are now under way. College authorities are considering the advisability of fundamental courses to acquaint the first year students with the aims and spirit of science. They are also designing descriptive courses aimed to give students who do not intend to follow scientific pursuits a more extended knowledge of scientific fields. Public school officials are considering the advisability of introducing more science into high schools and junior high schools and they are even wondering whether a beginning cannot be made in the teaching of science in the public schools. Many scientists who are leaders in their field are turning their attention to the writing of popular scientific books. Such men as Sir William Bragg and Bertrand Russell, for example.

But important as all these things are, they are not sufficient to meet the situation. More of the population than that within college walls must be reached. Nor can we wait for the present generation of children to grow up. The great body of men and women carrying on the affairs of the world today must be reached at once.

The one agency through which this can be done is the newspaper.

Fortunately, the leading newspapers of the nation realize what must be done and are eager to do it.

The late E. W. Scripps, far-sighted genius of the world of journalism, was the pioneer in this regard. Many years ago, he realized the necessity and value of presenting science through the columns of the newspapers. His own papers took the lead in the presentation of scientific

news and as science editor of the Scripps-Howard newspapers, it has been my pleasurable duty during the past five years to attend a majority of the important scientific meetings in the United States. These papers also sent me on a tour of Europe to attend meetings there and interview European scientists, to my knowledge the first time that an American newspaperman was sent to Europe for the exclusive purpose of writing scientific articles.

It is my belief that the scientist can best accomplish the diffusion of scientific information by realizing that the newspaperman is his chief ally in the task. The scientist should therefore see to it that the newspapers are supplied with the material which they want. This will not prove a difficult task for the scientist.

Here are some of the ways in which I believe it can be done:

Large scientific laboratories and the scientific departments of colleges should maintain some regular means of letting the newspapers know what they are doing. In the case of colleges, this can be done easily through the college's department of publicity. In many cases this is already being done.

In the preparation of such materials for the use of newspapers, it should be borne in mind that the material is planned to reach readers, a majority of whom have had no technical or scientific training. It should be written, therefore, in a simple and non-technical manner.

Secondly, I would suggest that scientific institutions be willing to co-operate with newspapers in specific instances where material in greater detail is wanted. Through the visits of newspapermen to scientific institutions both the scientist and the news writer will profit in that they will come to understand each other's viewpoints and will learn from each other the best way of presenting science to the public.

Third, I would suggest that in the arrangement of all scientific meetings, the fact be borne in mind that the meetings are going to be reported in the newspapers. Part of the arrangements for

a meeting should include the setting up of a publicity bureau to see that the newspapermen get abstracts of papers and the news of what is happening. The American Association for the Advancement of Science has taken the lead in this matter. At the Washington meeting of the association, for example, fine assistance was given newspapermen under the direction of Dr. Austin H. Clark of the Smithsonian Institution.

The maintenance of an information bureau during a meeting means considerable work in advance. It also needs the sincere co-operation of every speaker on the program. For the success of the bureau depends upon the willingness of speakers to comply with the request of sending the bureau abstracts of papers well in advance of the meeting.

These things which I have enumerated are all relatively simple things. Yet I believe that they are things which are exceptionally well worth doing.

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MORSE MEN INCREASE AND PROSPER DESPITE AUTOMATIC PRINTERS

Bulletin Matter Still Goes to Dot and Dash Operators for Fast Service—Changes in Transmission Devices from Early Days Told

By JAMES THOMAS DICKSON

WHEN a news story is of "bulletin" importance, or when a stock broker's message must be put through without delay, or a telegram is marked "rush" it is put on one of the various automatic telegraph appliances of recent invention for transmission?

It is not. Every efficient telegrapher knows this. It is placed on the good old standby, the Morse circuit, operated by a telegrapher who knows how to put such matter through at top speed. Even where the Associated Press, with double or triple wires, uses automatic printers, the speedy Morse circuit carries the "flash," "bulletin," and "bulletin matter" news, because it is quicker than the automatic printing telegraph.

Almost a century ago Professor Samuel Finley Breese Morse invented the first practicable electrical telegraph. His first apparatus used a ribbon tape of paper upon which a needle recorded the dots and dashes, which then were transposed from Morse characters into English. That apparatus served well enough until the telegraph operator discovered himself. The operator found he could speed up the service by reading the dots and dashes as these clicked in on the magnets and armature. Exit the paper tape system, enter the telegrapher.

Ever since that time scientists, electrical engineers, inventors and others interested in facilitating communication, have sought to perfect a telegraph apparatus that would be speedier and equally efficient. They have attained speed; they have produced apparatus that makes one wire serve the purpose of eight; they have succeeded in transmitting motion pictures and photographs by wire; but the Morse telegrapher still lives.

Frequently, especially during the last few years, as invention succeeded invention in the field of communication, the telegrapher has asked himself: "Am I making my last stand?" Increased demand for his services soon answered that query. Instead of the new apparatus putting him out of business, it has increased the demand for his services at increased wages and better working conditions. Today very close to half a million telegraphers do their daily "stuff" on the North American continent in speeding up the immense and ever increasing volume of telegraph matter of all descriptions that all but swamps the telegraph and telephone companies. News distributing concerns find their leased wires inadequate to handle the "daily run" of news matter demanded by the publishers—Congressional and White House news in complete detail; news from the capitals of foreign countries; Locarno, the world court; League of Nations; the clash of arms in the Near East; the civil struggle in China; quotations on world commodities, and our own stock, bond and curb exchange quotations. The great bulk of this news matter is handled over the automatic printing telegraph, but the more important of it goes to the good old standby, the

expert Morse telegrapher, over a speedy wire paralleling the printer circuit.

With world and domestic news crowding its system of leased wires the A. P. recently found it necessary to double the capacity of its trunk lines west of the Mississippi river. It was a case of handling twice the usual volume of news matter over one of these two circuits, or of leasing an additional wire. The cost of a leased wire from the Mississippi to the Pacific coast, and from the Canadian to the Mexican boundary, would involve great additional expense. But by installing the latest development of the automatic printer, the news organization solved the problem without an additional circuit. Heretofore the use of the automatics by this organization was confined to that portion of the country east of the Mississippi. Up to Oct. 1, last year, it used 252 of the inventions on its 117,656 miles of leased wires in the United States. But it had to have one of the most expert of telegraphers at each "printer" station, not only to look after the printer, but, more to the point, to handle the more important news matter on a fast Morse circuit. True, the printer has a capacity of 65 words a minute, but every word must be "punched" on a ribbon of paper tape and passed through an automatic transmitting machine. These machines work fine in fine weather—and sometimes in bad weather. But when old Aurora Borealis gets in his work, or when sleet and snow storms, or high winds interfere with communication—well, there's the good old standby, the efficient and experienced Morse man, who puts the news over almost unworkable wire conditions because he has other Morse men working with him. A letter or a word, or a bit of code may "hang" or "stick" or "drop out" over a very poor telegraph circuit, but the efficient telegrapher has a brain to aid him in his task. The automatic is only what its name implies.

In addition to its double and triple trunk lines, the Associated Press has 42,599 miles of leased single state wires, 7,220 miles of single interstate wires, and 20,904 sporting and financial leased wires. It serves 1,203 newspapers over these leased wires, and a vast number of smaller dailies by "pony" or limited telegraph or telephone service. It employs more than 1,200 expert and experienced telegraphers. It requires a regiment of day and night correspondents, news editors, sporting editors, market editors, pony editors and telephone "readers" to handle the news matter. But Mister Morse Telegrapher, attending strictly to his work, manages to get the news over the wires pronto.

The experienced news telegrapher is a source of information to editors "out on the line," or on state and interstate wires. He has the "news" literally pounded into him by the clicking sounder. He knows what is happening in all parts of the world, and what is likely to happen in the near future. It's easier for the editor to ask the operator "What's Hoover's middle initial?" "Is Senator So-and-so a dem or a standpatter?" "Where's the Prince of Wales today?" than to look through newspaper files in the reference department.

In spelling the telegrapher "is there like a duck." He doesn't have to think how the words are spelled. A series of Morse characters, meaning, perhaps, a word, a phrase, or in some instances, a complete sentence, click on the sounder. The telegrapher hasn't time to stop to "dope out" the spelling problem—his fingers just "bat 'em out" on the typewriter. And by the time he has completed that task he may be six to twenty words behind the sender—and his brain has to not only type the number of words he may be back of the sender but must remember what is clicking into his ear while he is writing what has already been sent and spell it out in full, properly punctuated. Russian, Polish, Czechoslovakia, and Jugoslavia names, with their maddening bunches of wejskis, vich's, jkzikis, mean absolutely nothing to the telegrapher. He just "puts 'em down" correctly. Spanish, Italian, French, Japanese and Chinese come easy to him. Try it yourself sometime and see how far you get. The news telegrapher, by courtesy and for the sake of expediency, is allowed three "breaks," and for the sake of expediency, is allowed three "breaks," or inquiries, a day. More than that number on a fast circuit brings him a polite but insistent note from headquarters wanting to know why he had to ask about this or that, delaying service.

No automatic telegraph device, used by even the most expert typist in punching paper tape, will do similar work. The typist must use the "touch" system

while reading copy. Human fingers insist on getting tangled up at times, no matter how expert.

Of course the automatics are flexible to a certain point—an error in "punching" the wrong letter may be eliminated without being transmitted to the receiving printer.

Prior to 1912 the telegraphers in the employ of the A. P. were under the supervision of division superintendents. Kent Cooper, now general manager, came into the organization sixteen years ago as an inspector. He established the traffic department, separate and distinct from the news department. He inaugurated the employees' disability and pension plan, under which they receive their regular pay checks if disabled from sickness or other causes and life insurance without cost.

The first automatic telegraph printers were installed by Mr. Cooper many years ago. As these automatics were improved and made more efficient their

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use was extended until today these printers are in use where double leased wire service is required to handle the volume of news matter desired; but, notwithstanding such installment, the Associated Press telegrapher finds himself not only benefited financially but his work is easier. Mr. Cooper is not a telegrapher, but he has a firm hold upon the love and loyalty of the telegraphers in his service.

In what some telegraphers might term "the good old days" the operator was wont to migrate with the seasons. In summer, with the millionaire, he was to be found where business and weather were "befittin'"—in the northern states. In winter he migrated south. Some few of his tribe, wanderers who didn't want to work, and who couldn't work if the opportunity offered, gathered in large numbers in large cities. These were the "blockites." Numbers of them would manage to arrive in a good sized city about "payday" and "panhandle" the real workers.

Those days are gone forever. Today a telegrapher must have a clean record. He must be efficient. Before he is given steady employment he must "make good" in actual work. The telegrapher of today takes his vacation or does his migrating like a gentleman should or would.

Since Professor Morse invented and improved his original system of telegraphy, inventors unnumbered and some without record, have sought to "ditch" the Morse system of telegraphy. New inventions have been put into use,—and sidetracked. With the old Wheatstone system the punched tape could be transmitted fast enough over a telegraph circuit for a few hundred miles but required a small army of "tape punchers" with heavy metal punchers grasped in either hand pounding away at a small machine through which the tape passed, to prepare the messages for transmission. And at the receiving end it required a similar small army to transpose the dot-and-dashed tape into English. The system was cumbersome, topheavy, impracticable when speed was required. Then came a "printing typewriter," automatic in its action. But it required the same ribbon punched paper tape. Too slow for rush matter, but good enough on "day and night message" and less important stuff.

Similar automatic printing apparatus followed, but all of it required the same old tape-punched paper ribbon. And while these inventions were being tried out, replaced and re-replaced with improved apparatus the good old, reliable Morse telegrapher was doing business at the old stand.

Along about the year 1904 some misguided genius of a Morse telegrapher improvised a very cumbersome sending apparatus which required a couple of dry cells to operate it. Instead of the "key" functioning vertically, it functioned horizontally. To the right it produced a series of "dots," and to the left, dashes. It reduced the number of movements required in ordinary hand sending by two-thirds but it was too bulky.

When Jim Coffey, at that time in the employ of the old Scripps-McRae association at Cleveland, Ohio, analyzed this sending apparatus, he remarked: "Hell, I can beat that without trying." A few weeks later Jim began shooting Morse over the old Cleveland-Chicago Scripps circuit at high speed. Dots came through like hail on a tin roof and the dashes were something marvelous. The Scripps gang

in Chicago stood it as long as they could without becoming inquisitive over a very crowded news circuit. It remained for Jim Corrigan, then chief of the division, to explain to us that Coffey was trying out his invention the "Vibroplex," on us. Coffey became proficient on his "model," and finally sold the patent rights. Thereafter he was known as the first telegraph operator in the United States to own an automobile. Corrigan told the "gang" on the wire that Coffey came to work and went home in his new "gas buggy" but wasn't "upstage" about it.

Shortly after this invention—which, incidentally, is in use in slightly improved form today—the Yettman typewriter was tried out on the patient and silently suffering Morse receiver. The Yettman was a typewriter, universal keyboard, and could be used for either sending or receiving. At the lower back part of the Yettman was a cylinder arrangement that, when connected with the line, transmitted regulation Morse characters, as the letters were struck on the keyboard by the transmitting typist. The resulting Morse characters were automatically perfect—over circuits not more than 300 miles in length—and, when transmitted evenly and smoothly by an experienced Morse operator who could both listen to the resultant dots and dashes, and use the "touch" system on the keyboard while he read copy. The Yettman, also, had a spring-operated motor to revolve the transmitting cylinder. It failed to achieve popularity with either operators or telegraph companies.

Thereafter followed various inventions, the most efficient and popular among which was the "automatic printing telegraph" using the tape-punching system, but improved to carry over longer circuits and to work efficiently through minor wire interference. The telegraph companies used these for message work in the eastern part of the United States. Their use gradually spread westward, and when efficiency was sufficiently established, Kent Cooper, then inspector for the Associated Press, caused the printers to be tried out on the shorter eastern leased wire circuits. The system proved satisfactory and today it has spread to the Pacific coast and from the northern to the southern boundaries of this country.

But the automatic printer is by no means the "last word" in automatic telegraph or telephone work. While they are used on many brokers' circuits for transmitting market quotations, a newer invention is being installed over the western part of the United States. This latest apparatus is described as a magnifying ticker service—that is, it resembles the old "gold and stock" ticker, over which market and stock quotations were printed by telegraph on a ribbon of paper, but the newer arrangement uses a magnifying lens and an automatic shutter to flash the quotations on a blackboard or screen, much as motion pictures are reproduced.

Radio communication is* advancing rapidly. It, too, is animating the automatic typewriter and the early objection of lack of secrecy has been overcome.

But despite all, the Morse man continues to hold his own.

TWO ECUADOR DAILIES CLOSED BY POLICE

El Guante of Guayaquil and El Dia of Quito Suppressed on Dictator's Order—Press Congress Cables Protest

Plants and offices of *El Guante*, of *Guayaquil*, and *El Dia*, of Quito, two of the largest daily newspapers in Ecuador, on June 10, were closed by police forces at the order of the Dictator, Dr. Isidro Ayora, and with the previous approval of his ministers. No reason was given in the Associated Press cable, which said that all the dailies have protested against this violation of press freedom.

The Ecuadorian Press Association is a member of the Press Congress of the World, and the following cablegram of protest was sent to the dictator.

"Press Congress of the World, composed of journalists and press associations of all countries, including Ecuador, protests closing of plants of *El Guante* and *El Dia* as an affront to education and civilization. Urge lifting of ban in interest of good government and personal liberty of citizenry.

"PRESSCONGO,
"James W. Brown, Secretary-Treasurer."
El Guante, of Guayaquil, was founded 16 years ago as a political weekly. Later it was made a daily, and grew until it now ranks with *El Telegrafo*, of the same city, as one of the two largest papers in Ecuador.

El Dia is the second in circulation at Quito, the capital of Ecuador.

Both of the papers closed are liberal. *El Guante* is owned by a stock company. *El Dia* is under private ownership and belongs to Dr. Jaramillo.

Private cables received in New York, which have been able to evade the censorship said to exist in Ecuador, tell that Rosendo Aviles, one of the biggest shareholders of *El Guante*, has been imprisoned. Mr. Aviles has been editing the paper since the middle of last March.

Eleodoro Aviles, another large stockholder, was exiled in December, 1925, and came to the United States. He was a member of the First Congress of Pan-American Journalists held in Washington last April. He sailed on the S. S. Santa Ana, Grace Line, June 10, for Ecuador.

Alvarez Lara, manager of the *El Guante*, who also attended the Pan-American journalists congress in Washington, remains in New York.

Ecuador has been under a dictatorship since July 9, 1925. The Ecuadorian press, with a very few exceptions, has been campaigning for a restoration of civic constitutional rights, and the two papers closed have been leaders in this action.

In the last available figures, Philadelphia has 779 office buildings, 541 hospitals, asylums and other buildings used for charitable purposes, 312 colleges and libraries, 1,036 churches, and 356 hotels.

Titusville (Pa.) *Herald* will reach its 61st birthday June 13.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

Florida's FASTEST GROWING NEWSPAPER

The **Miami Tribune**

FRANK P. FILDES PUBLISHER

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems

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

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

SERVICE

THE CHARLES PARTLOWE COMPANY

America's Largest Circulation Building Organization

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GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

TO Philadelphia belongs the credit of publishing the first American book to deal in a practical way with American Journalism, so far as I have been able to learn. This book, "Secrets of the Sanctum," was written by A. F. Hill and was published in Philadelphia in 1875 by Claxton, Remson and Haffelfinger.

Briefly, it attempts to give an inside view of an editor's life, though it is dedicated to the editor, the reporter, the correspondent, the proof reader, the compositor, the press man and—to the devil. The book is valuable because of the portraits of editors of yesterday. The chapter on "The Reporters" can still be read to advantage.

Here is what the city room of the *New York Tribune* looked like 50 years ago:

The walls are covered with maps. A perpendicular viaduct, for communication between the counting, editorial and composing rooms, with speaking-pipes, copy boxes and bells, run from the low ceiling through the center of the room like the succulent branch of a hanyan tree. A small library of books relating to city affairs leans against the viaduct. A water pail and a tin jar of ice water occupy one corner of the room. Paste pots and inkstands are scattered over the desks in lazy confusion. Bits of blotting paper and scores of rusty looking steel pens are strewn about the tables. A dozen reporters are seated at a dozen small green desks. Some are writing, a few are reading, and two are smoking briarwood pipes. The City Editor arrives at the office at 10 A. M., and immediately overhauls the morning papers, reading the advertisements with special care. Every announcement of a political meeting, lecture, horse race, excursion, real estate sale, execution, hotel opening, steamboat-launch, etc., is clipped out and pasted in a blank book. At noon the reporters enter and copy their assignments from the book, drawing a line under each of their names, to assure the City Editor that they are aware of their detail and will attend to it.

Mr. Hill's book may be occasionally picked up at the second hand stall for a dime, but at best a quarter.

PEOPLE who live in glass houses shouldn't throw stones at reporters is the text from which Silas Bent preaches a lay sermon in *The Atlantic Monthly* for June. This sermon entitled "Journalism and Morality" outlines changes which have taken place in American Journalism—as he sees them.

Bent begins with a story of how he stole a telegram which a wife, who had eloped with a millionaire manufacturer of cosmetics, sent from Tucson to her daughter. Exultant and not ashamed, Bent put the telegram on the desk of the city editor who took it into an editorial conference—rather odd behavior in his opinion.

After the conference the city editor remarked to Bent, "You are aware that you have committed a felony?"

Bent nodded. Then the city editor continued, "This newspaper cannot countenance such conduct and will make no use whatever of information obtained in that way. If I did not realize that you acted from overzeal I should be compelled to discharge you. As it is, you will be permitted to remain on the staff, on probation."

That afternoon the paper printed a first page story from Tucson where the run-

aways were registered under an assumed name at the leading hotel. Bent's comment is that "if 'no use whatever' had been made of the information in the stolen telegram, then some obscure reporter out West must have been blessed suddenly with clairvoyance."

Other cases somewhat similar are given in the article before Bent begins to draw conclusions. Considerable attention is paid to the matter of faking the news after which this comment is made:

With the multiplication of the agencies of news-gathering the excuse for faking disappeared. The pressure on the news columns became so great that it was a question, not of finding sensational stuff to print, nor of manufacturing it, but of selecting according to certain standards from the mass at hand.

In Mr. Bent's opinion the scoop is no longer found in American journalism because it was found not to pay dividends: the exclusive story lasted only through one edition and was forgotten in 24 hours. More important factors in circulation are such things as "superior mechanical equipment the employment of 'colymists' and feature writers, prize contests and crossword puzzles."

Another point stressed by Mr. Bent is that when a newspaper of today distorts the facts in a story it does so not to print a sensation but to serve some political or financial end. He believes that newspapers are chary of such coloring or faking because when detected, as it must be sooner or later, the circulation and advertising are impaired.

The expression of opinion on the editorial page, according to Mr. Bent, has been subordinated to a mere recital of facts acceptable to a large circulation. This same circulation as it has grown has imposed a greater common denominator of taste to please. The editorial policy is conservative because the capital investment is large.

The change that has taken place in reporting is thus outlined:

The good reporter in this year of grace differs widely from the good reporter in the first decade of the century. Individual exploits have gone out of journalism as they have gone out of war. Those that I have sketched here as fairly characteristic of the day's work—although, to be sure, some of them are high spots—are obsolescent, perhaps quite obsolete. When the spur to get a scoop ceased to be felt, reporters began to work in groups instead of singly, against one another. If there are several ends of a story to be covered, the work is apportioned among them, and they get together later to share what they have gathered. If a celebrity is to be interviewed, it is done en masse. The technique of reporting is co-operative. There is no special initiative, because there is no real competition in getting at the facts. And the facts, when written, must be in accord with a rigid formula. Everybody around a newspaper, excepting the sports writers, is pouring stuff into a mould.

The old *New York Sun* which, according to Mr. Bent, once "stimulated report-

ing with a flavor" has now "joined the melancholy array of grave stones in Mr. Munsey's cemetery." Mention is made that modern news reporting "will never make a good writer of any man or woman." The comment is added, however, that those who have the makings may well hang around the city room, "not for the training but for the closer look at life it affords."

After insisting that the day's grist comes out a standardized product when put through the newspaper mill, Mr. Bent calls attention to one advantage of such a manufacturing process:

News is graded and valued much more accurately than in the old days. If you will pick up your competing morning newspapers, and glance at their first pages, you will see that—without any prearrangement—they display the same news in their show-windows, with about the same emphasis. Although it is still impossible to define news satisfactorily, it is nevertheless possible to put it into a perspective, at any moment, which trained newspaper men will agree is the right perspective for that time and place. Its worth can be estimated as accurately as horsemen gauge the value of horse-flesh.

Has the reporter become atrophied? "Yes," answers Mr. Bent. "He accepts listlessly the statements handed out to him by lawyers, well-meaning propagandists and publicity agents."

By way of illustration Mr. Bent gives two instances which he says have come under his observation. The first, a speech delivered by a famous railroad executive in New York City, is thus described:

In advance of the occasion a publicity bureau, calling itself a "counselor in public relations"—for this is the patter of the trade—sent to the newspapers and to the news agencies a copy of the address, as it had been dictated to a stenographer. But when the railroad man found his audience responsive he departed, after the first few paragraphs, from the manuscript. He is noted for his sharp tongue, and he has pronounced opinions. The upshot was a much livelier and more interesting speech than he had intended to make. The reporters who were sent as a formality to the meeting, after verifying the fact that the speaker was there and was talking, went on their way with the prepared copy in their pockets; and the next morning no New York newspaper had the real news of the evening, although one of them printed the "canned" speech in full.

Whether Mr. Bent who, incidentally,

used to report for the *New York Times* ever reads EDITOR & PUBLISHER is open to question. Campaigns, whatever may be true in the daily newspaper field, have not been abolished by EDITOR & PUBLISHER which right now is campaigning to can "canned stuff."

AMONG the items which should be marked in *The Nation* for June 16 are: the editorial about the attempts to interfere with the freedom of the press; the special article on "The British General Strike" which tells how the story was covered by London newspapers; the letter, "Truth in Advertising," which takes up the decision by the Federal Trade Commission concerning the Ostermoor mattress; and the interesting skit "In the Driftway" which deals with the organ of Greenwich Village—*The Quill*. This quatrain ought to bring a smile and possibly a desire to see *The Quill*:

If your verse is very vile,
You might send it to *The Dial*.
If your verse is viler still—
Send, oh, send it to *The Quill*.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

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

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.

Among The Newspapers Publishing Constance Talmadge's Flapper Series

Chicago Journal Philadelphia Sun
Detroit News Buffalo Times
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Newark Jersey Transcript

Why Not Join This List of Papers Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC.
Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager



features SINCE 1899

WEEKLY

Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK

Hints for the Motorist; Handicraft in the Home.

DAILY

Cross-word Puzzles, Dots and Cut-outs; Radio; Noodle; Fashion hints; 1 col. Comics; Portraits; Gillian's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate
Baltimore, Md.

AD TIPS

George Batten Company, McCormick building, Chicago. Placing account of J. N. Collins, Minneapolis, manufacturers, candy.

Norris L. Bull, 774 Main street, Hartford, Conn. Has secured account of the Billings & Spencer Company, Hartford, manufacturers drop forged tools, special forgings and forging machinery.

Campbell-Ewald Company, Detroit, Mich., is sending contracts generally to newspapers on General Motors Company, Detroit.

Witt K. Cochrane Advertising Company, 30 North Dearborn street, Chicago, is preparing a list on Enoz Chemical Company, Chicago.

Cole-MacDonald-Wood, Inc., Detroit, Mich., will hereafter be known as MacDonald-Ramsdell-Wood, Inc.

David Advertising Company, St. Paul, Minn., is handling the distribution of advertising of the St. Paul Bottling Company, St. Paul. The company is extending its appropriation and will advertise in towns as fast as it can secure distribution.

Dollenmayer Advertising Company, Minneapolis, is preparing a list on Pillsbury Flour Mills, Minneapolis.

John H. Dunham Company, 431 North Michigan avenue, is handling the account of Art Metal Radiator Cover Company, Chicago, which will make up its list during the month of July. F. L. Sheppy is in charge of the company's advertising.

Erwin, Wasey & Co., 844 Rush street, Chicago, is adding new towns to the list on Carnation Milk Products Company, Oconomowoc, Wis.

Farnsworth & Brown, Inc., 2 West 45th street, New York City. Now handling the following accounts: Allen Auto Specialty Company, New York City, manufacturers shutter fronts; the Calculagraph Company, New York City, manufacturers Calculagraph Time Recorders; Cullingsworth, Inc., New York City, men's clothing; L. Sonneborn Sons, Inc., New York City, manufacturers motor lubricants; Zeller Lacquer Manufacturing Company, New York City, manufacturers lacquers.

Ferry Hanly Advertising Company, 6 North Michigan avenue, Chicago, is issuing contracts to newspapers in scattered territory on J. A. Folger Company, Kansas City. Giving orders on National Fruit Flavor Company, New Orleans (Orange Squeeze), to a list of newspapers.

R. Marshall, 653 Woodward avenue, Detroit. Handling the following accounts: Anchor Concrete Machinery Company, Adrian, Mich., concrete products equipment; the Knickerbocker Company, Jackson, Mich., contractors' machinery; Nichols Centrifugal Products Corporation, Detroit, centrifugal pipe process; McCracken Machinery Company, Sioux City, Ia., sewer pipe machinery; Globe Furniture and Manufacturing Company, Northville, Mich., church, lodge and home furniture; C. H. McAleer Manufacturing Company, Detroit, automobile polishes; C. E. DePuy Company, Pontiac, Mich., stock food; Supertile Machinery Company, Huntington Park, Los Angeles, Calif., tile making machinery; the Rochbond Company, Van Wert, Ohio, plastic magnesia stucco.

Myers-Beeson-Golden, Inc., Pershing Square Building, New York City. Has secured the following accounts: Mot-Acs, Inc., New York City; United States Sand Paper Company, Williamsport, Pa., makers of Mapbrand sandpapers and emery cloths; Stetson Drug Corporation, New York City, distributors of Stetson tablets for indigestion.

Northwestern Advertising Company, St. Paul, Minn., may put on a special fall campaign on Allen-Qualley Company (Junior Candy Bar), St. Paul, advertising to the school and college trade.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Placing account of the W. L. Douglas Shoe Company, Brockton.

Olson & Enzinger, Inc., Century Bldg., Chicago, Ill. This agency is now handling the following accounts: Cracker Jack Company, 512 South Peoria street, Chicago, Ill., manufactures "Cracker Jack" and "Angelus" Marshmallow; Great Lakes Golf Corporation, Milwaukee, Wis., manufactures golf clubs.

Richardson-Briggs Company, Cleveland, is adding new towns to the list on Cummer Products Company (Energine), Cleveland, O.

Robbins & Pearson Company, 390 E. Broad street, Columbus, O., has been appointed by the J. H. Grayson Manufacturing Company, Athens, O., manufacturers of Raygo heaters, to direct its advertising.

Roche Advertising Company, 310 South Michigan avenue, Chicago, a new organization, will place the advertising of the Studebaker Corporation of America, South Bend, Ind., the Chero-Cola Company, Columbus, Ga., newspaper accounts, as well as several other accounts advertising in various media, starting July 1.

F. R. Steel Company, 201 East Ontario street, Chicago, is giving copy orders to a list of newspapers on M. & M. Laboratories, Chicago (a fluid to save gas).

Sweet & Phelps, Inc., 210 E. Ohio street, Chicago. Has secured account of the Patent Novelty Company, Fulton, Ill., manufacturers general household articles.

Washburn Crosby Company, Minneapolis. Plans to use magazines exclusively for advertising for the fiscal year June, 1926, to June, 1927. There will be no newspaper advertising during that period.

Frank B. White Company, 76 West Monroe street, Chicago. Handling account of the Anderson Box Company, Indianapolis, manufacturers of Blue Ribbon Master Breeder chick boxes.

Canada Bars U. S. Editor's Car

Refusal of the customs department of Canada to allow the outing editor of the *Tacoma Daily Ledger* to drive his car

in British Columbia while gathering material for a series of scenic articles to be run in the *Ledger*, caused officials of the Automobile Club of British Columbia to denounce the regulations as extreme and absurd. George E. Housser, chairman of the legal and legislative committee, stated that his investigations showed the rule old fashioned, and re-

ferred more to horses and buggies than to automobiles. His remedy would be to allow border officials to use their own discretion in admitting automobiles into the country for business purposes.

Four towns in the United States have Democratic and Republican newspapers published under the same management.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

Standardize Your Title
To Perfection
With
Hardened Steel
Newspaper Headings
That Last Forever

A. J. SOSSNER
363 West Broadway
New York

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 stereotypic presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Fight
hot-weather
fatigue

Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.

Branch Offices in Principal Cities

Sturtevant
Ventilating Fans

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—A real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

PRESS CONTROL

"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



R. HOE & CO., Inc.
7 South Dearborn Street,
CHICAGO, ILL.

504-520 Grand St., N. Y. City
Also at
DUNELLEN, N. J. 7 Water Street,
BOSTON, MASS.

Buyers and sellers of equipment meet face to face
in EDITOR & PUBLISHER

<h1 style="margin: 0;">DOLLAR</h1> <p style="text-align: center;">\$\$</p> <h1 style="margin: 0;">PULLERS</h1> <p style="text-align: center;">\$\$</p>	<p style="margin: 0;">ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED</p>
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SUGGEST the slogan "We Wash Cars Clean" to one garage or wash-stand in your city. If kept before the public over a period of time the phrase will get wonderful results. It increased business for firms in Lebanon, Ind. and Frankfort, Ind.—Davis O. Vandivier.

A "Made-In-Evansville" Week launched by a newspaper brought real results in the way of advertising and good will. At the suggestion of the newspaper, local stores features in their sales and in their advertising copy, goods actually made in that city. The manufacturers of special apparatus also "came through" with good advertising accounts for the week. The stunt was highly successful from every angle and it is planned to repeat it again next year.—B. A. T.

Now it is timely to run a page of golf advertisements. The *Evening Mail*, Halifax, did this recently. The page was headed with "Fore." A write-up told of the three championship golf meets to be staged on Halifax courses in 1926, and around the reading matter were advertisements for golf apparel, equipment, etc.—V. G. Dawson, Halifax.

Every classified manager who wishes to increase his lineage of farm advertising should note the comments of Dale Bessire in the current issue of *Farm and Fireside*. Mr. Bessire who owns 12,000 apple trees in Brown County, Indiana, tells how he built up his business through sales to the auto tourist. He began 12 years ago with 1,200 apple trees. He says he has tried selling through commission men, selling direct to the wholesaler, selling straight to the city consumer, but has finally decided that the best way is to sell at the farm in small lots to the family that wants and needs the apples. Not only can the roadside stand be advertised effectively in the classified columns, but every week-end, at least, should furnish the occasion for a Touring page layout with stories on interesting trips and ads gathered from garages, filling stations, refreshment stands, and farmers' roadside stands along the route.—Norman J. Radder, Indiana University, Bloomington, Ind.

H. W. Brown & Co., gift and novelty merchants, of Milwaukee, Wis., are following the news-ad form of several large department stores, by publishing each Sunday in the Milwaukee papers a very attractive advertisement in news form entitled "Brown's Shop News."—Reuben Levin.

A farm edition of a middle-western newspaper went across big. In the edition, practically all of the advertising was directed to the farmer and every farm home within 50 miles received a copy. It was also a good stunt from a circulation viewpoint as results later proved.—B. A. T.

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

Considering the number of people who will be traveling this summer it should be possible in many places to run a page of "suggestions for the trip," down the center of which a column or two of news about, or letters from absentees might be printed.—Fremont Kutnewsky.

The *Denver Post* publishes each day in the lower left-hand corner of page one, a vacation season reminder to "take the Post with you on your vacation." Appended to the reminder is a handy coupon stating "please change my Post from _____, my present address, to _____, with blanks for subscriber's name, city and state. According to the subscription department, the reminder is adding many

<h1 style="margin: 0;">HUNCHES</h1>	<p style="margin: 0;">ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED</p>
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CONFLICT of game and sport associations among each other has been almost traditional in the past. The *Milwaukee Journal* published an excellent story in a recent Sunday issue on the co-operation in Wisconsin between the various outdoor groups for the preservation of the state's forests, game, landscape, etc. Similar stories may be worked up in other states by getting in touch with the heads of the various outdoor organizations and possibly with the state conservation board or commission.—Ruben Levin, Madison, Wis.

Through a contest staged by the *Denver Post* to determine "the most heroic dog in Colorado" the paper obtained several columns of stories of intense interest to animal lovers. The contest was conducted in co-operation with a local kennel-club show and the winning dog was presented with a medal of honor.—M. S. M., Denver.

You'll be surprised with the response of women readers of your newspaper to a "How I Improved My Appearance" column and contest. Offer \$5 weekly for the best letter on this subject and pay \$1 for each letter published. The pulling power of this feature is tremendous.—G. Smedal, Jr., Minneapolis, Minn.

*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

summer subscriptions weekly.—M. S. M., Denver.

The *Milwaukee (Wis.) Sentinel* at stated times during the week runs a "Vacation and Tourist Guide." Newspapers in states that are noted for their fishing or summer resorts can profit by similar ads which represent special railroad and steamship excursions, advertisements of leading resorts, and also of stores catering to all the needs of the vacationist.—Wilbur Polson, Milwaukee.

Do your stores advertise specials for Suburban Day, usually Friday or Saturday? In Racine, Wis., the police department co-operates with the newspapers and the advertisers in getting out-of-town customers and those in the territory surrounding the town to feel more than welcome in parking their cars. The cars don't get stickers if they stay an hour and a half in a one hour limit street as the visiting cars contain a guest card furnished by the department stores which reads, "This card entitles you to park your car on the streets of Racine, Wisconsin as long as you wish. There is no time limit for you." The card is signed by order of the chief of police.—Thora Eigenmann, Bloomington, Ind.

A \$5 bill that everybody seems to be working for in Seattle and which makes a miraculous amount of "copy"—good live material each day—is the five-spot offered for "My Best Fish Story," run under this title by the *Post-Intelligencer*.—C.M.L.

BY UNITED PRESS

AROUND THE WORLD
AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

THOS. W.
BRIGGS CO.

Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS
OF LOCAL
DISPLAY
FROM A NEW
SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

One of the Boston papers recently ran a very interesting story on the work of the railroad detective. It described several interesting cases and outlined in detail the work of these officers whose duty it is to keep the crooks from entering the city and to protect the crowds from pickpockets etc. Any paper could easily work up a story of this type and the public is always interested in stories that have the spice of adventure in them.—C. E. Pellissier, Boston, Mass.

For papers which cover small suburban towns a source of many personal items may be created by having placed at one or two of the most popular stores in each town a box with a slotted top, for the reception of such items, written out. Put up a placard and perhaps carry a note in the items for that town. Probably the items should be signed as a guaranty of truth, although this is not always done. A surprising amount of copy will find its way into such a box.—Guy M. Chase, *Elizabeth (N. J.) Journal*.

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

Mary Marshall

FASHION WRITER

is sending a

COMPLETE DAILY AND
SUNDAY FASHION
FEATURE

and a

DAILY FASHION NEWS
SERVICE FROM
PARIS

Authoritative
Entertaining
Full of Ideas

The McClure Newspaper Syndicate

373 Fourth Avenue, New York

Yourself and
Your Body

By Wilfred T. Grenfell
Illustrated by the author

*Dr. Grenfell has done
for anatomy what Van
Loon did for history
and anthropology in
"The Story of Mankind"*

24 Illustrated Articles

The Bell Syndicate, Inc.

JOHN N. WHEELER, Pres.
154 Nassau St. New York City

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